

B.Com. (E-commerce)

Syllabus

AFFILIATED COLLEGES

Program Code: 2AD

2022 – 2023 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 Educational Objectives (PEOs)	
The B.Com (E-commerce) program describes the accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To incorporate the knowledge of commerce and e-commerce well-designed areas that combine hands-on projects and applications that is vital for creating Successful and competitive firms in order to develop a holistic organizational outlook.
PEO2	To make students acquainted with technical, managerial and accounting concepts for understanding information systems to develop business processes and take managerial decisions there by gaining experience for developing basic Internet Applications.
PEO3	To learn the business models as an integral part for understanding the practical aspects of Ecommerce applications that can be helpful for building digital based Applications to provide corporate as well as business solutions.
PEO4	To discuss the concepts of e-commerce up-coming technologies in the wireless arena of business applications based on industry standards for the future trends in modern e-business application.
PEO5	To enhance the knowledge on visual based programming language and object-oriented language in different business applications using various design principles portraying the concepts of e-commerce applications in business Activities.



Program Specific Outcomes (PSOs)

Program Specific Outcomes (PSOs)	
After the successful completion of B. Com (E-commerce) program, the students are expected to	
PSO1	Know and apply the various accounting concepts to solve the accounting related business transactions.
PSO2	Acquire the knowledge on the e-commerce applications in various arenas of business.
PSO3	Solve the web applications related issues of e-business using web design tools, techniques and methods.
PSO4	Analyze the real e-business problems by using the different applications and procedures oriented with language programs
PSO5	Enrich the practical knowledge on initiating new e-business ventures.



Programme Outcomes

Program Outcomes (POs)	
On successful completion of the B.Com (E-commerce) program students are able to	
PO1	Enhance knowledge on the theoretical and practical aspects of Accounts and E-business.
PO2	Acquire the practical exposure on internet and web design applications to perform the e-business transactions.
PO3	Get the training to learn how to develop and deploy successful performance applications and increase the productivity of the e-business.
PO4	Obtain the practical application exposure on e-business ventures
PO5	Apply object oriented or non-object-oriented techniques to solve e-business computing problems which make students a good programmer.



BHARATHIAR UNIVERSITY: COIMBATORE 641 046
B. Com (E-commerce) Curriculum for Affiliated Colleges
(For the students admitted during the academic year 2022 – 23 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
I	Language-I	4	6	-	50	50	100
II	English-I	4	6	-	50	50	100
III	Core I – Principles of Accountancy	4	4	-	50	50	100
III	Core II–Business Organisation and Office Management	4	4	-	50	50	100
III	Allied Paper I: Introduction of Information Technology	4	4	-	50	50	100
III	Core III –Computer Applications: MS Office -Practical-I			4			
	Environmental Studies #	2	2		-	50	50
Total		22	26	4	250	300	550
SECOND SEMESTER							
I	Language-II	4	6	-	50	50	100
II	English-II	2	4	-	25	25	50
III	Core IV – Advanced Accounting	4	4	-	50	50	100
III	Core V – Database Management System	4	4	-	50	50	100
III	Core VI –Computer Applications: Practical I – MS word, Excel, Access and PPT	4	-	4	50	50	100
III	Allied Paper II: Mathematics for Business	4	4	-	50	50	100
	Language Proficiency for Employability http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf	2	2		25	25	50**
IV	Value Education – Human Rights #	2	2	-	-	50	50
Total		26	26	4	300	350	650

THIRD SEMESTER							
III	Language-III	4	6	-	50	50	100
III	English -III	2	4	-	50	50	100
III	Core VII – Object Oriented Programming with C++	3	4	-	50	50	100
III	Core VIII – Cost Accounting	4	6	-	50	50	100
III	Allied : III – Statistics for Business	4	5		50	50	100
IV	Skill based Subject-1: Marketing Management	2	3	-	30	45	75
	Tamil @ /Advanced Tamil # Elective–I: Yoga for Human Excellence Constitution of India #	(or)Non- major # / ² Women’s ² Rights #		-		50	50
Total		21	30	-	280	345	625
FOURTH SEMESTER							
III	Language-IV	4	6	-	50	50	100
III	English -IV	3	4	-	50	50	100
III	Core IX– Principles of Auditing	3	6	-	50	50	100
III	Core X – Internet and Web Designing (Practical)	4	-	4	50	50	100
III	Allied IV: Principles of Management	3	3	-	50	50	100
IV	Skill based Subject-2: Company Law	3	3	-	30	45	75
	Naan Mudhalvan - Office Fundamentals http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	2		25	25	50
IV	Tamil @ /Advanced Tamil #(or) Non-major elective - II: General Awareness #	2	2	-	50	-	50
Total		24	26	4	355	320	675
FIFTH SEMESTER							
III	Core XI – Software Engineering	4	4	-	50	50	100

III	Core XII – Management Accounting	4	5	-	50	50	100
III	Core XIII – E-Commerce Technology	4	5	-	50	50	100
III	Core XIV – Java Programming	3	4	-	50	50	100
III	Core XV –Computer Application: Practical III – Java Programming	-		4			
III	Elective-I :	4	5	-	50	50	100
IV	Skill based Subject-3 : Insurance and Risk Management	3	3	-	30	45	75
	Total	22	26	4	280	295	575
SIXTH SEMESTER							
III	Core XVI – E-Commerce-II (Strategy and Applications)	4	6	-	50	50	100
III	Core XVII – Software Development with Visual Basic	4	5	-	50	50	100
III	Core XVIII – Computer Application: Practical III – Visual Basic	4		4	50	50	100
III	Elective–II :	3	5	-	50	50	100
III	Elective–III :	3	5	-	50	50	100
	Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	2	2		25	25	50
IV	Skill based Subject-4: Intellectual Property Rights	3	3	-	30	45	75
V	Extension Activities @	2	-	-	50	-	50
	Total	25	26	4	355	320	675
	Total	140					3750
ONLINE COURSES*							

