

B.Com. Digital Marketing & Data Mining

Syllabus

AFFILIATED COLLEGES

Program Code: ***

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,
Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

Program Outcomes (POs)	
On successful completion of the B.Com- Digital Marketing and Data Mining Degree program the students are expected to	
PO1	Analyze and apply the concepts and principles of Commerce in global business environment.
PO2	Develop the communication skills to prepare and present the financial statements to various stakeholders of the business enterprises.
PO3	Reasoning with contextual knowledge to assess the societal health, safety, legal, cultural issues and consequent responsibilities.
PO4	Develop the entrepreneurial and employability skills to assess and evaluate the multi-disciplinary business opportunities.
PO5	Function effectively and efficiently as a member / leader of a group to engage in business activities appropriately with self-direction and lifelong learning



Program Specific Outcomes (PSOs)	
After the successful completion of B.Com. Digital Marketing and Data Mining Degree program, the students are expected to	
PSO1	Comprehend the concepts of Digital Marketing bring to gather in application of Data Mining.
PSO2	Competence to use and apply concepts and practices in the core Data Mining to solve real world digital business and commercial problems by applying cross-functional knowledge in the area of Digital Marketing.
PSO3	Understand application of knowledge of commerce in Digital business, service sector, industry and usage of practical skills in Digital marketing and Data mining.



Program Educational Objectives (PEOs)	
PEO1	PEO1 Possess wide spectrum of managerial skills along with competency building qualities in specific areas of Digital Marketing with Data Mining.
PEO2	PEO2 Exercising Professional skills, values, team spirit, and high leadership and to accept the challenges in the Market, Industry and Academics.
PEO3	PEO3 Excel in contemporary knowledge of business and developing inclination towards lifelong learning.



BHARATHIAR UNIVERSITY: COIMBATORE 641046
Bachelor of Commerce (Digital Marketing and Data Mining) Curriculum
(Affiliated Colleges)

(For the students admitted during the academic year 2023 –24onwards)

Part	Course Code	Title of the Course	Credits	Hours		Maximum Marks		
				Theory	Practical	CIA	ESE	Total
FIRST SEMESTER								
I		Language-I	4	6	-	25	75	100
II		English-I	4	6	-	25	75	100
III		Core I Principles of Accountancy	4	4	-	25	75	100
III		Core II–Business Organization & Office Management	4	4	-	25	75	100
III		Allied Paper I– Mathematics for Business	3	4	-	25	75	100
III		Core III – Fundamentals of Digital Marketing	3	4	-	25	75	100
IV		Environmental Studies #	2	2	-	-	50	50
		Total	24	30		150	500	650
SECOND SEMESTER								
I		Language-II	4	6	-	25	75	100
II		English-II	2	4	-	25	25	50
		Language proficiency for employability Naan Mudhalvan Scheme http://kb.naanmudhalvan.in/Bharathiar University (BU)	2	2		25	25	50
III		Core IV– Advanced Accounting	4	6	-	25	75	100
III		Core-V- Computer Application Practical-I (MS-Office, Net Based Accounting and Tally)	4		5	25	75	100
III		Allied Paper II- Statistics for Business	3	5	-	25	75	100
IV		Value Education-Human Rights #	2	2	-		50	50
		Total	21	25	5	150	400	550
THIRD SEMESTER								
I		Language III	4	4		25	75	100
II		English III	4	4		25	75	100
III		Core VI – Cost Accounting	3	5		25	75	100
III		Core VII– Data Base Management System	3	4		25	75	100
III		Core VIII– Social Media Marketing	3	4		25	75	100

III	Allied: III-Managerial Economics	3	4		30	45	75
IV	Skill based Subject-1 : Commercial Law	3	3		30	45	75
IV	Tamil@/Advanced Tamil#(or) Non-Major Elective–I Yoga for Human Excellence # /Women’s Rights# Constitution of India #	2	2			50	50
	Total	25	30		185	515	700
FOURTH SEMESTER							
I	Language IV	4	4		25	75	100
II	English IV	4	4		25	75	100
IV	SkillbasedSubject-2 Nan Mudhalvan – office Fundamentals http://kb.naanmudhalvan.in/BharathiarUniversity_(BU)	2		3	25	25	50
III	Core IX – Management Accounting	4	6		25	75	100
III	Core X- Computer Application Practical – II (Data Mining)	3		3	25	75	100
III	Allied: IV: Principles of Management	3	4		25	75	100
IV	Skill based Subject-2: Company Law	3	4		30	45	75
IV	Tamil @ / Advanced Tamil # (or)Non-major elective -II: General Awareness#	2	2			50	50
	Total	25	24	6	180	495	675
FIFTH SEMESTER							
III	Core XI –Corporate Accounting	4	6		25	75	100
III	Core XII – Cost Control Techniques and Data Mining	3	4		25	75	100
III	Core XIII-Search Engine Management and Search Engine Optimization	3	4		25	75	100
III	Core XIV– Affiliate Marketing	3	4		25	75	100
III	Core XV–Working Capital Management	3	4		25	75	100
III	Elective–I:	3	4		30	45	75
IV	Skill based Subject-3: Banking and Insurance law	3	4		30	45	75
	Total	22	30		185	465	650

SIXTH SEMESTER								
III		Core XVI-Principles of Auditing	4	5		25	75	100
III		Core XVII-Internet and Web Designing	3	4		25	75	100
III		Core XVIII-Computer Application Practicals -III (LinkedIn & Twitter Marketing)	3		6	25	75	100
III		Elective-II:	3	4		30	45	75
		Elective-III:	3	4		30	45	75
IV		Skill based Subject-4: Intellectual Property Rights	3	4		30	45	75
IV		SkillBasedSubject-4-Naan Mudhalvan- FinTech Course - 2(Capital Markets/Digital Marketing/Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	3		25	25	50
V		Extension Activities @	2		-	50		50
TOTAL			23	24	6	240	385	625
GRAND TOTAL			140	163	17	1090	2760	3850

Add on Course under “NAAN MUDHALVAN” Scheme is adopted as per Government guidelines.

Value added courses: Minimum 2 and Maximum 5 for each Department for entire program- It is optional for affiliated colleges.

Job oriented certificate courses: Two courses (Each Department for entire program)- It is optional for affiliated colleges @ No University Examinations.

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

Swatch Bharat Summer Internship- extra 2credits would be given. It is mandatory.

Online courses will be implemented from next academic year

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

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

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective-I	A	Income Tax Law & Practice
	B	Entrepreneurial Development
	C	Micro Finance
Elective-II	A	Python for Data Analysis
	B	Brand Management
	C	Supply Chain Management
Elective- III	A	Indirect Taxes
	B	Financial Markets
	C	Project Work

Course Code	TITLE OF THE COURSE	L	T	P	C
Core I	PRINCIPLES OF ACCOUNTANCY	4	-	-	4
Pre-requisite	Basics knowledge on Accountancy	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Provide a strong foundation in principles of accountancy concepts, various elements of financial statements and relevant accounting. 2. Inculcate the knowledge of international financial reporting standards. 3. Make the students aware of bill of exchange. 4. Gain the knowledge about the preparation of final accounts. 5. Give an insight about the Account current statement and procedure for calculation of average due date methods. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of accounting and bookkeeping.	K1			
2	Solve the errors in bookkeeping and identify the effect of BRS in an enterprise	K2			
3	Aware of Bills of exchange and its transaction including Accommodation bills	K2			
4	To gain knowledge about the preparation of final Accounts	K3			
5	Understand the Account current statement and procedure for calculation of Average due date methods	K2			
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	INTRODUCTION	12 hours			
Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance.					
Unit:2	FINAL ACCOUNTS	12 hours			
Final accounts of a sole trader with adjustments – Errors and rectification					
Unit:3	BILL OF EXCHANGE	12 hours			
Bill of exchange – Accommodation bills – Average due date – Account current.					
Unit:4	CONSIGNMENTS AND JOINT VENTURES	12 hours			
Accounting for consignments and Joint ventures					
Unit:5	BANK RECONCILIATION STATEMENT	10 hours			
Bank Reconciliation statement – Receipts and Payments and income and expenditure account and Balance sheet – Accounts of professionals.					

Unit:6	CONTEMPORARY ISSUES				2 hours
Expert lectures, online seminars – webinars					
Total Lecture hours					60 hours
Distribution of Marks:20% Theory, 80% Problems					
Text Book(s)					
1	N. Vinayakam, P.L. Mani, K.L. Nagarajan – Principles of Accountancy – S.Chand & Company Ltd.,				
2	T.S.Grewal – Introduction to Accountancy- S.Chand & Company Ltd.,				
3	R.L. Gupta, V.K. Gupta, M.C. Shukla– Financial Accounting– Sultan chand & sons.				
4	T.S. Grewal, S.C. Gupta, S.P. Jain– Advanced Accountancy- Sultan chand & sons.				
Reference Books					
1	K.L. Narang, S.N. Maheswari – Advanced Accountancy- Kalyani publishers X				
2	S.K. Maheswari, T.S. Reddy – Advanced Accountancy – Vikas publishers				
3	A. Murthy – Financial Accounting– Margham Publishers				
4	P.C. Tulsian -Advanced Accountancy–Tata McGraw Hill Companies.				
5	A. Mukherjee, M. Hanif – Modern Accountancy. Vol.1- Tata McGraw Hill Companies				
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]					
1	https://www.youtube.com/watch?v=FuDFXg4Onzc				
2	https://www.youtube.com/watch?v=Z71rEnjW-Z4				
3	https://www.youtube.com/watch?v=91m0siLj3-o				
Course Designed By:					
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	S

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

Course code		L	T	P	C
Core-II	BUSINESS ORGANIZATION AND OFFICE MANAGEMENT	4			4
Pre-requisite	Basic knowledge in Management	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
To understand different forms of organization					
<ol style="list-style-type: none"> To understand various factors affecting business organization and functioning of stock exchange To provide insight about office functioning, data processing system and EDP 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understanding the concepts of business and its forms of organizations involved insole trader, partnership firms, companies and co-operative societies and public enterprise.				K2
2	Analyzing the business factors which are involved in sources of finance.				K4
3	Explaining the functioning of stock exchanges SEBI, DEMAT of shares.				K2
4	Remembering office functions, layout and accommodation.				K1
5	Outlining office equipments and EDP.				K2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1					12--hours
Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms, Companies and Co-operative Societies– Public Enterprise.					
Unit:2					12--hours
Location of Business – Factors influencing location, localization of industries- Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.					
Unit:3					12--hours
Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.					
Unit:4					12--hours
Office–Its functions and significance–Office layout and office accommodation–Filing and Indexing					
Unit:5					10--hours
Office machines and equipments – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.					

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

Text Book(s)	
1	Y.K.Bhushan– Business Organisation and Management –Sultan chand & sons
2	Shukla- Business Organisation and Management–S.Chand & Company Ltd.,
3	Saksena– Business Administration and Management– Sahitya Bhavan
ReferenceBooks	
1	Singh.B.P & Chopra- Business Organisation and Management– Dhanpat Rai & sons
2	R.K.Chopra– Office Management –Himalaya Publishing House
3	J.C.Deneyer – Office Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
ALLIEDPAPER1	MATHEMATICS FOR BUSINESS	4	-	-	4
Pre-requisite	Basics knowledge on Mathematics for Business	Syllabus Version		2023–24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Understand and apply basics of applications of mathematics in business 2. Make the students to be ready for solving business problems using mathematical operations. 3. Provide insight knowledge about variables, constants and functions. 4. Gain the knowledge on integral calculus and determining definite and indefinite functions. 5. Analyze the linear programming problem by using graphical solution and simple method. 					
Expected Course Outcomes:					
On the successful completion of the course ,student will be able to:					
1	Understand the basic concepts of arithmetic and geometric series and different effective rates of interest for sinking fund, annuity and present value.	K2			
2	Know the basic concepts of addition and multiplication analysis and input and output analysis.	K1			
3	Aware of variables, constants and functions and evaluate the first and second order derivatives.	K2			
4	To gain knowledge on integral calculus and determining definite and indefinite functions.	K2			
5	Analyze the linear programming problem by using graphical solution and simple method.	K4			
K1-Remember; K2 -Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6– Create					
Unit:1	SET THEORY	12 hours			
Set Theory– Arithmetic and Geometric Series– Simple and Compound Interest–Effective rate Of Interest–Sinking Fund–Annuity- Present Value–Discounting of Bills–True Discount– Banker’s Gain.					
Unit:2	MATRIX	12 hours			
Matrix: Basic Concepts–Addition and Multiplication of Matrices– Inverse of a Matrix– Rank of Matrix - Solution of Simultaneous Linear Equations – Input-Output Analysis.					
Unit:3	VARIABLES,CONSTANTSANDFUNCTIONS	12 hours			
Variables, Constants and Functions – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions–Meaning of Derivations–Evaluation of First and Second Order Derivatives – Maxima and Minima–Application to Business Problems					