***SWAYAM courses will be implemented in the next year.**

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

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

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Income Tax Law & Practice
	B	Brand Management
	C	Fundamentals of Insurance
Elective – II	A	Indirect Taxation
	B	Supply Chain Management
	C	Financial Markets
Elective - III	A	Business Finance
	B	Entrepreneurial Development
	C	Project Work

NOTE: The syllabus for the papers Advanced Accounting, Company Law, Indirect Taxes and Business Finance are revised and furnished below. The existing syllabus is to be followed for the remaining papers.





***First
Semester***

SEMESTER-I

Course code		TITLE OF THE COURSE	L	T	P	C
Core I		Principles of Accountancy	4	-	-	4
Pre-requisite		Basic knowledge on Principles of Accountancy	Syllabus Version		2022 - 23	
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 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 To gain knowledge about preparation of final Accounts To understand the account statements and procedures 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 book keeping					K1
2	Solve the errors in book keeping and identify the effect of BRS in an enterprise					K3
3	Understanding the Bills of exchange and its transaction including Accommodation bills					K2
4	Gain knowledge about preparation of final Accounts					K2
5	Apply the Account statement and procedure for calculation of Average due date methods					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION					15 hours
Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance.						
Unit:2	FINAL ACCOUNTS					10 hours
Final accounts of a sole trader with adjustments – Errors and rectification						
Unit:3	BILL OF EXCHANGE					10 hours
Bill of exchange- Accommodation bills – Average due date – Account current..						
Unit:4	CONSIGNMENTS AND JOINT VENTURES					15 hours
Accounting for consignments and Joint ventures						
Unit:5	BANK RECONCILIATION STATEMENT					18 hours
Bank Reconciliation statement – Receipts and Payments and income and expenditure account						

and Balance sheet – Accounts of professionals.		
Note : Distribution of Marks between problems and theory shall be 80% and 20%.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy – 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 – Sultanchand & sons	
Reference Books		
1	T.S.Grewal, S.C.Gupta, S.P.Jain – Advanced Accountancy- Sultanchand & sons	
2	K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=q11JtQorg0A	
2	https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S

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

SEMESTER-I

Course code	TITLE OF THE COURSE	L	T	P	C
Core II	Business Organization and Office Management	4	-	-	4
Pre-requisite	Basic knowledge on business organisation	Syllabus Version		2022 - 23	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To enable the students to learn principles and concepts of business To identify the types of business organization To know about office management and principles To gain knowledge about office management and indexing To understand the Data processing system, EDP and its uses 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the various forms of business organization				K1
2	Understand the knowledge on sources of finance				K2
3	Understand on stock exchange options and trading				K2
4	Remember the knowledge about office management and indexing				K1
5	Understand the Data processing system, EDP and its uses				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	15 hours			
Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.					
Unit:2	SOURCES OF FINANCE	10 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	STOCK EXCHANGE	10 hours			
Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.					
Unit:4	OFFICE LAYOUT AND ACCOMMODATION	15 hours			
Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing					
Unit:5	EDP	8 hours			
Office machines and equipment's – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons	
2	Shukla - Business Organisation and Management – S.Chand & Company Ltd.,	
3	Saksena – Business Administration and Management – Sahitya Bhavan	
Reference Books		
1	Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons	
2	R.K.Chopra – Office Management – Himalaya Publishing House	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://definitions.uslegal.com/b/business-organization/	
2	https://www.mosourcelink.com/guides/start-a-business/register-your-business/forms-of-business-organization	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S

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

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper - I	Introduction to Information Technology	4	-	-	4
Pre-requisite	Basic knowledge in IT	Syllabus Version		2022-23	
Course Objectives: The main objectives of this course are to: <ol style="list-style-type: none"> 1. To understand the importance of managing information in the modern era 2. To provide insight about various forms of computing and application development 3. To provide knowledge about various communication technologies 4. To introduce various IT based applications among students 5. To acquaint students with IT related trends and ethical constraints of information technology 					

Expected Course Outcomes:

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

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

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

Unit:1	INTRODUCTION	15--hours
Introduction: Managing in Information Age. Evolution of IT Management – Types of Information Systems – Internet Based Business Systems – Value Chain Reconstruction for EBusiness – IT Management Challenges and issues – Critical success Factors for IT Managers.		
Unit:2	HARDWARE, SOFTWARE AND COMMUNICATION	10--hours
Hardware Software And Communication: Computing Hierarchy – Input – Output Technologies Hardware Issues – System Architecture – Operating Systems – Network Operating Systems Grid Computing – Mobile Computing – Ubiquitous Computing – Application Programming – Managing Application Development – Data Resources – Managing DataResources – Problem of Change and Recovery.		
Unit:3	COMMUNICATION TECHNOLOGY	10--hours
Communication Technology: Communication Technology – WWW – Intranets – Extranets – Voice Networks Data Communication Networks – Last Mile – Wireless System – Web Hosting – Application Service Providers.		
Unit:4	INFORMATION TECHNOLOGY	15--hours
IT Applications: Enterprise Resource Planning – Enterprise System – Expert System – Decision SupportSystem–NeuralNetworks–ExecutiveInformationSystem–CustomerRelationship Management System–SupplyChainManagementSystems–Knowledge Management–Data Warehousing – Data Mining – Virtual Reality – E-Business and Alternatives. E-Business Expectations and Customer Satisfaction.		
Unit:5	IT MANAGEMENT	8--hours

IT Management: IT Strategy Statements – Planning Models for IT Managers Legislation and Industry Trends. Independent Operations – Headquarters Driver – Intellectual Synergy – Integrated Global IT – IT investment – Estimating Returns – IT Value Equation – Pricing Frame work – Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality - Ethical Issues – Chief Information Officer	
Unit:6	Con. Temporary Issues
Expert lectures, online seminars – webinars	
Total Lecture hours	60--hours
Text Book(s)	
Garroll W. FrenzelJohne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004. 2. Henry C. Lucas. Jr, Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.	
Reference Books	
1	fraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004

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

Mapping with Program outcomes

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core V	COMPUTER APPLICATIONS: MS OFFICE -PRACTICAL-I	4	-	-	4
Pre-requisite	Basic Knowledge in Ms-Office Computer Applications	Syllabus		2022-23	
		Version			
Course Objectives: <ol style="list-style-type: none"> 1. Acquire and apply the computer applications in different aspects of business 2. Get insight knowledge on ms-office, ms-excel and powerpoint. 3. Know the database maintenance in every type of applications using MS. Access. 4. Get the knowledge application on effective power point presentation. 5. Understand the preparation of the accounts transactions of the business enterprises in the tally package. 					

Expected Course Outcomes:

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

1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1
2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2
3	Apply various statistical tools available in Ms-excel for the business enterprise transactions.	K3
4	Gaining knowledge making effective presentation for the business meeting using power point presentation and To create database using M.S. Access	K2
5	Apply the accounting principles and rules in tally software packages for updating the accounting transactions.	K3

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

COMPUTER PRACTICALS: I & II SEM – I MS OFFICE & TALLY

I - MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and cliparts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.

Prepare Bio-Data by using Wizard/Templates

II - MS EXCEL

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 customers 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

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.

I - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

2. Create mailing labels for student database which should include atleast three Table must have atleast two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.

3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.

4. Create forms for the simple table ASSETS.

5. Create report for the PRODUCT database.

II – TALLY AND INTERNET

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

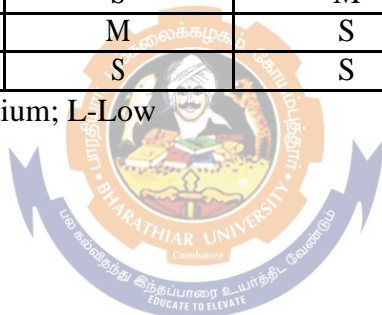
Total Lecture hours 60 hours

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	M	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





***Second
Semester***

SEMESTER-II

Course code	TITLE OF THE COURSE	L	T	P	C
Core III	ADVANCED ACCOUNTING	4	-	-	4
Pre-requisite	BasicknowledgeonAdvancedAccounting	Syllabus Version		2022-23	
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 an 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	15 hours			
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	20 hours			
Branch Accounts (excluding foreign branches). Hire Purchase and Installment System including Hire Purchase Trading Accounts.					
Unit:3	PARTNERSHIP ACCOUNTING	15 hours			
Partnership Accounts - Division of Profits - Fixed and Fluctuating Capital - Admission of Partners.					
Unit:4	RETIREMENT AND DEATH OF PARTNERSHIP	20 hours			
Retirement of a Partner - Death of a Partner- Dissolution of Partnership					

Unit:5	INSOLVENCY OF PARTNERS	18hours
Insolvency of Partners - Rule in Garner Vs. Murray - Piecemeal Distribution Methods.		
Unit:6	CONTEMPORARY ISSUES	2hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90hours
Distribution of Marks: 20% Theory, 80% Problems		
Text Book(s)		
1	Jainand 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=1JLnF1QjVOI	
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

SEMESTER-II

Course code	TITLE OF THE COURSE			L	T	P	C
Core – IV	Database Management System			4	-	-	4
Pre-requisite	Basic knowledge on DBMS			Syllabus Version		2022-23	
Course Objectives:							
The main objectives of this course are:							
<ol style="list-style-type: none"> To acquire the basic concept on databasesystem To enable the students on the functional aspects ofSQL To impart knowledge on various networkapproach To gain knowledge on IMS networks. To apply the networking approach in various E-CommerceActivities. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remembering the concept on database system and structure					K1	
2	Gaining the knowledge on key relational approach.					K2	
3	Understanding the embedded SQL at various operations.					K2	
4	Gain knowledge on IMS networks.					K2	
5	Apply the networking approach.					K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO DBMS					15 hours	
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.							
Unit:2	TYPES OF APPROACHES					20 hours	
Relational Approach: Relational Data Structure: relation, domain, attributes, keys Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations. Special relational operations.							
Unit:3	SQL					15 hours	
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	HIERARCHIAL APPROACH					20 hours	
Hierarchical Approach: IMS data structure. Physical Database, Database description. Hierarchicalsequence.ExternallevelofIMS:LogicalDatabases,theprogramcommunication block IMS Data manipulation : Defining the Program communication Block : DL / 1 Examples.							