Unit:4	ELEMENTARY INTEGRAL CALCULUS				12 hours
Elementary Integral Calculus–Determining Indefinite and Definite Integrals of simple Functions – Integration by Parts.					
Unit:5	LINEARPROGRAMMINGPROBLEM				10 hours
Linear Programming Problem– Formation– Solution by Graphical Method Solution by Simple Method.					
Unit:6	CONTEMPORARY ISSUES				2 hours
Expert lectures, online seminars– webinars					
				Total Lecture hours	60 hours
Text Book(s)					
1	Navanitham, P.A, “Business Mathematics & Statistics” Jai Publishers, Trichy-21				
2	Sundaresan and Jayaseelan, “Introduction to Business Mathematics”, Sultan chand Co & Ltd, Newdelhi				
3	Sanchetti, D.C and Kapoor, V.K, “Business Mathematics”, Sultan chand Co & Ltd, New Delhi				
Reference Books					
1	G.K.Ranganath, C.S. Sampamgiram & Y.Rajan- A Text book Business Mathematics-Himalaya Publishing House.				
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]					
1	https://www.youtube.com/watch?v=qO1SYFZVmhY				
2	https://www.youtube.com/watch?v=LadYhkiVC7Q&list=PLRYPMG3pkUJuucxOLmnRC-Lj3PmzVmKCD				
3	https://www.youtube.com/watch?v=qO1SYFZVmhY&list=PLX2gX-ftPVXUYjs2g3YiaY0sEfwW-jg5L				
Course Designed By:					
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	M
CO5	M	M	S	S	S

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

Course code		L	T	P	C
Core-III	FUNDAMENTALS OF DIGITAL MARKETING	4			4
Pre-requisite	Basic knowledge in Digital Marketing	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To Understand the importance of digital marketing 2. To Gain Knowledge on digital marketing mix 3. To Understand the various concepts in digital marketing 4. To Acquire knowledge on interactive marketing 5. To Knowledge on legal issues related to digital marketing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Identify and assess the impact of digital technology in transforming the business environment and also the customer journey				K2
2	Understand how marketers think, conceptualize, test continuously to optimize their product search on digital platforms				K4
3	Illustrate how the effectiveness of a digital marketing campaign can be measured				K2
4	Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation				K1
5	Appreciate the need for regulatory framework for digital marketing in India.				K2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	INTRODUCTION	12-hours			
Introduction- Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.					
Unit:2	DIGITALMARKETING MANAGEMENT	12-hours			
Digital- marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer- relationship management. Digital consumers and their buying decision process.					
Unit:3	DIGITALMARKETING PRESENCE	12-hours			
Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.					

Unit:4	INTERACTIVEMARKETING	12-hours
Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.		
Unit:5	ETHICAL AND LEGALISSUES	10-hours
Ethical issues and legal challenges in digital marketing. Regulatory framework for digital market in gin India.		
Unit:6	CONTEMPORARYISSUES	2hours
Expert lectures, online seminars -webinars		
Total Lecture hours		60-hours
Text Book(s)		
1	Chaffey, D, F.E. Chadwick, R.Mayer, and K.Johnston. Internet Marketing: Strategy, Implementation, and Practice. Pearson India (2015)	
2	Kotler, Philip, Hermawan Kartajaya, and IwanSetiawan Digital Marketing: 4.0 (2017).	
3	Moving from Traditional to Digital. Pearson India	
ReferenceBooks		
1	Frost, Raymond D., Alexa Fox, and Judy Strauss E-Marketing. Rutledge (2018).	
2	Gupta, Seema Digital Marketing. Mc Graw Hill Education (India) Private Ltd.(2018).	
3	Kapoor, Neeru. E-Marketing, Pinnacle learning	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core IV	ADVANCED ACCOUNTING	7	-	-	4
Pre-requisite	Basic knowledge on Advanced Accounting	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Provide a strong foundation in the Accounting procedures of Depreciation, Branch accounts; Hire Purchase and Installment System, Single Entry and Partnership. 2. Make the students to solve the problems of branch accounts, hire purchase and installment system. 3. Give insight knowledge on single entry system. 4. Gain knowledge on Partnership Accounts, Division of Profits, Fixed and Fluctuating Capital, Admission and Retirement of partners. 5. Make the students to understand Partnership and Insolvency of Partners. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the different methods of depreciation.	K2			
2	Solve the problems of branch accounts, hire purchase and installment system.	K2			
3	Know the single entry system and statement of affairs method using conversion method	K2			
4	To gain knowledge on Partnership Accounts, Division of Profits, Fixed and Fluctuating Capital, Admission and Retirement of partners.	K3			
5	Understand Dissolution of Partnership and Insolvency of Partners	K3			
K1-Remember; K2 -Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	DEPRECIATION & SINGLE ENTRY SYSTEM	23hours			
Depreciation–Methods (Straight Line Method, Diminishing Balance Method and Annuity Method)- Provisions and Reserves. Single Entry System - Meaning and Features - Statement of Affairs Method – Conversion Method.					
Unit:2	BRANCH ACCOUNT AND HIRE PURCHASE	20hours			
Branch Accounts (excluding foreign branches). Hire Purchase and Installment System including Hire Purchase Trading Accounts.					
Unit:3	PARTNERSHIP ACCOUNTING	20hours			
Partnership Accounts - Division of Profits - Fixed and Fluctuating Capital – Admission of Partners.					

Unit:4	RETIREMENT AND DEATH OF PARTNER	20hours			
Retirement of a Partner – Death of a Partner- Dissolution of Partnership					
Unit:5	INSOLVENCY OF PARTNERS	20hours			
Insolvency of Partners- Rule in Garner Vs. Murray- Piecemeal Distribution Methods.					
Unit:6	CONTEMPORARY ISSUES	2hours			
Expert lectures, online seminars –webinars					
Total Lecture hours		105hours			
Distribution of Marks:20% Theory,80% Problems					
Text Book(s)					
1	Jain and Narang : Advanced Accounting				
2	T.S.Grewal: Advanced Accounting				
3	M.C.Shukla: Advanced Accounting				
Reference Books					
1	T.S.Reddy & A.Murthy: Financial Accounting				
2	R.L.Gupta & M.Radhasamy: Advanced Accountancy				
Related Online Contents [MOOC,SWAYAM, NPTEL ,Websites etc.]					
1	https://www.youtube.com/watch?v=rI3dTtIVm14				
2	https://www.youtube.com/watch?v=OJkYqLssvVM				
3	https://www.youtube.com/watch?v=1JLnflQjVOI				
Course Designed By:					
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	M	S	M
CO3	S	S	S	S	S
CO4	S	S	M	M	S
CO5	S	M	S	S	S

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

Course code	TITLE OF THE COURSE	L	T	P	C	
Core V	COMPUTER APPLICATIONS: (MS-OFFICE, NET BASED ACCOUNTING AND TALLY) PRACTICAL-I	-	-	4	4	
Pre-requisite	Basics knowledge in MS-Office	Syllabus Version		2023 -24		
Course Objectives:						
The main objectives of this course are to:						
<ul style="list-style-type: none"> Acquire and apply the computer applications in different aspects of business Get insight knowledge on ms-office, ms-excel, and power point. Know the database maintenance in every type of applications. Get the knowledge application on effective power point presentation. Develop the programs in ms-word and ms-excel. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts computer applications using MS-Office applications for the business transactions.	K2				
2	Create customers list using mail merge for sending letters to the respondents at a time.	K3				
3	Aware and apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3				
4	To gain knowledge making effective presentation for the business meeting using power point presentation.	K2				
5	Understand and evaluate the database using MS-Word and excel.	K3				
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create						
		I-MSWORD			20 hours	
<ol style="list-style-type: none"> Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace. Prepare an invitation for the college function using Text boxes and clip parts. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format. Prepare a Shareholders meeting letter for 10 members using mail merge operation. Prepare Bio-Data by using Wizard/Templates. 						

II-MS EXCEL		20 hours						
<ol style="list-style-type: none"> 1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting. 2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula. 3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard. 4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions. 5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline. 								
III-MS POWERPOINT		20 hours						
<ol style="list-style-type: none"> 1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode. 2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart. 3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode. 4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically. 5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art. 								
NET BASED ACCOUNTING AND TALLY								
<ol style="list-style-type: none"> 1 .Generating the report and print 2.Create a company with all relevant information with enabling GST information 3. Accounting of purchases made from composition dealers and defining GST rate details at stock item level JK Traders Purchased the following goods from Rakesh Traders, Karnataka who is a composition dealer with the supplier invoice number 001 (GST:!8%) <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Name of item</th> <th style="width: 33%;">quantity</th> <th style="width: 33%;">Rate</th> </tr> </thead> <tbody> <tr> <td>M S Printer</td> <td>10 Nos</td> <td>6000</td> </tr> </tbody> </table> <ol style="list-style-type: none"> 4.Calculate total GST payable by the XYZ firm for the Following transactions GST (Feature 28%) 			Name of item	quantity	Rate	M S Printer	10 Nos	6000
Name of item	quantity	Rate						
M S Printer	10 Nos	6000						

(i)Purchase from Mr.Ajay Local (Delhi) GST No: 07AADCBC2230MIZV

- 20 PCS, DELL LED, 22 Inch @Rs 9500 each on 1st may
- 10 PCS, HP LED, 21 Inch @ Rs .9200each on 2nd may

(ii)Purchase from Mr.Sunil, Inter-state (Kerala) GST no: 32AAACC417 5D 1Z7

10 PCS HCL Lap Top, i3 @ Rs .19500 each on 1st may

15 PCS Lenovo LapTop i7@ Rs 24500 each on 2nd May

5. A Shop Keeper is selling A Tv for taxable value of Rs. 30,000 GST Charged is 28 %.Calculate SGST, CGST& GST.

6. A Shop Keeper is selling a TV with discount offer of 10 % on the taxable value of Rs. 30,000

7. Calculate SGST, CGST, GST and Total amount .GST Charged at 28 %

8. How to pass purchase and sales entries with GST in Tally prime

1. July – Goods purchase from Chennai Mobiles RS. 3, 20, 000 + GST 18 %

VIVO V20 (HSN:8175)	20 nos	Rs .10000
VIVO V 20 pro(HSN:8175)	10 nos	Rs.12000

2 July –Cash Purchase from Chennai Mobiles RS 50000 /-+18% inventories

VIVO V 20 (HSN:8175)	2 NOS	Rs 10000
VIVO V 20 pro (HSN:8175)	3 nos	Rs.12000

JULY 1 Goods sold to Chandra Mobiles Rs 2, 35,000. + 18 % Inventories

VIVO V20 (HSN:8175)	10 nos	Rs .15 000
VIVO V 20 pro	5 nos	Rs.17000

July 2 Cash sales to chandru Mobiles Rs 1, 26,000 + 18% GST Inventories

VIVO V20 (HSN:8175)	5 nos	Rs .15 000	2% Discount
VIVO V 20 pro (HSN:8175)	5 nos	Rs.17000	2% Discount

9. Exporting the returns (GSTR-1, GSTR-2, GSTR -3B and uploading in GST portal

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

1	https://www.youtube.com/watch?v=YHSLkNzLuqc
2	https://www.youtube.com/watch?v=RdTozKPY_OQ
3	https://www.youtube.com/watch?v=x5wYAJ3qzC0

Course code	TITLE OF THE COURSE	L	T	P	C
ALLIED PAPER II	STATISTICS FOR BUSINESS	5	-	-	4
Pre-requisite	Basic knowledge on statistics for business	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of the course are able to					
<ol style="list-style-type: none"> 1. Provide basic conceptual knowledge on applications of statistics in business. 2. Make the students to be ready for solving business problems using statistical operations. 3. Give a detailed instruction of measurement of dispersion. 4. Gain the knowledge on application of correlation and regression for business operations. 5. Analyze interpolation and probability theory and perform the problems. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concepts of arithmetic and geometric mean and different types of data collection.	K2			
2	Know measures of dispersion.	K1			
3	Gain the knowledge on correlation and regression analysis.	K5			
4	Understand the different types of moving averages.	K2			
5	Know and analyze interpolation and probability	K2			
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	INTRODUCTIONS	15 hours			
Meaning and Definition of Statistics – Collection of data — Primary and Secondary – Classification and Tabulation– Diagrammatic and Graphical presentation Measures of Central Tendency– Mean, Median, Mode, Geometric Mean and Harmonic Mean – simple problems					
Unit:2	MEASURES OF DISPERSION	15 hours			
Measures of Dispersion– Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. Skewness–Meaning–Measures of Skewness- Pearson’s and Bowley’s co-efficient of Skewness.					
Unit:3	CORRELATION AND REGRESSION ANALYSIS	15 hours			
Correlation –Meaning and Definition –Scatter diagram, Karl Pearson’s co-efficient of Correlation, Spearman’s Rank Correlation, Co-efficient of Concurrent deviation. Regression Analysis – Meaning of regression and linear prediction – Regression in two variables – Uses of Regression.					
Unit:4	TIME SERIES	15 hours			
Time Series – Meaning, Components and Models – Business forecasting – Methods of estimating trend – Graphic, Semi-average, Moving average and Method of Least squares – Seasonal Variation – Method of Simple average. Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number.					

Unit:5	INTERPOLATION	13 hours
Interpolation: Binomial, Newton's and Lagrange methods. Probability– Concept and Definition –Addition and Multiplication theorems of Probability (statement only)– Simple problems based On Addition and Multiplication theorems only.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Statistical Methods by S.P. Gupta	
2	Business Mathematics and Statistics by P.Navaneetham	
3	Statistics by R.S.N.Pillai and V.Bagavathi	
Reference Books		
1	Statistics- Theory, Methods & Application by D.C.Sancheti and V.K.Kapoor	
2	Applied General Statistics by Frederick E.Croxtton and Dudley J.Cowden	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=BUE-XJEHp7g	
2	https://www.youtube.com/watch?v=0s4mKbkYJPU&t=1s	
3	https://www.youtube.com/watch?v=Dxcc6ycZ73M	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core VI	COST ACCOUNTING	6	-	-	4
Pre-requisite	Basic Knowledge on Cost Accounting	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Provide the students a strong foundation on the cost accounting procedures. 2. Make the students to understand the types of cost of production. 3. Give detailed knowledge on preparation of cost sheet for knowing the cost per unit of the product. 4. Get insight knowledge on preparation of tender. 5. Acquire the knowledge on payment of wages and labor turnover. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the different concepts and classification of costs and create cost sheet for the firms.			K	2
2	Gain the knowledge on different types of material controls.			K	3
3	Know the system of labour wage payment, labour turn over and classification of overhead.			K	2
4	Gain the knowledge on different types of process costing.			K	2
5	Understand Operating Costing, Contract costing, and Reconciliation of Cost and Financial accounts			K	3
K1-Remember;K2-Understand;K3 -Apply;K4-Analyze;K5-Evaluate; K6–Create					
Unit:1	COSTACCOUNTING	15hours			
Cost Accounting– Definition– Meaning and Scope– Concept and Classification– Costing an aid to Management — Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet And Tender.					
Unit:2	MATERIAL,PURCHASEANDSTORESCONTROL	15hours			
Material Control: Levels of material Control– Need for Material Control– Economic Order Quantity–ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials– Procedure and documentation involved in purchasing–Requisition for stores– Stores Control – Methods of valuing material issue.					
Unit:3	LABOUR	15hours			
Labour: System of wage payment– Idle time– Control over idle time–Labour turnover. Overhead – Classification of overhead – allocation and absorption of overhead.					
Unit:4	PROCESSCOSTING	13hours			
Process costing– Features of process costing– process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production).					

Unit:5	OPERATINGCOSTING	15hours
Operating Costing- Contract costing– Reconciliation of Cost and Financial accounts		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		75hours
Distribution of Marks: 40% Theory, 60% Problems		
Text Book(s)		
1	S.P.Jain and KL.Narang, “Cost Accounting”, Kalyani Publishers, New Delhi. Edn.	
2	R.S.N.Pillai and V.Bagavathi, “Cost Accounting”, S.Chand and Company Ltd., New Delhi. Edn. 2004	
3	S.P.Iyyangar, “Cost Accounting Principles and Practice”, Sultan Chand, New Delhi. 2005.	
Reference Books		
1	V.KSaxena & C.D.Vashist, “Cost Accounting”, Sultan Chand, New Delhi 2005.	
2	M.N.Arora, “Cost Accounting”, Sultan Chand, New Delhi 2005.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=VXTbSqrS1OQ&list=PLiaygP8qeQGUCZnFPYuxdwIDeS2NY6Goa	
2	https://www.youtube.com/watch?v=Ni1S_rhanJo	
3	https://www.youtube.com/watch?v=pGymzuGAkJ8	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core VII	DATABASE MANAGEMENT SYSTEM	3	-	-	3
Pre-requisite	Basic knowledge on DBMS	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Enable the students to learn about the basic database operations and processes. 2. Understand the Architectural Concept, Structural Embedded QL, Hierarchical Approach and Network Concept. 3. Understand the relation approach and its key relation algebra. 4. Provide a detailed knowledge on hierarchical approach for knowing the detailed description of the data. 5. Make the students to understand embedded SQL 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concepts of data system, operational data and storage structures of the data	K2			
2	Understand the relation approach and its key relation algebra.	K1			
3	Aware about embedded SQL.	K2			
4	To gain knowledge on hierarchical approach for knowing the detailed description of the data.	K2			
5	Aware about embedded SQL.	K3			
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	DATABASE SYSTEM ARCHITECTURE	15hours			
Database System Architecture – Basic Concepts: Data System, Operational Data, Data Independence, Architecture for a Database System, Distributed Databases, Storage Structures: Representation of Data. Data Structures and Corresponding Operators: Introduction, Relation Approach, Hierarchical Approach, Network Approach.					
15					
Unit:2	RELATIONAL APPROACH	15hours			
Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key Relational Algebra- Introduction, Traditional Set Operation. Attribute, Attribute names for derived relations- Special Relational Operations.					
Unit:3	EMBEDDED SQL AND NORMALIZATION	15hours			
Embedded SQL: Introduction – Operations not involving cursors, involving cursors – Dynamic statements, Query by Example– Retrieval operations, Built-in Functions, update operations-QBE Dictionary. Normalization: Functional dependency, First, Second, Third normal forms, Relations with more than one candidate key, Good and bad decomposition.					

Unit:4	HIERARCHICAL APPROACH	15hours
Hierarchical Approach: IMS data structure – Physical Database, Database Description-Hierarchical sequence – External level of IMS: Logical Databases, the program communication block IMS Data manipulation: Defining the Program communication Block: DL/1Examples.		
Unit:5	NETWORK APPROACH	13 hours
Network Approach: Architecture of DBTG System. DBTG Data Structure: The set construct, Singular sets, Sample Schema, the external level of DBTG – DBTG Data Manipulation.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	C.J .Date- An introduction to Database Systems, Seventh Edition	
2	Abraham Silbers chatz, Henry F Korth- Database Systems Concepts	
Reference Books		
1	Bipin C Desai- An introduction to Database Systems	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=T7AxM7Vqvaw	
2	https://www.youtube.com/watch?v=kBdlM6hNDAE&list=PLxCzCOWd7aiFAN6I8CuViBuCdJgiOkT2Y	
3	https://www.youtube.com/watch?v=wjfeGxqAQOY&list=PLrjkTql3jnm-CLxHftqLgkrZbM8fUt0vn	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core VIII	SOCIAL MEDIA MARKETING	3	-	-	3
Pre-requisite	Basic knowledge on Social Media	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to: To provides an introduction to social media marketing (SMM). It is built around a proven eight-step social media planning model provides you with a cumulative learning experience, showing you how to construct social media strategies that achieve desired marketing goals.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Strategy and implementation of social media			K2	
2	Trends in digital media advertising			K1	
3	Understating the channel Navigation			K2	
4	Channel Analytics, Real time Analytics			K2	
5	Develop an understanding of the best practices associated with face book			K3	
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	INTRODUCTION TO SOCIAL MEDIA	15 hours			
Introduction to social Media, how to build a successful Social Media Strategy, Goal setting, Strategy and implementation, Measure and Improvement					
Unit:2	SOCIAL MEDIA TRENDS	15 hours			
Social Media Trends -Listening to Market, Digital Marketing Trends, Branding on the Net, Branding your Website, Trends in Digital Advertising You Tube Marketing Fundamentals-Google Pages for You Tube Channels, Video Flow, Verify Channel, Webmaster Tool					
Unit:3	ASSOCIATED WEBSITELINKING	15 hours			
Adding Asset. -Associated Website Linking, Custom Channel URL, Channel – ART, Links, Main Trailer, Uploading Videos, Defaults, Creator Library, Channel Navigation, Video Thumbnail.					
Unit:4	REALTIMEANALYTICS	15 hours			
CTA-Annotation, Cardson Mobile, redirect Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, comments and Messages, Monetization with Ad sense, paid YouTube Channel, Channel Analytics, Real time Analytics.					
Unit:5	ADVERTS TARGETING	13 hours			
How to make videos, Camera angles, settings, shooting, techniques, editing, Audio, background score, Animation, Software for editing, on hands training on video Face book for Business –Face book for Business- Face book fan Engagement, Anatomy of Ad Campaign, Adverts Types of adverts, Adverts					

Targeting.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	75 hours
Text Book(s)		
1	Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)	
2	Marketing with social media(Linda Coles)	
3	The Art of social media: Power Tips for Power Users(Guy Kawasaki, Peg Fitzpatrick)	
Reference Books		
1	Ryan,D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.	
2	The Beginner's Guide to Digital Marketing (2015). Digital Marketer, Pulizzi, J.(2014) Epic Content Marketing, Mcgraw Hill Education.	
3	Social Media Marketing: How to Use social media for Business Kindle Edition	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
3		
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper-III	MANAGERIAL ECONOMICS	3	-	-	3
Pre-requisite	Basic knowledge on Managerial Economics	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Impart the knowledge of students on economics and its theories. 2. Understand the different types of markets in the current scenario. 3. Make the students to understand the demand analysis for the different types of products. 4. Analyze the markets for achieving business enterprise goal. 5. Analyze the causes and consequences of different market conditions. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Familiarize the students with the basic concept of managerial economics	K2			
2	Make student understand the demand and supply analysis in business applications	K2			
3	Apply marginal analysis to the firm under different market conditions.	K3			
4	Analyze the causes and consequences of different market conditions.	K4			
5	Familiarize the students with the basic concept of managerial economics	K2			
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6–Create					
Unit:1	MANAGERIAL ECONOMICS	12hours			
Managerial Economics– Meaning and Definition–Nature and Scope–Economic Theory– Divisions – Goals of a firm					
Unit:2	DEMAND ANALYSIS	12 hours			
Demand Analysis– Meaning, Determinants of Demand– Law of Demand, Elasticity of Demand –Price, Income and Cross Demand – Demand Estimation and Demand Forecasting –Demand Distinctions.					
Unit:3	PRODUCTION FUNCTION	12hours			
Production Function–Meaning and Definition– Elasticity of Substitution and Production –Type of cost of Production – Long run and Short run cost.					
Unit:4	MARKETS	12hours			
Markets– Forms of Market– Characteristics- Pricing Methods–Objects of pricing policies– Practices – Government intervention in Market.					
Unit:5	PRICE THEORY	10hours			
Price Theory–Perfect Competition, Monopoly, Monopolistic competition, Monopsony, Duopoly, Duopsony and Oligopoly.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60hours
Text Book(s)		
1	R.L.Varshney and K.L.Maheshwari----Managerial Economics---Sulthan Chand and Sons	
2	Alak Gosh and Biswanath Gosh----Managerial Economics---Kalyani Publications	
ReferenceBooks		
1	D.Gopalakrishna---- Managerial Economics---Himalaya Publishing House	
2	S.Sankaran----Managerial Economics---Margham Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=ycyMktNFZ88&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg	
2	https://www.youtube.com/watch?v=Q8RaIfn4-Cw	
3	https://www.youtube.com/watch?v=n47SQ64MhYw&list=PLJumA3phskPFwp2XXInxCWpv28nPMimDU	
Course Designed By:		