Unit:5	NETWORK APPROACH	18 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		90 hours
Text Book(s)		
1	An introduction to Database Systems : Seventh Edition : by C.J.Date	
2	Database Systems Concepts by Abraham Silberschatz, Henry F Korth	
Reference Books		
1	An introduction to Database Systems - Bipin C Desai	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.geeksforgeeks.org/introduction-of-dbms-database-management-system-set-1/	
2	https://www.geeksforgeeks.org/making-wordpress-website-secure/?ref=lbp	
3		
Course Designed By:		

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

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

SEMESTER-II

Course code	TITLE OF THE COURSE	L	T	P	C
Core V	COMPUTER APPLICATIONS: MS OFFICE -PRACTICAL-I	-	-	4	4
Pre-requisite	4asic Knowledge in MS-Office Computer Applications	Syllabus Version		2022 -23	
Course Objectives:					
<ol style="list-style-type: none"> 1. Acquire and apply the computer applications in different aspects of business 2. Get insight knowledge on MS-office, MS-excel, and powerpoint. 3. Know the database maintenance in every type of applications. 4. Get the knowledge application on effective power point presentation. 5. Develop the programs in MS-word and MS-excel and MS-access. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remember the basic concepts computer applications using MS-Office applications for the business transactions.	K1			
2	Understand the system of drafting the customers list using mail merge for sending letters to the respondents at a time.	K2			
3	Apply various statistical tools available in MS-excel for the business enterprise transactions.	K3			
4	Gaining knowledge making effective presentation for the business meeting using power point presentation.	K2			
5	Understand the database using MS-Access	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
COMPUTER PRACTICALS: I & II SEM – I MS OFFICE & TALLY					
I - MS WORD – 15 Hours					
<ol style="list-style-type: none"> 1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, inserting pages and page numbers, Find and Replace. 2. Prepare an invitation for the college function using Text boxes and cliparts. 3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading. 4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format. 5. Prepare a Shareholders meeting letter for 10 members using mail merge operation. 6. Prepare Bio-Data by using Wizard/Templates. 					
II - MS EXCEL – 15 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 – 15 Hours

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
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.

I - MS ACCESS – 15 Hours

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

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

S- Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Allied Paper - II	MATHEMATICS FOR BUSINESS	4	-	-	4
Pre-requisite	Basics knowledge on Mathematics for Business	Syllabus		2022-23	
		Version			
Course Objectives:					
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 an 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, CONSTANTS AND FUNCTIONS	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	LINEAR PROGRAMMING PROBLEM	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”,SultanchandCo&Ltd,Newdelhi
- 3 Sanchetti, D.C and Kapoor, V.K,” Business Mathematics” , Sultan chand Co&Ltd,Newdelhi

Reference Books

G.K.Ranganath, C.S.Sampamgiram&Y.Rajan-A Text book BusinessMathematics - 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



***Third
Semester***

SEMESTER-III

Course code	TITLE OF THE COURSE	L	T	P	C
Core – VII	Object Oriented Programming with C++	4	-	-	3
Pre-requisite	Basic knowledge on C++	Syllabus Version		2022-23	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To acquire the knowledge on OOPs To enable the students on the applications and structure of C++ To impart knowledge on managing console To gain knowledge on virtual functions To analyze the concept managing console 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on OOPs and data abstraction				K2
2	Apply the concept on various functions in C++				K3
3	Understand the concept on constructors, destructors and overloading				K2
4	Gain knowledge on virtual functions				K2
5	Analyze the concept managing console				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO C++	12 hours			
OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Multiple Viewing of the Same Object – Encapsulation and Data Abstraction – Inheritance – Delegation – Object Composition – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology – Application of OOPs.					
Unit:2	APPLICATIONS OF C++	12 hours			
Application of C++ - Structure of C++ Program – Tokens, Expression -Basic Data Types – Symbolic Constants – Declaring Data Types - Reference Variables – Operator in C++ - Scope Resolution Operator – Expressions and Implicit Conversions – Control Structures – Functions in C++ - Call by Reference – Call by Value – Inline Functions – Default Arguments – Constant Arguments – Classes and Objects – Defining Member Functions – Nesting Member Function – Private Member Function – Static Member Function.					
Unit:3	ARRAY, CONSTRUCTORS AND OVERLOADING	12 hours			
Array of Objects – Friend Function – Returning Objects – Constant Member Function – Pointer to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading.					

Unit:4	TYPES OF INHERITANCE	12 hours
Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function – Pointer to Derived Classes.		
Unit:5	FILE OPERATIONS IN C++	10 hours
Managing Console I/O Operations – C++ Streams – Stream Classes – istreams, ostream, ifstream, ofstream, filebuff, istrstream, ostrstream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 hours
Text Book(s)		
1	E. Balagurusamy, “Object Oriented Programming with C++”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2003.	
Reference Books		
1	D.Ravichandran, “Programming with C++”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://cppinstitute.org/free-c-and-c-courses?gclid=EAIaIQobChMI8MHN3bn56wIVBwRgCh3EeQaYEAAYASAAEgKRVPD_BwE	
2	https://beginnersbook.com/2017/08/c-plus-plus-tutorial-for-beginners/	
3		
Course Designed By:		