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

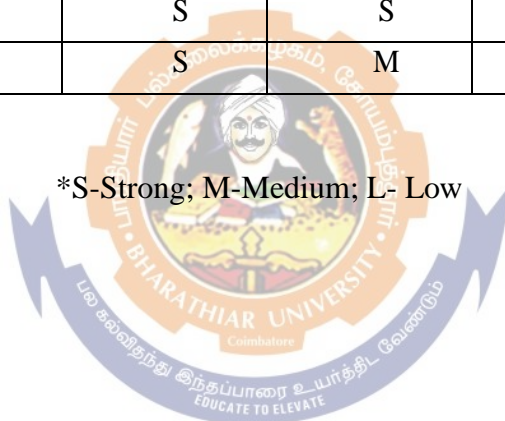
*S-Strong; M-Medium; L- Low

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject-1	COMMERCIAL LAW	3	-	-	3
Pre-requisite	Basic knowledge in commerce activities	Syllabus version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about basics of business contract To understand the performance of the contract To understand the rules of indemnity and guarantee To offer knowledge about the sale and transfer of goods and the applicable laws and regulations 					
Expected Course Outcomes:					
1	Check the various elements related business law and contract				K5
2	Interpret different types of contract and its features				K2
3	Analyze the mode of performance and discharge of contract				K4
4	Compare and check between rights and duties of indemnity, guarantee, bailor and bailee.				K5
5	Analyze the Law of sale of goods and its intricacies.				K4
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	BASICS OF BUSINESS CONTRACT	10--hours			
Law– Meaning– Law of Contract– Essential Elements of Valid Contract– Types of Contracts- Offer– Legal Rules relating to Offer –Acceptance–Essentials of Valid Acceptance –Revocation of Offer and Acceptance.					
Unit:2	CONSIDERATIONANDCAPACITYTO CONTRACT	8--hours			
Consideration–Essentials of Valid Consideration –Capacity to Contract –Law relating to Minor, Unsound Mind – Persons Disqualified by Law.					
Unit:3	PERFORMANCEOFCONTRACT	8--hours			
Performance of Contract –Modes of Performance–Quasi-Contract–Discharge of Contract– Modes of Discharge – Remedies for Breach of Contract.					
Unit:4	INDEMNITYANDGUARANTEE	9--hours			
Contract of Indemnity and Guarantee–Rights of Indemnity Holder –Rights and Liabilities of Surety.-Bailment and Pledge.					
Unit:5	LAWOFSALEOFGOODS	8--hours			
Sale of Goods Act– Sale and Agreement to Sell– Conditions and Warranties- Law of Carriage of Goods					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars-webinars					
Total Lecture hours					45--hours

Text Book(s)	
1	N.D.Kapoor ----- Business Laws–Sulthan Chand & Sons
2	R.S.N.Pillai and Bagavathy ----- Business Laws-S.Chand & Co
Reference Books	
1	Arun Kumar Sen, “Commercial Law”, The world press pvt Ltd, Calcutta
2	M.C.Kuchhal---- Mercantile Law---Vikas Publications
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

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

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



Course code	TITLE OF THE COURSE	L	T	P	C
Core IX	MANAGEMENT ACCOUNTING	6	-	-	4
Pre-requisite	Basic knowledge on Management Accounting	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Acquire knowledge on basic relationship between management accounting and other types of managerial accounting. 2. Apply the different types of ratios for analyzing the performance of the companies. 3. Give insight knowledge on Break Even Point analysis. 4. Analyze the working capital requirements of the company using the format. 5. Analyze the budgeting and budgetary control. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the objectives and scope of management and know the relationship between other managerial accounting.	K1			
2	Analyze the performance of the company using different ratios	K4			
3	Understand the working capital requirements of the company using the format.	K3			
4	To gain knowledge about marginal costing and BEP analysis.	K2			
5	Understand about budgeting and budgetary control	K3			
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	MANAGEMENT ACCOUNTING	20 hours			
Management Accounting– Meaning– Objectives and Scope– Relationship between Management Accounting, Cost Accounting and Financial Accounting.					
Unit:2	RATIO ANALYSIS	18 hours			
Ratio Analysis– Analysis of liquidity– Solvency and Profitability– Construction of Balance Sheet.					
Unit:3	WORKING CAPITAL	17 hours			
Working Capital– Working vital requirements and its computation– Fund Flow Analysis and Cash Flow Analysis.					
Unit:4	MARGINAL COSTING AND BREAK EVEN ANALYSIS	15 hours			
Marginal costing and Break Even Analysis– Managerial applications of marginal costing– Significance and limitations of marginal costing.					

Unit:5	BUDGETING AND BUDGETARY CONTROL	18 hours
Budgeting and Budgetary control – Definition– Importance, Essentials– Classification of Budgets–Master Budget– Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		90 hours
Distribution of Marks: 40% Theory, 60% Problems		
Text Book(s)		
1	Dr.S.N.Maheswari. “Management Accounting”, Sultan Chand & Sons, New Delhi, 2004.	
2	Sharma and S.K.Gupta “Management Accounting”, Kalyani Publishers, New Delhi, 2006.	
Reference Books		
1	S.P.Jain and KL.Narang, “Cost and Management Accounting”, Kalyani Publishers, New Delhi.	
2	S.K.Bhattacharya, “Accounting and Management”, Vikas Publishing House.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=u6-nXMATSaI	
2	https://www.youtube.com/watch?v=1e9VAAb3WTo	
3	https://www.youtube.com/watch?v=bS1eE88gepk&list=PLLy_2iUCG87D6w12QCXDGfaEa-r_eVY33	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE			L	T	P	C
Core X	COMPUTERAPPLICATIONS: DATAMINING PRACTICALS- II			-	-	4	4
Pre-requisite	Basic Knowledge of Data Mining			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of the program are:							
1. To Design a data mart or data ware house for any organization							
2. To Extract knowledge using data mining techniques							
3. Adapt to new data mining tools.							
4. To Explore recent trends in data mining such as web mining, spatial-temporal mining							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Able to create data sets and implement using the software.					K	2
2	Apply different concepts of algorithms in data mining					K	4
3	Understand and work with global data sets.					K	2
4	Able to work with different algorithms and concepts on same data set.					K	4
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create							
<ol style="list-style-type: none"> Design data ware house for Student attendance analysis Introduction to Weka machine learning toolkit. Install the tool Create a data set(Weather or Employee table) using Wekaand perform the following practical's Apply pre- processing techniques to above data set Normalize the above data set Demonstrate performing association rule mining on above data set Construct Decision tree for the above data set and classify it Demonstrate performing regression on above data set Demonstrate performing classification on above data set Demonstrate performing clustering on above data set Write a procedure for visualization on above data set 							
TEXT(S)							
1	Reema Thareja, "Data Ware housing", Oxford University Press, March 2009, FirstEdition, ISBN-10:9780195699616						
2	Jiawei Han and Micheline Kamber, "Data Mining Concepts & Techniques", Elsevier Publication, 3 rd Edition, January 2017, ISBN10:9380931913						
3	Margret H. Dunham, "Data Mining: Introductory and Advanced topics", 1 st Edition, 2003, Pearson Education, ISBN-10:8177587854						
Course Designed By:							

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

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



Course code	TITLE OF THE COURSE	L	T	P	C
Allied IV	PRINCIPLES OF MANAGEMENT	4	-	-	4
Pre-requisite	Basic knowledge of Principles of Management	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize on the functions and theories of principles of management. 2. Enable the students to study about the different types of management theories. 3. Make the students to understand the delegation of power and control. 4. Acquire the detailed knowledge on communication in management. 5. Make the students to understand the motivational theories. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Conceptualize the nature and scope of Management process			K	1
2	Understand the Planning and decision-making process.			K	2
3	Enlighten about the organization and organization structure.			K	1
4	Enumerate Theories of motivation and incentives.			K	2
5	Make the students to understand the Co-ordination and control process.			K	2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	MANAGEMENT AND ADMINISTRATION	15 hours			
Definition of Management–Management and Administration–Nature and Scope of Management –Functions of Management- Contribution of F.W.Taylor– Henry Fayol– Mary Parker Follet – McGregor and Peter F. Drucker.					
Unit:2	PLANNING	8 hours			
Planning–Meaning–Nature and Importance of Planning–Planning promises–Methods and Types of plans – Decision Making.					
Unit:3	ORGANIZATION	10 hours			
Organization–Meaning, Nature and Importance–Process of Organization–Principles of Sound Organization–Organization Structure–Span of Control–Organization Chart- Departmentation– Delegation and Decentralization–Authority relationship Line, Functional and Staff.					
Unit:4	MOTIVATION	10 hours			
Motivation–Need–Determinants of behavior –Maslow’s Theory of Motivation– Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.					

Unit:5	COMMUNICATIONINMANAGEMENT	15 hours
Communication in Management– Co-Ordination– Need and Techniques– Control– Nature and process of Control – Techniques of Control.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Principles of Management- Koontz and O'Donald	
2	Business Management- Dinkar– Pagare	
3	The Principles of Management –Rustom S.Davan	
Reference Books		
1	Business Organization and Management- Y.K.Bhushan	
2	Business Management– Chatterjee	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=_nikDhY1z8s	
2	https://www.youtube.com/watch?v=nZd3tUvfjq4&t=89s	
3	https://www.youtube.com/watch?v=xCEAiy51oS8&list=PLGRG6Dk7lyZ7vBWcAPIxfyFKg1O7y98mE	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject-2	COMPANY LAW	3	-	-	3
Pre-requisite	Basic knowledge on Company Law	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Educate the students about the kinds and formation of a Company. 2. Make the students to understand the Memorandum of Association. 3. Understand about uses and formation of the prospects of a company. 4. Get insight knowledge on appointment and salaries of company director and secretary. 5. Understand about various types of meeting. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Discuss the characteristics of Company and its Formation			K	2
2	Understand about Memorandum and Articles of Association.			K	2
3	Get a detailed knowledge on Prospectus and Kinds of shares and Debentures.			K	2
4	Acquire the knowledge on powers and duties of Director and Secretary			K	2
5	Understand about kinds of meetings.			K	2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	COMPANY	8 hours			
Company–Definition–Characteristics–Kinds–Privileges of Private Company–Formation of a Company.					
Unit:2	MEMORANDUM OF ASSOCIATION	9 hours			
Memorandum of Association–Meaning–Purpose–Alteration of Memorandum–Doctrine of Ultra vires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management					
Unit:3	PROSPECTUS	8 hours			
Prospectus–Definition–Contents–Deemed Prospectus–Mis statement in Prospectus—Kinds of Shares and Debentures.					
Unit:4	Director and Secretary	7 hours			
Director and Secretary–Qualification and Disqualification–Appointment–Removal–Remuneration – Powers, Duties and Liabilities.					

Unit:5	MEETINGS	11 hours
Meetings–Requisites of Valid Meeting–Types of Meeting–Winding up–Meaning- Modes of Winding Up.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		45 hours
Text Book(s)		
1	N.D.Kapoor, “Company Law” Sultan Chand & Sons, New Delhi 2005	
2	Bagri A.K, “Company Law”, Vikas Publishing House, New Delhi	
3	Gower L.C.B, “Principles of Modern Company Law”, Stevens & Sons, London.	
Reference Books		
1	Ramaiya A, “Guide to the Companies Act”, Wadhwa & Co., Nagpur	
2	Singh Avtar, “Company Law”, Eastern Book Co., Lucknow	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=G9MyWfgsNLU	
2	https://www.youtube.com/watch?v=gEDSdXW0JPQ&list=PLWKgfZAhhUZAqiDvDUNORypEhPdmZHgz3	
3	https://www.youtube.com/watch?v=AdDQ05rP7jE&list=PLgK6tNi UIbXbK9foc3khX8ecmlaq4FTd	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core XI	CORPORATE ACCOUNTING	6	-	-	4
Pre-requisite	Basic knowledge on Corporate Accounting	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Understand the issue of shares of the companies. 2. Make the students to understand the redemption of preference shares. 3. Get insight knowledge on preparation of final accounts and calculation of Managerial Remuneration. 4. Make the students to value good will and shares of the companies. 5. Gain the knowledge on liquidation of the companies. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand about the issue of shares of the companies.			K	2
2	Get a detailed knowledge on redemption of preference shares.			K	2
3	Acquire a detailed knowledge on preparation of final accounts.			K	2
4	Apply the conceptual knowledge on valuation of good will and shares.			K	3
5	Understand about liquidation of companies.			K	2
K1-Remember; K2 -Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6– Create					
Unit:1	ISSUE OF SHARES	20 hours			
Issue of shares: Par, Premium and Discount- Forfeiture- Reissue–Surrender of Shares –Right Issue – Underwriting					
Unit:2	REDEMPTION OF PREFERENCE SHARES	18 hours			
Redemption of Preference Shares. Debentures– Issue– Redemption: Sinking Fund Method.					
Unit:3	FINAL ACCOUNTS OF COMPANIES	17 hours			
Final Accounts of Companies- Calculation of Managerial Remuneration.					
Unit:4	VALUATION OF GOODWILL AND SHARES	15 hours			
Valuation of Goodwill and Shares–Need–Methods of valuation of Goodwill and Shares.					
Unit:5	LIQUIDATION OF COMPANIES	18 hours			
Liquidation of Companies-Statement of Affairs-Deficiency a/c.					
Unit:6	CONTEMPORARY ISSUES	2 hours			
Expert lectures, online seminars– webinars					
Total Lecture hours					90 hours
Distribution of Marks: 20% Theory, 80% Problems					

Text Book(s)	
1	S.P.Jain & K.L. Narang, “Advanced Accounting”, Kalyani Publications, NewDelhi.
2	Gupta R.L. & Radhaswamy M., Corporate Accounts, Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.
3	Dr.M.A.Arulanandam, Dr.K.S.Raman, “Advanced Accountancy, Part-I”, Himalaya Publications, New Delhi.2003.
Reference Books	
1	GuptaR.L.& Radhaswamy M., “CorporateAccounts”, Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.
2	ShuklaM.C., Grewal T.S.& GuptaS.L., “Advanced Accountancy”, S.Chand & Co.,New Delhi.
3	Reddy & Murthy, “Financial Accounting”, Margham Publications, Chennai,2004
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=kzIBCe5MATk
2	https://www.youtube.com/watch?v=NC7BGIWzAUk
3	https://www.youtube.com/watch?v=BIIX7JMa91E&t=27s
Course Designed By:	

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core XII	COST CONTROL TECHNIQUES AND DATA MINING	5	-	-	4
Pre-requisite	Basic Knowledge on Cost Control and Data Mining	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
To deal with cost control techniques and data mining concepts that help the student					
To enhance them in a better way of learning the course					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	To learn an over view about cost control and cost estimation.	K1			
2	To understand about marginal costing and budgetary control.	K2			
3	Able to know about a ascertainment cost and its elements and generating reports.	K2			
4	To learn about data mining integrated with SQL.	K2			
5	Learners can able to improve their knowledge on the concepts of data Exploration in data mining	K3			
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	CONSTRUCTION COST ESTIMATING AND COST CONTROL OVERVIEW	15 hours			
Introduction to Cost Estimating and Cost Control – Cost Estimates – Quantity take off and measurement – Pricing – building the estimate – procurement – post contract and cost estimation–cost control methods –Earned value method- Methods and techniques of Costing-Installation of costing system- Methods of inventory control- Over heads Accounting.					
Unit:2	MARGINAL COSTING: CONCEPTS	15 hours			
Marginal Costing: Concepts - Break Even Analysis - Uniform costing and Inter firm comparison - Use of Managerial Costing in business Decision - Budgetary Control: Basic concepts - Preparation of functional budget-Cost Audit - Objectives and Advantages-Standard Costing and Variance Analysis.					
Unit:3	COST ASCERTAINMENT	15 hours			
Cost Ascertainment - Elements of Cost: Material Costs - Procurement of Materials -Inventory Management and Control - Inventory Accounting & Valuation - Employee Costs: Time keeping - Time booking and payroll - Labour Turnover - Overtime and idle time -Principles and methods of remuneration and incentive schemes - Employee cost reporting and measurement of efficiency -Direct Expenses - Overheads: - Collection - classification and apportionment and allocation of overheads-Absorption and treatment of over or under absorption of overheads- Reporting of overhead costs					

Unit:4	DATA MINING	15 hours
Goals of data mining – Myths about data mining – the data mining process – Data Extraction and Manipulation: The Relational Model and Relational DBMS–Enterprise Reporting – Relational Algebra – SQL: The Relational Query Language – OLAP and Multi Dimensional Data Analysis: Data Warehousing and Multi Dimensional Databases–Data Quality–OLAP Tables and Pivot Tools		
Unit:5	DATA EXPLORATION AND DIMENSION REDUCTION	13 hours
Data Summarization and Visualization - Correlation Analysis - Principal Component Analysis- Classification and Predictive Modeling- Decision Tree induction-Model Evaluation and Interpretation- Predictive Modeling Using Regression- Review of OLS Regression - Logistic Regression - Model Evaluation and Interpretation - Predictive Modeling Using Neural Networks & Ensemble Methods - Introduction to Neural Networks – Neural Networks vs. Regression		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Financial Management Theory & Practice- Shashi K.Gupta, R.KSharma, Kalyani Publishers, Delhi, 2009.(Unit I, II, III & V).	
Reference Books		
1	Working Capital Management Gupta R.L. & Radhaswamy M., Theory Method and Application	
2	Financial Management	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://search.proquest.com	
2	http://search.ebscohost.com	
3	http://agupubs.onlinelibrary.wiley.com/agu/4 . http://parlipapers.chadwyck.co.uk	
Course Designed By: Sathiyavanisathiyavanis@skacas.ac.in		

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

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

Course Code	XIII	SEARCH ENGINE MANAGEMENT AND SEARCH ENGINE OPTIMIZATION	L	T	P	C
Core/elective/Supportive		Basic Knowledge on Working Capital Management	5	-	-	4
Pre - requisite			Syllabus version		2023-2024	
Course Objectives						
The main objectives of this course are to: Search engine management & optimization is one of the most important parts of Digital Marketing. SEM is identified as an effective form of internet or digital marketing that focuses on promoting the websites in terms of enhancing their visibility along both paid and also organic searches. SEO is about getting organic traffic on website from search engines.						
On the successful completion of the course, student will be able to:						
Expected Course Outcomes						
1	Demonstrate cognitive knowledge of the skills required in conducting online search and research on online markets.					K1
2	Emerging trends in digital marketing and critically assess the use of digital marketing tools By applying relevant marketing theories and frame works.					K2
3	Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.					K2
4	Comprehend the importance of conversion and working with digital relationship Marketing.					K2
5	Search Engine Submissions and Blog Posting and comment writing					K3
K1 – Remember K2 – Understand K3 – apply K4- Analyze K5 – evaluate K6- Create						
UNIT – I		SEM			2 hours	
Introduction to SEM, Introduction to Ad Words (About Google and Google Ad Words, Ad Words fundamentals, Overview of search ad positions, Introduction to the Google network); Account management (Setting up an Ad Words account, Account management); Campaign and ad group management (Campaign strategy, Campaign set-up, Managing campaigns) ; Introduction to ad group management Keyword targeting (Introduction to keyword targeting, Keyword management & troubles hooting, Keywords and the display network).						
UNIT II		INTRODUCTION TO SEMTER MINOLOGIES			2 hours	
Introduction to SEM Terminologies: Pay per Click (PPC), Cost Per Click (CPC), Search Engine Results Page (SERP), Click-Through Rate (CTR), Impressions (served and viewable), Split Testing (Multivariate and A/B Testing); Development of PPC ads, CPM and CPA campaigns, Retargeting. Comparison between SEO and SEM, SEO: Understanding Search Engine Optimization, Features of SEO, Significance of SEO, Inverted Pyramid in SEO.						
UNIT-III		ON-PAGE SEO			2 hours	
On-Page SEO- Keyword Research with Google Keyword Planner, Difference between keywords stuffing & KW placement, Selection of a Domain Name, Page Naming {URL Structuring}and Folder Naming Image Naming, Image Title and ALT Tags Creation. Meaning of Meta Tags, Description. Robots, Keywords, Author Redirection Tags Headings Tags {H1toH6}, Meaning of Content Writing, SEO Friendly Content Writing {Insert key words in content}, Anchor Text, Link Title Internal linking Robot, text file use and creation HTML Sitemap creation, XML Site Map Creation Site Tracking Tools (Google Webmaster Tool, Google Analytics Tool), Alexa, Alexa Integration.						

UNIT -IV	OFF-PAGESEO	2 hours
Off-Page SEO–Meaning of OFF-Page Optimization, Back links, Importance of Back links are Important , Getting Back links , Difference Between Do-Follow and No-Follow Back links, Meaning of Google Page Rank, Steps to Increase Page Rank.		
UNIT- V	SEARCHENGINESUBMISSIONS	2 hours
earch Engine Submissions, Directory Submissions, Article Writing and submissions, Press Release writing and submissions, Blog Posting and comment writing, Classifieds posting, Forum Posting, Business Listing, Social Bookmarking, Social Networking RSS, Feeds Do’s and Dont’s of link building, Easy link acquisition techniques, Domain Authority & How to Increase.		
UNIT- VI	CONTEMPORARY ISSUES	hours
xpert lectures, online seminars– webinars		
Total Lecture Hours		60 Hours
Text Book(s)		
1	Financial Management Theory & Practice- Shashi K.Gupta, R.KSharma, Kalyani Publishers, Delhi,2009.(Unit I, II, III & V).	
2		
REFERENCE BOOKS:		
1	Working Capital Management Gupta R.L. & Radhaswamy M., Theory Method and Application	
2	Financial Management	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://search.proquest.com	
2	http://search.ebscohost.com	
3	http://agupubs.onlinelibrary.wiley.com/agu/4 . http://parlipapers.chadwyck.co.uk	
Course Designed By: Sathiyavanisathiyavanis@skacas.ac.in		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core XIV	AFFILIATE MARKETING	6	-	-	4
Pre-requisite	Basic knowledge on Affiliate Marketing	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
1. Affiliate marketing in current scenario					
2. Media management and Data driven promotion.					
3. Targeting the online customer					
4. Monetization of Affiliate Marketing					
5. Affiliate partner					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the importance of Affiliate marketing in current scenario			K	2
2	Knowledge on Channels of Affiliate marketing			K	2
3	Analyze the Email and SMS burst with links			K	2
4	Understand the Monetisation of Affiliate Marketing			K	3
5	Knowledge on Creating a sustainable program and managing."			K	2
K1-Remember; K2 -Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	INTRODUCTION				12 hours
Definition and importance of Affiliate marketing in current scenario. Changing dimensions of Advertising and business promotion. Business of Monetization of Business promotion. Understanding the changing demography of users.					
Unit:2	CHANNELS OF AFFILIATE MARKETING				12hours
Media management and Data driven promotion. Identification of Affiliate partners. Channels of Affiliate marketing. Creating an affiliate program. Product attributes idea and target audience.					
Unit:3	TARGETING THE ONLINE CUSTOMER				12hours
Targeting the online customer- DIY and un boxing videos, paid reviews, blogs, complimentary products, Webinars, Training of usage of products, TV Time, product previews, Email and SMS burst with links, Discount codes on click, free coupon online stores.					
Unit:4	MONETIZATION OF AFFILIATE MARKETING				12hours
Monetization of Affiliate Marketing–Data metrics, Pay-per- View, pay-per- click. Conversion rate.					

Unit:5	AFFILIATEPARTNER	10hours
Affiliate Partner– Identifying the right mix for customer. Creating a sustainable program and managing."		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60 hours
Distribution of Marks:20%Theory, 80%Problems		

Text Book(s)	
1	1. Google Ad words for Beginners: A Do-It-Yourself Guide to PPC Advertising
2	2. Introduction to Programmatic Advertising
Reference Books	
1	Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog By Jo and Dale Reardon, 2015
2	Affiliate marketing: A complete guide step by step to how to join the affiliate marketing business by Mark J. Cooper
3	Affiliate Marketing: Learn How to Make \$10,000+ Each Month on Autopilot. By Michael Ezeanaka
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.youtube.com/watch?v=kzIBCe5MATk
2	https://www.youtube.com/watch?v=NC7BGIWzAUK
3	https://www.youtube.com/watch?v=BIIX7JMa91E&t=27s
Course Designed By:	

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core XV	WORKING CAPITAL MANAGEMENT	5	-	-	4
Pre-requisite	Basic Knowledge on Working Capital Management	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Impart knowledge on effect of working capital management. 2. Understand the various concepts of working capital management. 3. Acquire knowledge on preparation of alternative working capital policies. 4. Knowledge on preparation of inventory management techniques to maximize to the share holders 5. Gain Knowledge on preparation of integrates an extended treatment on international working capital. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.			K	1
2	Investigate funds flow cycles and their impact on working capital management objectives.			K	2
3	Compare and contrast the relative merits of alternative working capital policies and the likely short- term and long-term impact on the firm.			K	2
4	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the shareholders 'value.			K	2
5	Formulate and integrate an extended treatment on international working capital topics			K	3
K1-Remember; K2-Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6– Create					
Unit:1	INTRODUCTION	12hours			
Concept and meaning of working capital – Liquidity and profitability – Identification of factors affecting working capital requirements– Theories of working capital.					
Unit:2	APPROACHES	12hours			
Approaches to estimation of working capital – Operating cycle approach. Management of inventories – Determination of optimum inventory – Lead time – Safety stock – EOQ approach.					
Unit:3	CREDIT STANDARDS	12hours			
Management of receivables – Credit and collection policy – Credit standards – Credit terms–Credit analysis–Management of payables–Maturity matching.					