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

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

SEMESTER III

Course code	TITLE OF THE COURSE	L	T	P	C
Core – VIII	Cost Accounting	6	-	-	4
Pre-requisite	Basic knowledge on cost accounting	Syllabus Version		2022 – 23	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To acquire the basic concept cost accounting. To enable the students on the functional aspects of cost accounting. To impart knowledge on various branches of cost accounts. To gain knowledge on process costing To create reconciliation of cost and financial accounts 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on Cost accounting and create a cost sheet	K1			
2	Gaining the knowledge on material control aspects	K3			
3	Understand the concept on labour system	K3			
4	Gaining knowledge on process costing	K2			
5	Applying the reconciliation of cost and financial accounts	K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	18 hours			
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 CONTROL	18 hours			
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 OVERHEAD	18 hours			
Labour: System of wage payment – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – allocation and absorption of overhead.					
Unit:4	PROCESS COSTING	18 hours			
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	OPERATING COSTING	16 hours			
Operating Costing - Contract costing – Reconciliation of Cost and Financial accounts.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	S.P. Jain and KL. Narang , “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005	
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, NewDelhi 2005.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=AwrwUf8vYEEY	
2	https://www.youtube.com/watch?v=a5D3Iopi0-4	
3		
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE	L	T	P	C
ALLIED PAPER III	STATISTICS FOR BUSINESS	5	-	-	4
Pre-requisite	Basic knowledge on statistics for business	Syllabus Version		2021-22	
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. Croxton 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>

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	Marketing Management		L	T	P	C
Skill based subject - I	Basic knowledge in marketing concepts		3	-	-	2
Pre-requisite			Syllabus Version		2022-23	
Course Objectives:						
The main objectives of this course are:						
1. To learn the modern views of marketing						
2. To have an understanding about product life cycle						
3. To have an idea about pricing policies						
4. To learn about channels of distribution						
5. To have an understanding about the techniques of sales promotion						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Label the modern views on marketing				K1	
2	Understand the concept of product life cycle				K2	
3	Apply different pricing techniques for different products				K3	
4	Understand the channels of distribution				K2	
5	Learn the techniques of sales promotion				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Evaluation of marketing				10--hours	
Evaluation of marketing –Modern views on marketing –concepts- product concept – selling concepts-marketing concept-societal concepts- market planning process- marketing objective-marketing strategy-functions of marketing management						
Unit:2	Product decision				8--hours	
Product decision –product meaning and role – product mix decision – production positioning- branding and packaging –product life cycle –marketing strategies for introduction –growth maturity and declining stages –new product development process – meaning of new product –need for developing a new product –various stages in new product development process.						
Unit:3	Pricing decision				8--hours	
Pricing decision – meaning and role of pricing – pricing objectives – pricing method – productline pricing – pricing strategy for different stages in the life cycle of a product – skimming pricing strategy – penetration pricing strategy merits and demerits						
Unit:4	Channel decision				9--hours	
Channel decision – role of distribution channel – classification of channel and intermediaries- changes in channel of distribution – intensive, extensive and selection distribution – factors governing choice of channel- selection of channel for new product or new company.						
Unit:5	Promotional decision				8--hours	
Promotional decision – promotional mix –advertising – meaning and role of advertising – management of advertising – personal selling – importance – status of personal selling in India- management of sales force – sales promotion – sales promotion objective- major decision in sales promotion at dealers and at dealers and at customers level.						

Unit 6	Contemporary issues	2 hours
Expert lectures and seminars		
Text Book(s)		TOTAL
		45 hours
1	Marketing management - C.B.Mamoria and Sathishmamoria	
2	Principles and practice of marketing in India - C.M.MamoriaandR.L.Joshi	
3		
Reference Books		
1	Marketing Management – Philip kotler	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	-	

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

S- Strong; M-Medium; L-Low





***Fourth
Semester***

SEMESTER IV

Course code	TITLE OF THE COURSE	L	T	P	C
Core – IX	Principles of Auditing	6	-	-	3
Pre-requisite	Basic knowledge on principles of auditing	Syllabus rsion		2022-23	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To acquire the basic concept on auditing and audit programmes To enable the students on working with vouchers To impart knowledge on audit reports To create an audit report To apply the concept of electronic auditing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on auditing	K2			
2	Analyze the vouching of various working papers	K4			
3	Gain knowledge on valuation of assets and liabilities	K3			
4	Evaluate an audit report	K5			
5	Apply the concept of electronic auditing	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	AUDITING	20 hours			
Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programmes.					
Unit:2	INTERNAL CHECK AND INTERNAL AUDIT	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	VERIFICATION AND VALUATION OF ASSETS AND LIABILITIES	17 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	AUDIT OF JOINT STOCK COMPANIES	15 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	INVESTIGATION	18 hours			
Investigation – Objectives of Investigation – Audit of Computerised Accounts – Electronic					

Auditing – Investigation under the provisions of Companies Act.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	90 hours
Text Book(s)		
1	B.N. Tandon, “Practical Auditing” ,S Chand Company Ltd	
2	F.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd,London	
Reference Books		
1	Spicer and Pegler, “Auditing: Khatalia’s Auditing”	
2	Kamal Gupta, “Auditing”, Tata Mcgriall Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://economictimes.indiatimes.com/definition/audit	
2	https://www.youtube.com/watch?v=zggYEM2Nts8	
3		
Course Designed By:		