Unit:4	MANAGEMENT OF CASH	12hours
Management of cash – Accelerating cash inflows – Managing collection – Control of disbursement – Determining optimum level of cash – Cash budgeting –Investment of surplus cash		
Unit:5	SOURCESOFFINANCE	10hours
Sources of working capital finance – Approaches to optimum mix of funds – Trade credit Accrual accounts–Money market instruments, Commercial paper, Certificate of deposits, Factoring of forfeiting –Inter corporate Loans– Short term bank loan		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60hours
Text Book(s)		
1	Financial Management Theory & Practice-Shashi K.Gupta, R.KSharma, Kalyani Publishers, Delhi, 2009.(Unit I, II, III & V).	
Reference Books		
1	Working Capital Management Gupta R.L. & Radhaswamy M.,Theory Method and Application	
2	Financial Management	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://search.proquest.com	
2	http://search.ebscohost.co/	
3	http://agupubs.onlinelibrary.wiley.com/agu/4 . http://parlipapers.chadwyck.co.uk	
Course Designed By: Sathiyavanisathiyavanis@skacas.ac.in		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject-3	BANKING AND INSURANCE LAW	3	-	-	3
Pre-requisite	Basic Knowledge of Banking Insurance Law	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To enable the students to understand the Concepts of Banking and its Functions 2. To understand Negotiable Instrument Act. 3. To gain knowledge on the recent trends in Banking and Insurance sector and the regulating provisions. 4. To Study the Objectives and functions of IRDA 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the Concepts, functions of banking and relationship between Banker and Customer				K2
2	Gain knowledge on Negotiable Instruments Act and its kinds				K2
3	To gain knowledge on functions and principles of Insurance				K1
4	Gain knowledge on Insurance System and Acts pertaining to it.				K2
5	Understand the IRDA functioning				K2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	BANKER AND CUSTOMER	8—hours			
Banker and Customer– Definition–Relationship- Functions of Commercial Banks–Recent Developments in Banking.					
Unit:2	NEGOTIABLE INSTRUMENTACT	9—hours			
Negotiable Instrument Act- Crossing- Endorsement- Material Alteration–Payment of cheques: Circumstances for dishonor - Precautions and Statutory Protection of Paying and Collecting Banker.					
Unit:3	INSURANCE	8—hours			
Insurance: Meaning- Functions- Principles: General, Specific and Miscellaneous. Classification of Insurance: Based on Nature, Business and Risk – Impact of LPG on Indian Insurance Industry.					
Unit:4	LEGAL DIMENSION OF INSURANCE	7-hours			
Legal dimension of Insurance: Insurance Act, 1938–Life Insurance Act, 1956– General Insurance Business Act, 1932 – Consumer Protection Act, 1986.					

Unit:5	IRDA	11--hours
IRDA - Mission - Composition of Authority - Duties, Powers and Functions - Powers of Authority- Duties, Powers and Functions-Powers of Central Government in IRDA Functioning		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		45--hours
Text Book(s)		
1	Varshney, “Banking Theory, Law and Practice”, Sultan & Chand Ltd.	
2	Gordonand Nataraj, “Banking Theory, Law and Practice”, Himalaya Publishing House..	
3	M.L.Tannan, “Banking Law and Practice”, Thacker & CoLtd	
ReferenceBooks		
1	B.SBodla, M.C.Garg & K.P.Singh, “Insurance - Fundamentals, Environment & Procedures”, Deep & Deep Publications Pvt. Ltd., New Delhi, 2004.	
2	M.N.Mishra, “Insurance–Principles and Practice”, S.Chand & Company Ltd., NewDelhi, 2006	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=vqmMxbHufQk&list=PLH-J9IY9-DpNk9bgsORjIFW46SANwtSDE	
2	https://www.youtube.com/watch?v=vqmMxbHufQk	
3	https://www.youtube.com/watch?v=oxzmP7sjCRQ&list=PLBbCyJkOLBm-m99E5vhk4owllgJK6aiT2	
Course Designed By: Sathiyavanisathiyavanis@skacas.ac.in		

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

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

Course code		L	T	P	C
Core-XVI	PRINCIPLES OF AUDITING	4			4
Pre-requisite	Basic knowledge in Auditing	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the various concepts of auditing and the procedure for the conduct to internal audit To familiarize with the process of valuing assets and liabilities To understand the process of auditing the joint stock companies and investigation mechanism 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Define the important concept and rules relating to auditing				K1
2	Outline the techniques and applicability of internal audit				K2
3	Analyze the valuation of assets and liabilities in business				K4
4	Analyze the accounts and auditing the joint stock companies				K4
5	Examine about investigation and auditing of computerized accounts				K4
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1					
				18--hours	
Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor– Audit Programmes					
Unit:2					
				18--hours	
Internal Control–Internal Check and Internal Audit–Audit Note Book–Working Papers. Vouching – Voucher –Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.					
Unit:3					
				18--hours	
Verification and Valuation of Assets and Liabilities – Auditor’s position regarding the valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.					
Unit:4					
				18--hours	
Audit of Joint Stock Companies – Qualification – Dis-qualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit– Audit Report –Contents and Types.					
Unit:5					
				16--hours	
Investigation–ObjectivesofInvestigation–AuditofComputerisedAccounts–Electronic Auditing–Investigation under the provisions of Companies Act.					

Unit:6	Contemporary Issues	2hours
Expert lectures, online seminars -webinars		
Total Lecture hours		90--hours
Text Book(s)		
1	B.N.Tandon, “Practical Auditing”, SChand Company Ltd	
Reference Books		
1	R.MDePaula, “Auditing- the English language Society and Sir Isaac Pitman and Sons Ltd, London	
2	Spicer and Pegler, “Auditing: Khatalia’s Auditing” 4. Kamal Gupta, “Auditing”, TataMcgri all Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

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

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



Course code	TITLE OF THE COURSE			L	T	P	C
Core XVII	INTERNET AND WEB DESIGNING			5	-	-	4
Pre-requisite	Basic knowledge in Internet and web designing			Syllabus Version		2023-24	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Educate the students on the functions and uses of internet. 2. Give the knowledge on how to search the web. 3. Learn to know the uses and applications of HTML. 4. Make the students to know how to create link the web. 5. Get knowledge on how to download and upload the videos. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Learn the functions and use of internet.			K2			
2	Give the knowledge on how to search the web.			K2			
3	Learn to know the uses and applications of HTML.			K3			
4	Make the students to know how to create link the web.			K2			
5	Get knowledge on how to download and upload the videos.			K3			
K1-Remember; K2 -Understand; K3 -Apply; K4-Analyze; K5-Evaluate; K6- Create							
Unit:1	INTRODUCTION TO INTERNET			15 hours			
Introduction to Internet- Internet Access/ Dial-Up Connection–Internet Services Features–TCP/IP Vs Shell Accounts–Configuring the Machine for TCP/ IP Account –Configuring the Shell Account – Telnet – Changing the Password – World Wide Web (WWW) - Web Page –Hyper Text – HTML Tags – Net Surfing - Internet/Web Browsing - Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL)– Internet Protocols–TCP/IP–FTP–HTTP–Telnet–Gopher– WAIS.							
Unit:2	SEARCHING THE WEB			15 hours			
Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher – Search Functions – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories–Electronic Mail(E-Mail)–E-Mail Message–Customizing E-Mail Programs–Managing Mails–Zen of Emailing–Address Book– Signature Feature–File Attachment Facility – Setting priority – Advantages and Disadvantages of E-Mail.							
Unit:3	INTRODUCTION TO HTML			15 hours			
Introduction to HTML– HTML Code for a Web Page–Web Page Basics–Set up a Web Page– Display a Web Page in a Web Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text –Emphasize – Superscript and Subscript – Font Style and Size – Color – Margins – Mono Spaced Font – Block Quote – Lists – Ordered List – Unordered List – Nested List – Definition List –Images – Add an Image – Background Image – Border – Wrap Text Around an Image – Aligning the Image – Horizontal Rule – Use Images in List – Convert an Image to GIF or JPEG.							

Unit:4	LINKS	15 hours
Links- Link to another Web Page– Link with in a Web Page– Link to an Image– Link to a File – Email Link – Link to an FTP Site – Change Link Colors – Create Keyboard Shortcuts –Change the Tab Order – Tables – Create a Table – Add a Border – Caption – Column Groups –Row Groups – Color – Background Images – Aligning Data – Size of a Table – Size of a Cell –Span Cells – Cell Spacing and Cell Padding – Borders – Text Wrapping – Nested Tables –Wrap Text around a Table.		
Unit:5	SOUNDSANDVIDEOS	13 hours
Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended Video – Video Considerations – Internal Video – Introduction to Forms – Set up a Form – Text Box – Large Text Area – Check Boxes – Radio Buttons – Menu – Upload Files – Submit and Reset Button – Hidden Field – Organize Form Elements – Label From Elements – Introduction to Frames–Creating Frames–Frame Considerations–Provide Alternative Information–Link to a Frame - Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Framesets – Inline Frame.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
	Total Lecture hours	75 hours
Text Book(s)		
Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai.		
Kamalesh N. Agarwala, AmitLal & Deeksha Agarwala, “Business of the Net”.		
Reference Books		
EricKramer, “HTML”.		
JohnZabour, JeffFoust & DavidKerven, “HTML4 HOW-TO”.		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
https://www.youtube.com/watch?v=M7LBvsdhCuI		
https://www.youtube.com/watch?v=mq0LeknkJOE&list=PLz8TdOA7NTzRAOymI4mSobv6Q0cS91og-		
https://www.youtube.com/watch?v=nXr-p3S489M		
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE				L	T	P	C
Core XVIII	COMPUTER APPLICATIONS: LINKED IN AND TWITTER MARKETING PRACTICAL- IV				-	-	4	4
Pre-requisite	Basic Knowledge of Linked in And Twitter Marketing				Syllabus Version		2023-24	
Course Objectives:								
The main objectives of the program are: To provides an introduction to Linked in and Twitted marketing. It is built around a proven eight-step social media planning model provides you with a cumulative learning experience, showing you how to construct social media strategies that achieve desired marketing goals.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Strategy and implementation of social media					K		2
2	Trends in digital media advertising					K		4
3	Understating the channel Navigation					K		2
4	Channel Analytics, Real time Analytics					K		4
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create								
Block1: Introduction to Linked In–The hub of B2B Networking Linked In Strategy								
Module1: Why it is important to have Linked In presence								
Module 2: Build a Robust Company page on LinkedIn								
Module3: Leverage Paid Ads and Sponsored Updates								
Module4: Use Advanced Searching and who viewed your Profile								
Module5: Sales leads generation using LinkedIn								
Block2: Content Strategy								
Module6: The In–Demand Content is Industry insights								
Module7: Creating Show case pages, Engaging by Updating Products and Services								
Module8: LinkedIn PULSE								
Module 9: LinkedIn analytics, Updates, Followers and Visitors								
Module10: How is Linked In Targeting different from Face book								
Block3: Twitter Marketing: Getting Started with Twitter								
Module1: Twitter Building Blocks								
Module2: Twitter in India, how is Twitter different?								
Module3: Building a content Strategy, Best Practices, Twitter Calendar								

Module4: Twitter Usage, when to use Twitter, Customer Service	
Block4: Twitter Ads	
Module5: Campaign Types	
Module 6: Targeting Audience Options	
Module 7: Targeting Best Practices	
Module8: Twitter Ads Pricing, Metrics	
Block5: Twitter Analytics	
Module9: Twitter Tools and Tips for Marketers	
Module10: Live Streaming Tool	
Module11: Some management Tools	
Module 12: Some Monitoring Tools	
Module13: Case Study	
TEXT (S)	
1	Twitter Marketing build a cult like following–Bryan Sharpe
2	Digital Marketing By Seema Gupta
3	Twitter Marketing: How to grow twitter account to 1 MILLION FOLLOWERS in the first 6 months, by Pamella Russell
4	The Tao of Twitter, Revised and expanded new edition by Mark Schaefer
5	Twitter Power: How to Dominate Your Market One Tweet at a Time–Joel Comm
6	Linked In for Personal Branding: The Ultimate Guide Kindle Edition by Sandra Long
7	Linked In Marketing in 2018 and Beyond: by Amar Ghose
8	Linked In Marketing: An Hour a Day by Vivekav on Rosen
9	Social nomics: How Social Media Transforms the Way We Live and Do Business–Erik Qualman
Course Designed By:	

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject -4	INTELLECTUAL PROPERTY RIGHTS	3	-	-	3
Pre-requisite	Basic knowledge on Intellectual property rights	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to: <ol style="list-style-type: none"> Students will be able to determine the purpose and type of protection available to various categories of IP, as well as the duration and extent of protection. Understanding the nuances and complexities of the global intellectual property system, as well as the challenges it poses to India in terms of compliance with global IP protection standards. To recognize intellectual property as an effective policy tool for national, economic, social, and cultural development, particularly through the use of monopoly rights limitations and exceptions. To provide students with knowledge of India's procedural and substantive intellectual property systems. Analyze national and international developments in the field of intellectual property rights. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	To Understand and identify the fundamental principles of intellectual property protection.	K2			
2	To Understand and identify the fundamental principles of Trade marks	K2			
3	To understand and comprehend the legal effects of copy rights	K2			
4	To understand and comprehend the legal effects of patents and trade secrets	K2			
5	To understand and comprehend the IP for Plant Varieties and Farmer's Rights	K2			
K1-Remember;K2 -Understand; K3-Apply;K4-Analyze;K5-Evaluate;K6–Create					
Unit:1	INTRODUCTION TO INTELLECTUAL PROPERTY	10 hours			
Introduction, types of intellectual property, international organizations, agencies and treaties, importance of intellectual property rights					
Unit:2	TRADE MARKS	10 hours			
Purpose and function of trademarks, acquisition of trade mark rights, protectable matter, selecting, and evaluating trade mark, trade mark registration processes					
Unit:3	LAW OF COPY RIGHTS	8 hours			
Fundamental of copy right law, originality of material, rights of reproduction, rights to perform the work publicly, copy right ownership issues, copy right registration, notice of copy right, international copy right law.					