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

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

SEMESTER IV

Course code	TITLE OF THE COURSE	L	T	P	C
Core – X	Internet and Web Designing (Practical)	-	-	4	4
Pre-requisite	Basic knowledge on internet	Syllabus revision		2022 - 23	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To understand the basic knowledge on Internet To understand the knowledge on HTML tags, list, link and image. To apply the knowledge on applying the various HTML tags To apply the knowledge on working with list To apply the concepts of link and images in webpage 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remembering the concept on WWW				K1
2	Understand the knowledge on basic html tags, list and link				K2
3	Apply the concept on HTML tags				K3
4	Apply the concepts of lists				K2
5	Apply the concepts of image and link				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO INTERNET	12 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	INTRODUCTION TO HTML	12 hours			
IntroductiontoHTML–HTMLCodeforaWebPage–WebPageBasics–SetupaWebPage– 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– AligningtheImage– HorizontalRule–UseImagesinList–ConvertanImagetogIForJPEG. Links- Link to another Webpage – Link within a Webpage – Link to an Image – Link to a File					
Unit:3	INTRODUCTION TO HTML TAGS	12 hours			

<ol style="list-style-type: none"> 1. Develop a HTML program using basic HTML tags 2. Develop a HTML program using heading style 3. Develop a HTML program using comment and special characters 4. Develop a HTML program using font style and size 5. Develop a HTML program using font color 		
Unit:4	LIST	12 hours
<ol style="list-style-type: none"> 1. Develop a HTML program using ordered list 2. Develop a HTML program using unordered list 3. Develop a HTML program using definition list 4. Develop a HTML program using nested list 		
Unit:5	IMAGE AND LINK	12 hours
<ol style="list-style-type: none"> 1. Develop a HTML program using image 2. Develop a HTML program using converting to GIF or JPG 3. Develop a HTML program using Link to another Webpage 4. Develop a HTML program using Link within a Webpage 		
Total Lecture hours		60 hours
Text Book(s)		
1	Alexis Leon & Mathews Leon, "Internet for Everyone", Leon Tech World, Chennai	
2	Eric Kramer, "HTML".	
Reference Books		
1	Kamalesh N. Agarwala, Amit Lal & Deeksha Agarwala, "Business of the Net".	
2	John Zabour, Jeff Foust & David Kerven, "HTML 4 HOW- TO".	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://techterms.com/definition/web_design#:~:text=Web%20design%20is%20the%20process%20of%20creating%20websites.&text=Websites%20are%20created%20using%20a,CSS%2C%20or%20cascading%20style%20sheets.	
2	https://www.interaction-design.org/literature/topics/web-design	
3		
Course Designed By:		

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

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

SEMESTER-IV

Course code	TITLE OF THE COURSE	L	T	P	C
Allied IV	PRINCIPLES OF MANAGEMENT	3	-	-	3
Pre-requisite	Basic knowledge of Principles of Management	Syllabus Version		2022-23	
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			K1	
2	Understand the Planning and decision-making process.			K2	
3	Enlighten about the organization and organization structure.			K1	
4	Enumerate Theories of motivation and incentives.			K2	
5	Make the students to understand the Co-ordination and control process.			K2	
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit:1	MANAGEMENT AND ADMINISTRATION	9 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	9 hours			
Planning–Meaning–Nature and Importance of Planning–Planning promises–Methods and Types of plans – Decision Making.					
Unit:3	ORGANIZATION	9 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	9 hours			
Motivation–Need–Determinants of behaviour – Maslow’s Theory of Motivation–Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.					
Unit:5	COMMUNICATION IN MANAGEMENT	7 hours			
Communication in Management–Co-Ordination–Need and Techniques–Control–Nature and process of Control – Techniques of Control.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expertlectures,onlineseminars– webinars		
TotalLecture hours		45 hours
TextBook(s)		
1	PrinciplesofManagement-KoontzandO“Donald	
2	BusinessManagement-Dinkar– Pagare	
3	ThePrinciplesofManagement -RustomS.Davan	
ReferenceBooks		
1	BusinessOrganizationandManagement-Y.K.Bhushan	
2	BusinessManagement–Chatterjee	
RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]		
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	
CourseDesignedBy:		

MappingwithProgrammeOutcomes					
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		2022-23	
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 understand the Memorandum of Association. 3. Understand about uses and formation of the prospects of a company. 4. Get an 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			K2	
2	Understand about Memorandum and Articles of Association.			K2	
3	Get a detailed knowledge on Prospectus and Kinds of shares and Debentures.			K2	
4	Acquire the knowledge on powers and duties of Director and Secretary			K2	
5	Understand about kinds of meetings.			K2	
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 Ultravires - Articles of Association - Meaning - Forms - Contents - Alteration of Articles - Doctrine of Indoormangement					
Unit:3	PROSPECTUS	8 hours			
Prospectus-Definition-Contents-Deemed Prospectus-Misstatement 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
Expertlectures,onlineseminars– webinars		
TotalLecture hours		45 hours
TextBook(s)		
1	N.D.Kapoor,“CompanyLaw”SultanChand &Sons,NewDelhi2005	
2	BagrialA.K,“CompanyLaw”,VikasPublishingHouse,New Delhi	
3	GowerL.C.B,“PrinciplesofModernCompanyLaw”,Steven &Sons,London.	
ReferenceBooks		
1	RamaiyaA,“GuidetotheCompaniesAct”,Wadhwa&Co.,Nagpur	
2	SinghAvtar,“CompanyLaw”,Eastern BookCo., Lucknow	
RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]		
1	https://www.youtube.com/watch?v=G9MyWFgsNLU	
2	https://www.youtube.com/watch?v=gEDSdXW0JPO&list=PLWKgfZAqHUAziDvDUNORypEhPdmZHgz3	
3	https://www.youtube.com/watch?v=AdDQ05rP7jE&list=PLgK6tNi_UIbXbK9foc3khX8ecmlaq4FTd	
CourseDesignedBy:		

MappingwithProgrammeOutcomes					
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



***Fifth
Semester***

SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Core XI	SOFTWARE ENGINEERING	4	-	-	4
Pre-requisite	Basic computer knowledge	Syllabus Version		2022-23	

Course Objectives:

The main objectives of this course are to:

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

Expected Course Outcomes:

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

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

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

Unit:1	SOFTWARE PRODUCT AND PROCESS	20--hours
Software Product and Process: Software Characteristics & Applications, Software Process, Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process		
Unit:2	SOFTWARE PROJECT PLANNING AND SCHEDULING	18--hours

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

Unit:3	SOFTWARE MODEL	17--hours
COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques		
Unit:4	SOFTWARE QUALITY ASSURANCE & CONFIGURATION MANGEMENT	15--hours
Software Quality Assurance & Configuration Management: Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality, Standards, Software Configuration Management, SCM Process, Configuration Audit.		
Unit:5	RISK MANAGEMENT	18--hours
Risk Management: Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management		
Unit:6	Contemporary Issues	2--hours

Expert lectures, online seminars - webinars

Total Lecture hours 90—hours

Text Book(s)

- 1 Roger. S. Pressman (2001). Software Engineering: A Practioner's Approach. McGrawHill, New Delhi, Fifth Edition.
- 2 Aggarwal, K.K.& Singh, Yogesh (2005). Software Engineering. New Age International.

Reference Books

- 1 Walker Royce (2001). Software Project Management: A Unified Framework. Pearson Education Asia, Singapore, First Edition.
- 2

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

- 1
- 2

Course Designed By:

Mapping with programme outcomes

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

SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Core XII	Management Accounting	5	-	-	4
Pre-requisite	Basic knowledge on Management Accounting	Syllabus revision		2022 – 23	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To acquire the basic knowledge on management accounting To enable the students on identifying the liquidity position of the company To impart knowledge on preparation of fund and cash flow statements To gain knowledge on marginal costing and its applications To create various kinds of budget 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on management accounting and its relationship with other accounting concepts				K2
2	Remembering the gained knowledge on Ratio Analysis				K1
3	Apply fund and cash flow statements				K3
4	Analyse on marginal costing and its applications				K4
5	Analysing various kinds of budget				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	MANAGEMENT ACCOUNTING	15 hours			
Management Accounting – Meaning – Objectives and Scope – Relationship between Management Accounting , Cost Accounting and Financial Accounting.					
Unit:2	RATIO ANALYSIS	15 hours			
Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.					
Unit:3	WORKING CAPITAL	13 hours			
Working Capital – Working capital 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	15 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		
Distribution of marks : Theory 40% and Problems 60%		
	Total Lecture hours	75 hours
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.freshbooks.com/hub/accounting/management-accounting#:~:text=Management%20accounting%20is%20the%20process,and%20communicating%20information%20to%20managers.	
2	https://debitoor.com/dictionary/management-accounting	
3		
Course Designed By:		

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

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

SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Core XIII	E- Commerce Technology	5	-	-	4
Pre-requisite	Basic knowledge on E-commerce Technology	Syllabus version		2022 - 23	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To acquire the basic concept of E-Commerce To enable the students on network security and firewall To impart knowledge on electronic payment systems To gain knowledge on consumer aspects in E-Commerce To know and apply various digital payment methods 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the basic concept of E- Commerce and its applications	K2			
2	To gain the knowledge on EDI	K3			
3	Analyse security and the web	K4			
4	To gain knowledge on consumer aspects in E-Commerce	K2			
5	Apply various digital payment methods	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	E-COMMERCE	15 hours			
E-Commerce-Framework-Classification of electronic commerce -Anatomy of E-Commerce Applications- Components of the I way-Network Access Equipment-Internet Terminology.					
Unit:2	ELECTRONIC DATA INTERCHANGE	15 hours			
Electronic Data Interchange- Benefits-EDI Legal, Security & privacy issues- EDI software implementation- Value added networks-Internal Information Systems-Work flow automization and Coordination-Customization and Internal Commerce.					
Unit:3	NETWORK SECURITY AND FIREWALLS	15 hours			
Network security and firewalls- Client Server Network Security- Emerging client server security threats- Firewalls and network security- Data and message security- Encrypted documents and electronic mail- Hypertext publishing- Technology behind the web- Security and the web.					
Unit:4	CONSUMER ORIENTED ELECTRONIC COMMERCE	15 hours			
Consumer Oriented Electronic Commerce: Consumer Oriented Applications-Mercantile Process Models-Mercantile Models From the Consumers Perspective- Mercantile Models from the Merchants Perspective.					

Unit:5	ELECTRONIC PAYMENT SYSTEMS	13 hours
Electronic Payment Systems-Types-Digital Token Based Electronic Payment System-Smart Cards & Credit Card Electronic Payment Systems -Risk -Designing electronic payment system.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Distribution of marks : Theory 40% and Problems 60%		
	Total Lecture hours	75 hours
Text Book(s)		
1	Ravi Kalakota & Andrew b. Whinston , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006	
2	Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi-2006.	
Reference Books		
1	Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.	
2	Dr.C.S.Rayudu, ”E-Commerce & E-Business”, Himalaya Publishing House, New Delhi, 2004.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce)%20is%20the%20buying%20and%20selling,or%20consumer%2Dto%2Dbusiness.	
2	https://ecommerceguide.com/guides/what-is-ecommerce/	
3		
Course Designed By:		