Unit:4	LAW OF PATENTS, TRADE SECRETS	8 hours
Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secrete law, determination of trade secrete status, liability for misappropriations of trade secrets, protection for submission, trade secrete litigation		
Unit:5	PROTECTION OF PLANT VARIETIES AND FARMERS' RIGHTS	7 hours
Introduction - Meaning and Definition - Registrable Varieties of Plants - Procedure for Registration - Plant Varieties Protection		
Unit:6	CONTEMPORARYISSUES	2hours
Expert lectures, online seminars –webinars		
	Total Lecture hours	75 hours
Text Book(s)		
1	Intellectual property right, Deborah. E. Bo choux, Cengage learning.	
2	Intellectual property right – Unleashing the knowledge economy, prabuddhaganguli, Tata McGraw Hill Publishing company ltd	
Reference Books		
1	V. K. Ahuja, Law Relating to Intellectual Property Rights, 2nd Ed. LexisNexis, 2013	
2	Intellectual Property Rights - Asha Vijay DurafeDhanashree K. Toradmalle, Wiley 2021	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://youtu.be/CXgoke0q0zI	
2	https://youtu.be/HX8_UdIwy58	
3	https://youtu.be/5fvpsqPWZac	
Course Designed By: Dr R N Vivekanandar. vivekanandar@rvsgroup.com		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective–IA	INCOME TAX LAW & PRACTICE	4	-	-	4
Pre-requisite	Basic knowledge in Income Tax Law & Practice	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To acquire the basic accounting knowledge on principles and concept of taxation To familiarize the students with recent amendments of Income Tax To effectively gain in depth knowledge on income tax law and amendments To gain information on taxation of various incomes To make the students aware on the concepts of aggregation of Income 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of income tax	K1			
2	Analyze the income sources on salaries and house property	K3			
3	Aware on income from other sources	K4			
4	To gain knowledge about capital gains	K2			
5	Understand on assessment of individuals and tax liability	K2			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit:1	INCOME TAX ACT	15-hours			
Income Tax Act–Definition of Income–Assessment year–Previous Year–Assesses–Scope of Income – Charge of Tax – Residential Status – Exempted Income.					
Unit:2	HEADS OF INCOME	10—hours			
Heads of Income: Income from Salaries– Income from House Property.					
Unit:3	PROFESSION AND OTHER SOURCES	10—hours			
Profit and Gains of Business or Profession–Income from Other Sources.					
Unit:4	CAPITALGAINS	15—hours			
Capital Gains–Deductions from Gross Total Income.					
Unit:5	SET OFF AND CARRY FORWARD OF LOSSES	8—hours			
Set off and Carry forward of losses–Aggregation of Income–Computation of Tax liability – Assessment of Individuals.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60—hours
Distribution of Marks Theory 40% and Problem 60%		
Text Book(s)		
1	Gaurand Narang, “Income Tax Law and Practice” Kalyani publishers New Delhi	
Reference Books		
1	Dr.HCMehrotra, “Income-tax Law and Accounts” Sahithya Bhavan publishers	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=GNDQ4O5mfxY	
2	https://www.youtube.com/watch?v=SwkvGkza2Gs	
3	https://www.youtube.com/watch?v=remdQL7qKwk&list=PLo0hg4WoLam-FNGzZ4Ad_ckHrNbYNzbumg	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective-IB	ENTREPRENEURIAL DEVELOPMENT	4	-	-	4
Pre-requisite	Basic knowledge in Entrepreneurial Development	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To student should be well versed in concept relating to Entrepreneurship. To gain knowledge on Financial Institutions which provides finance and services to the entrepreneurs. To know about the incentives and subsidies. To aware of the Startup Process. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Conceptualize the Entrepreneurship.			K	1
2	Make the students to aware the startup process.			K	2
3	Know the institutional service to entrepreneur.			K	2
4	Gain the knowledge on institutional finance to the entrepreneur.			K	2
5	Know about the incentives and subsidies.			K	2
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	CONCEPT OF ENTREPRENEURSHIP	15 hours			
Concept of entrepreneurship: Definition Nature and characteristics of entrepreneurship-Function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self-employment of women council scheme.					
Unit:2	THE START- UP PROCESS	10 hours			
The start-up process, Project identification-selection of the product-project formulation evaluation – feasibility analysis, Project Report.					
Unit:3	INSTITUTIONAL SERVICE TO ENTREPRENEUR	10 hours			
Institutional service to entrepreneur-DIC, SIDO, NSIC, SISI, SSIC, SIDCO-ITCOT, IIC, KUIIC and commercial bank.					
Unit:4	INSTITUTIONAL FINANCE TO ENTREPRENEURS	15 hours			
Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.					

Unit:5	INCENTIVES AND SUBSIDIES	8 hours
Incentives and subsidies–Subsidised services–subsidy for market. Transport– seed capital assistance- Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Entrepreneurial Development–C.B.Gupta and N.P.Srinivasan	
2	Fundamentals of Entrepreneurship and Small Business–Renu Arora & S.KI. Sood	
3	Entrepreneurial Development–S.S.Khanka	
Reference Books		
1	Entrepreneurial Development–P.Saravanel	
2	Entrepreneurial Development–S.G.Bhanushali	
3	Entrepreneurial Development–Dr.N.Ramu	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=hBDQGEwAvJ4	
2	https://www.youtube.com/watch?v=vXKoRWAhJVg	
3	https://www.youtube.com/watch?v=Z2LGHqBmsU0&list=PL9w1NV68V201XJvF5O7rT1DhBVK0RCAIN	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective-IC	MICRO FINANCE	4	-	-	4
Pre-requisite	Basic knowledge in Micro finance	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize the micro finance terms. 2. Know about the development to the micro finance. 3. Understand the credit delivery of the micro finance amount. 4. Make the students to understand the pricing of the micro finance products. 5. Understand about the commercial micro finance. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Enable the students to conceptualize the micro finance terms.			K	1
2	Make the students to know about the development to the micro finance.			K	2
3	Understand the credit delivery of the micro finance amount.			K	2
4	Make the students to understand the pricing of the micro finance products.			K	2
5	Understand about the commercial micro finance			K	3
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6- Create					
Unit:1	OVERVIEW OF MICROFINANCE	15 hours			
Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire- purchase service, Microfinance in kind, Micro remittances, Micro-Securitization, franchising etc.), Microfinance models (Generic models viz. SHG, Grameen, and Cooperative, variants SHG NABARD model, SIDBI model, SGSY model, Grameen Bangladesh model, NMDFC model, credit unions etc. unbranded primitive models) Emerging practices of Microfinance in India state wise cases, Emerging Global Micro finance practices. Need of Micro finance					
Unit:2	MICROFINANCE, DEVELOPMENT, INCOME GENERATING ACTIVITIES AND MICRO ENTERPRISE	10 hours			
Microfinance, Development, Income generating activities and Micro enterprise: Market (demand) analysis, financial analysis including sources. Technological analysis, Socioeconomic analysis, Environmental analysis. Logical framework, Implementation & Monitoring					

Unit:3	CREDIT DELIVERY METHODOLOGY	10 hours
Credit Delivery Methodology : Credit Lending Models : Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks)		
Unit:4	PRICING OF MICRO FINANCE PRODUCTS	15 hours
Pricing of Micro finance products: Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Micro finance and Conflict solution in Micro finance–Client impact studies measuring impact of Microfinance and Micro enterprises		
Unit:5	COMMERCIAL MICRO FINANCE	8 hours
Commercial Micro finance: MFIs: Evaluating MFIs-Social and performance metrics, fund structure, value-added services The Rise of Commercial Micro finance-: Transforming NGOs. Structure of Micro finance Industry and Constraints on MFI Growth. The partnership model –MFI as the servicer		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Beatriz Armendariz and Jonathan Morduch, “The Economics of Micro finance”, Prentice-Hall of India Pvt. Ltd. Delhi, 2005.	
2	Joanna Ledger wood, “Micro finance Handbook”: an institutional and financial perspective, The World Bank, Washington, D.C.	
3	Malcolm Harper, “Practical Micro finance” Attaining Guide for South Asia, Vistaar Publication, New Delhi.2003.	
Reference Books		
1	C.K. Prahalad, "The Market at the Bottom of the Pyramid,"2006,The Fortune at the Bottom of the Pyramid, Wharton School Publishing	
2	Jorritt De Jong, etal Edited “Micro finance in Access to Government” Cambridge, 2008	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=k4vtdkKkyQE	
2	https://www.youtube.com/watch?v=7JhdKKWxdEk	
3	https://www.youtube.com/watch?v=6OPf1lYmJhg	

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective–IIA	PYTHON FOR DATA ANALYTICS	6	-	-	4
Pre-requisite	Basic knowledge in Data Analytics	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are					
1	To enable the students to learn the basic concepts of Python and use of various data structures and functions.				
2	To Understand about the various components of data manipulation and data Visualization.				
3	To provide the necessary knowledge of Advanced Interactive plot applications.				
Expected Course Outcomes					
On the successful completion of the course, student will be able to					
CO.No	Course outcomes Statement	Knowledge Level			
CO 1	Understand the core programming Python	K2 & K3			
CO 2	Express proficiency in the handling of data structures	K1 & K2			
CO 3	Students should acquire knowledge about data frame, data cleaning, data transformation and data wrangling.	K2 & K4			
CO 4	Articulate the function and features of Data Visualizaton.	K3 & K4			
CO 5	Grasp the knowledge with the applications of Advanced Interactive plot.	K2 & K3			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6– Create					
Unit:1	PYTHON FOR INTRODUCTION	20 hours			
History of Python – Python Features – Python Interpreter – Installation and Setup: Windows – Linux – macOS – Installing/Updating Python Packages – Essential Python Libraries – Basic Data types – Python Built-in Functions – IDEs – Text Editors – Python – Jupyter Notebook – Importing and Exporting Files: CSV File – JSON File – txt File – Excel File – Xml File- Delimited Formats.					
Unit:2	DATA STRUCTURES	18 hours			
Introduction – NumPy Package – Python List: Introduction – Accessing values – List Manipulation – List Operations – Python Tuples: Creating Tuples – Operation in Tuples – Accessing and Functions in Tuples – Python Dictionary: Accessing – Functions in Dictionary – Functions – Namespaces – Indexing – Slicing – Matrices – Arrays Functions – Exception Handling – Global and Local Variables					
Unit:3	DATA MANIPUALTION	17 hours			
Pandas Package – Series – Data Frame – Combining Data Frames – Index Objects – Filtering – Renaming – Dealing with Outliers – Summarizing – Correlation – Covariance. Data Cleaning – Handling Missing Data – Data Transformation – String Manipulation – Regular Expressions – Data Wrangling – Reshape – Combine – Merge – Indexing.					
Unit:4	DATA VISUALIZATION	15 hours			
Matplotlib library – seaborn library – Configuration – Graphical Parameters – Plotting Functions in Pandas: Line Plots – Bar Plots – Histograms – Density Plots – Scatter Plots – Facet Grids – Categorical Data.					

Unit:5	ADVANCED INTERACTIVE PLOT	18 hours
Introduction Plotly Library – Data Understanding – Preparing Variables – Visualization – Distribution: Histogram – Boxplot – Correlation: Scatter Plot – Heatmap – Ranking Plot: Barplot – Boxplot – Wordcloud.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expertlectures,onlineseminars– webinars		
TotalLecture hours		90 hours

BOOKS

1. Fred L. Drake, Guido Van Russom, “An Introduction to Python”, Network Theory Limited.
2. Wesley J. Chun, “Core Python Programming”, 2nd Edition, Pearson Education.
3. Magnus Lie Hetland, “Beginning Python: From Novice to Professional” , 2nd Edition.
4. Mark Summerfield, “Programming in Python”, Pearson Education.
5. Wes McKinney, “Python for Data Analysis”, 2nd Edition, O’Reilly Media, Inc., ISBN: 9781491957653, 2107.
6. P.Kaliraj, T.Devi, Big Data Applications in Industry 4.0, 2022, ISBN 97810320080110, CRC Press, Taylor & Francis Group

Mapping of COs with POs and PSOs:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	M	M	H		M		H	
CO 2	H	H		M	H	M	M	
CO 3	M		M	M		H	M	M
CO 4	M	M		M	H	M		H
CO 5	H	M		H	M	M		M

H- High; M- Medium; L-Low



Course code	TITLE OF THE COURSE	L	T	P	C
Elective–IIB	BRAND MANAGEMENT	6	-	-	4
Pre-requisite	Basic knowledge in brand management	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize an idea about brand and related terms. 2. Provide insight about various forms of brand associations. 3. Deliver a detailed knowledge on branding impact. 4. Develop the students to know more about brand in green equation. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall various terms and concepts relating to branding	K1			
2	Understand on brand vision and image building	K2			
3	Evaluate the dimensions of branding impact	K5			
4	Differentiate specific components of branding and co-branding	K4			
5	Explain the emerging trends in designing branding	K2			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit:1	BASIC UNDERSTANDING OF BRANDS	20 hours			
Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions– influencing factors.					
Unit:2	BRAND ASSOCIATIONS	18 hours			
Brand Associations: Brand vision – brand ambassadors – brand as a personality, a trading asset, Brand extension – brand positioning – brand image building					
Unit:3	BRAND IMPACT	17 hours			
Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing – marketing finance - Purchase and R&D – brand audit					
Unit:4	BRAND REJUVENATION	15 hours			
Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takeover and merger – Monitoring brand performance over the product life cycle. Co-branding.					
Unit:5	BRAND STRATEGIES	18 hours			
Brand Strategies: Designing and implementing branding strategies – Case studies					

Unit:6		CONTEMPORARY ISSUES		2 hours	
Expert lectures, online seminars– webinars					
				Total Lecture hours	
				90 hours	
Text Book(s)					
1	KevinLaneKeller,“StrategicbrandManagement”,PersonEducation,NewDelhi,2003.				
2	Lan BateyAsian Branding–“A greatwaytofly”, PrenticeHalof India,Singapore2002.				
3	JeanNoel,Kapferer,“StrategicbrandManagement”,TheFreePress,NewYork, 1992.				
4	PaulTmeporal,BrandinginAsia,JohnWiley&sons(P)Ltd.,NewYork, 2000.				
Reference Books					
1	S.RameshKumar,“ManagingIndianBrands”,VikaspublishingHouse(P)Ltd.,New Delhi, 2002.				
2	JagdeepKapoor,Brandex,Biztantra,NewDelhi,2005.				
Related Online Contents[MOOC, SWAYAM, NPTEL, Websites etc.]					
1	https://www.youtube.com/watch?v=3iw2609DEuY				
2	https://www.youtube.com/watch?v=hIM8lbsje_8				
3	https://www.youtube.com/watch?v=nwc68CNAxTM&list=PLP1K8RwG01-eTBzOSDvpQOjiCZ3Z8Hn08				
Course Designed By:					

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

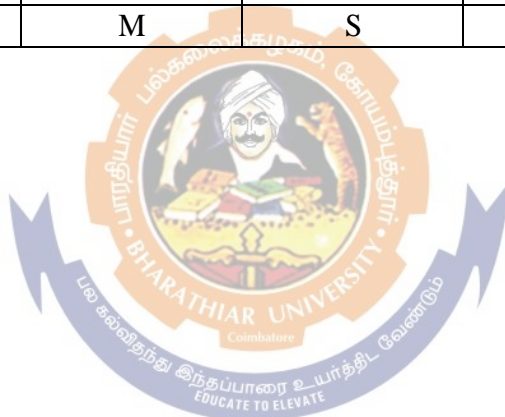
S- Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Elective-IIC	SUPPLY CHAIN MANAGEMENT	6	-	-	4
Pre-requisite	Basic knowledge in Supply chain management	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize an idea about supply chain management. 2. Provide insight about economies of scale in supply chain. 3. Deliver a detailed knowledge on networking the supply chain. 4. Develop the students to know more about network design for supply chain management 5. Have better understanding of emerging trends and regulatory mechanisms in supply chain. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall various terms and concepts relating to supply chain	K1			
2	Understand various forms of supply and demand in supply chain	K2			
3	Evaluate the applications to e-business	K5			
4	Differentiate specific network design in certain and uncertain situations	K4			
5	Explain the emerging trends in supply chain and the regulatory mechanisms	K2			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit:1	SUPPLYCHAINMANAGEMENT	20 hours			
Supply Chain Management – Global Optimization – importance – key issues – Inventory management–economic lot size model. Supply contracts –centralized vs. decentralized system					
Unit:2	SUPPLYCHAININTEGRATES	18 hours			
SupplychainIntegrates-Push,Pullstrategies–Demanddrivenstrategies–Impactongrocery industry – retail industry – distribution strategies					
Unit:3	STRATEGICALLIANCES	17 hours			
Strategic Alliances: Frame work for strategic alliances –3PL–meritsanddemerits–retailer–supplier partnership – advantages and disadvantages of RSP – distributor Integration					
Unit:4	PROCUREMENTANDOUTSOURCING	15 hours			
ProcurementandOutsourcing:Outsourcing–benefitsandrisks–frameworkformake/buy decision – e-procurement – frame work of e-procurement					
Unit:5	DIMENSIONOFCUSTOMERVALUE	18 hours			
DimensionofcustomerValue–conformanceofrequirement–productselection–priceand brand – value added services – strategic pricing – smart pricing – customer value measures					
Unit:6	CONTEMPORARY ISSUES	2 hours			
Expert lectures, online seminars– webinars					
Total Lecture hours					90 hours

Text Book(s)	
1	Rushton,A.,Oxley,J&Croucher,P(2ndEdition,2000).HandbookofLogisticsand Distribution
Reference Books	
1	Simchi-Levi,David,Kamisnsky,Philip,andSimchi-Levi,Edith.(2ndEdition,2004).
Related Online Contents [MOOC,SWAYAM,NPTEL,Websites etc.]	
1	https://www.youtube.com/watch?v=IZPO5RclZEO&t=40s
2	https://www.youtube.com/watch?v=raqi4gjMLm8&t=23s
3	https://www.youtube.com/watch?v=MilQBxVjZAw
Course Designed By:	

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

S-Strong;M-Medium;L-Low



Course code	TITLE OF THE COURSE	L	T	P	C
Elective–III A	INDIRECT TAXES	6	-	-	4
Pre-requisite	Basic knowledge in Indirect taxation	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To acquire the basic accounting knowledge on principles and concept of accounting To identify the errors in accounting and to rectify those errors. To effectively prepare final accounts, bills of exchange, bank reconciliation statements and accounting on joint ventures and consignment. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the fundamental concepts of indirect taxes.			K1	
2	Know about the GST concepts.			K2	
3	Know about the filing of returns.			K3	
4	Gain knowledge about levy and collection of tax.			K2	
5	Understand about customs law.			K2	
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6– Create					
Unit:1	INDIRECT TAXES	20-hours			
Meaning of Tax and Taxation - Types of Taxes: Direct and Indirect Taxes - Features – Merits and Limitations-Comparison of Direct and Indirect taxes. Constitutional basis of Taxation in India- Methods of levying Indirect Taxes: Advoleram and Specific. Contribution of Indirect taxes to Government Revenues.					
Unit:2	GOOD AND SERVICE TAX INTRODUCTION	18—hours			
Good and Services Tax in India -Introduction–Concept of GST- Need for GST- Advantages of GST. Structure of GST in India: Dual Concept – CGST- SGST- UTGST-IGST. Subsuming Of Taxes- GST Rate Structure in India. GST Council: Structure and Functions.					
Unit:3	LEVY AND COLLECTION UNDER TNGST/CGST ACTS	17—hours			
Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration -Persons Liable for Registration – Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates.					

Unit:4	LEVY AND COLLECTION UNDER THE INTEGRATED GOODS AND SERVICES TAX ACT 2017	15—hours
Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration-Persons Liable for Registration–Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates.		
Unit:5	INTRODUCTION TO CUSTOMS LAWS IN INDIA	18—hours
Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975 –Basic Concepts-Taxable Event-Levy and Exemptions from Customs Duty-Types-Methods Of Valuation- Abatement of Duty on Damaged or Deteriorated Goods –Customs Duty Draw Back.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		90—hours
Text Book(s)		
1	Indirect Taxes-V.S.Datey. Taxmann Publication (p) Ltd. New Delhi	
2	Indirect Taxation-V.Balachandran. Sultan Chand & Co. New Delhi	
3	Indirect Tax-V.K.Gupta,	
Reference Books		
1	Indirect Taxes: GST and Customs Laws-R. Parameswaran and P. Viswanathan	
2	Relevant Bare Acts	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=ivcbXFmmpys	
2	https://www.youtube.com/watch?v=2gpMp2-ja6Y&list=PLBiVUADzZpd_xgMSMeuR56OP9QIrLUkji	
3	https://www.youtube.com/watch?v=MRoWM7e48wI	
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Elective–IIIB	FINANCIAL MARKETS	6	-	-	4
Pre-requisite	Basic knowledge in Financial Markets	Syllabus Version		2023-24	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To acquire the basic accounting knowledge on principles and concept of accounting 2. To identify the errors in accounting and to rectify those errors. 3. To effectively prepare final accounts ,bills of exchange, bank reconciliation statements and accounting on joint ventures and consignment. 					
Expected Course Outcomes:					
On the successful completion of the course ,student will be able to:					
1	Recall the fundamental concepts of financial markets	K1			
2	Know about the markets for corporate securities.	K2			
3	Know about secondary markets.	K2			
4	Gain knowledge about banks as financial intermediaries.	K2			
5	Understand about new methods of financing.	K2			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit:1	FINANCIAL MARKETS	20-hours			
Financial Markets–Structure of Financial Markets–Financial Investment–Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.					
Unit:2	MARKETS FOR CORPORATE SECURITIES	18—hours			
Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking-Role and Functions of Merchant Bankers in India–Underwriting.					
Unit:3	SECONDARY MARKETS	17—hours			
Secondary Markets–Stock Exchange–Role of Secondary Market–Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.					
Unit:4	BANKS AS FINANCIAL INTERMEDIARIES	15—hours			
Banks as Financial Intermediaries–Commercial Banks Role in Financing–IDBI–IFCI– LIC – GIC – UTI – Mutual Funds – Investments Companies.					
Unit:5	NEW MODES OF FINANCING	18—hours			
New Modes of Financing–Leasing as Source of Finance–Forms of leasing–Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitization of assets – Mechanics of Securitisation- Utility of Securitization – Securitisation in India,					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars– webinars		
Total Lecture hours		90--hours
TextBook(s)		
1	EssentialsofBusinessFinance-R.M.SriVatsava	
2	FinancialManagement–Saravanavel	
3	FinancialManagement-L.Y.Pandey	
4	FinancialManagement -S.C.Kuchhal	
ReferenceBooks		
1	FinancialManagement -M.Y.Khanand Jain	
2	PrinciplesofFinancialManagement-S.N.Maheshwari	
3	FinancialManagementTheoryandPractice-PrasannaChandra	
RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]		
1	https://www.youtube.com/watch?v=28HpCMWfc7k&t=1s	
2	https://www.youtube.com/watch?v=UwHk3EK7M3I	
3	https://www.youtube.com/watch?v=C0Ktvoh-oFM	
Course Designed By:		

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

S-Strong; M-Medium; L-Low

Course code	-	PROJECT AND VIVA VOCE		L	T	P	C
Elective-IIIC		Major Project		-	6	-	4
Pre-requisite		Knowledge In Core, Research Methods and Analytical Tools	Syllabus Version		2023-24		
Course Objectives:							
The main objectives of this course are to:							
1. The students will get on -the-job training and experience.							
2. The students will gain knowledge on problem identification and solutions.							
3. The students will gain a complete knowledge on the program and the course outcome.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Explain about how to collect literature.					K2	
2	Implement problem identification and will frame tool for collecting data					K3	
3	Evaluate and get practical exposure on the framed objective.					K5	
4	Execute and generate the procedure of compiling the collected data by using analysis					K3,K6	
5	Summarize and execute report writing, and will get complete knowledge of the course.					K2,K3	
K1-Remember; K2 -Understand; K3 -Apply; K4-Analyse; K5 -Evaluate; K6– Create							
Textbook(s)							
1	C.R.Kothari, “Research Methodology Methods and Techniques”, Second Edition, New Delhi: New Age International publisher, 2004						
Reference Books							
1	Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications, 2014						
2	Robert B Burns, Introduction to Research Methods, SAGE Publications						
Mapping with Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5		
CO1	M	S	M	S	S		
CO2	S	S	S	S	S		
CO3	S	S	S	S	S		
CO4	S	S	S	S	S		
CO5	S	S	S	S	M		
*S-Strong; M-Medium; L-Low							