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

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

SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Core XIV	Java Programming	4	-	-	3
Pre-requisite	Basic knowledge in Java Programming - (Theory Only)	Syllabus version		2022-23	
Course Objectives:					
The main objectives of this course are:					
<ol style="list-style-type: none"> To acquire the basic concept on Java To enable the students on net based business applications To impart knowledge on applet programming To gain knowledge on multithreaded programming To create an application in Java 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand the concept on java programming	K2			
2	Remember the application Oriented Programming using Java	K1			
3	Understand the concept on arrays and string	K3			
4	To gain knowledge on multithreaded programming	K2			
5	To analyse an application in Java	K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO JAVA	10 hours			
Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting – Operators : Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special.					
Unit:2	DECISION MAKING AND BRANCHING STATEMENTS	10 hours			
Decision Making and Branching statements – Decision Making and Looping Statements – Jumps in Loops – Labeled Loops - Classes, Objects and Methods : Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – Method Overloading – Inheritance – Overriding of Methods – Final Variables, Methods and Class – Abstract Methods and Class – Visibility Control : Public – Friendly – Protected – Private (Simple Concepts).					
Unit:3	TITLE OF THE UNIT (CAPITALIZE EACH WORD)	15 hours			
Arrays : One-Dimensional Array – Two-Dimensional Array – String : String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance) : Defining Interfaces – Extending Interfaces – Implementing Interface – Accessing Interface Variables - Packages : System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.					

Unit:4	MULTITHREADED PROGRAMMING	10 hours
Multithreaded Programming : Creating Threads – Extending the Thread Class – Stopping and Blocking a Thread – Life Cycle of a Thread – Using Thread Methods – Thread Priority – Synchronization – Implementing the „Runnable“ Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code – Multiple - Catch Statement – Throwing our Own Exceptions – Using Exceptions for Debugging.		
Unit:5	APPLET PROGRAMMING	13 hours
Applet Programming : Applets – Difference between Applet and Application Preparing to Write Applets–BuildingAppletCode–AppletLifeCycle–CreatingExecutableApplet–AppletTag – Adding Applet to HTML File – Running the Applet – Passing Parameters to Applet – Aligning the Display – Displaying Numerical Value – Getting Input form User - Managing Input/Output FilesinJava:StreamConcept–StreamClasses–OtherI/OClasses–CreatingFiles–Reading/ Writing Characters, Bytes – Simple Input and Output – Other Stream Classes. (Only Concepts)		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Distribution of marks : Theory 40% and Problems 60%		
	Total Lecture hours	60 hours
Text Book(s)		
1	E. Balagurusamy, “Programming with Java - A Primer”, Tata Mc Graw – Hill Publishing Company Limited, New Delhi, 2006.	
Reference Books		
1	Joseph L. Weber , “Using Java 2 Platform”, Prentice Hall of India Pvt Ltd	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.w3schools.com/java/java_intro.asp	
2	https://www.w3schools.com/java/java_operators.asp	
3		
Course Designed By:		

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

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

SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Core XIX	COMPUTER APPLICATIONS JAVA PROGRAMMING - PRACTICAL III	-	-	4	-
Pre-requisite	Basic Knowledge in Java programming applications	Syllabus Version		2022-23	

Course Objectives:

The main objectives of this course are:

1. To acquire the basic concepts on Java.
2. To enable the students on net based business applications.
3. To impart knowledge on application of java programming.
4. To gain knowledge on multi threaded programming
5. To create an application in Java

Expected Course Outcomes:

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

1	Understand the concept on java programming	K2
2	Remembering application Oriented Programming using Java	K1
3	Understand the concept on arrays and string	K3
4	Apply the knowledge on multithreaded programming	K3
5	Analyse an application in Java	K4

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

COMPUTER APPLICATIONS PRACTICAL - III

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

Total Lecture Hours **60 hours**

Course Designed By:

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

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



SEMESTER V

Course code	TITLE OF THE COURSE	L	T	P	C
Skill based Subject-3	INSURANCE AND RISK MANAGEMENT	3	-	-	3
Pre-requisite	Basic Knowledge of Insurance	Syllabus Version		2022-23	
Course Objectives:					
The main objectives of this course are to: <ul style="list-style-type: none"> ➤ To familiarize the principles of insurance ➤ To develop an understanding about the insurance industry and the types of insurance ➤ To lay a foundation for the risk management 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Explain the Principles of Insurance.	K2			
2	Analyze the Position of Insurance Industry.	K2			
3	Examine the Types of Insurance Policies.	K1			
4	Control Risk.	K2			
5	Apply relevant method for risk Management.	K2			
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Create					
Unit:1	INTRODUCTION OF INSURANCE	8—hours			
Introduction to Insurance: Role of Insurance – Characteristics of an Insurable Risk – Principles of Insurance – Reinsurance – Double Insurance – IT in Insurance					
Unit:2	INDIAN INSURANCE INDUSTRY	9—hours			
Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents – For Protection of Policy Holders” Interest. Actuary – Meaning – SOA.					
Unit:3	INSURANCE CONTRACT	8—hours			
Insurance Contract: Life Insurance Contract – Features, Policy Conditions and Products; Non – Life Insurance: Fire and Marine - Features, Policy Conditions and Products. Group, Health and Social Insurance – Schemes- Procedure for claiming Life and Health Insurance					
Unit:4	RISK Management	7-hours			
Introduction to Risk Management – Concept of Risk – Types of Risk – Principles of Risk Management – Risk Management process – Objectives of Risk Management					

Unit:5	RISK Management Tools	11--hours			
Risk management and control – Methods of Risk management – Risk management by individuals and corporations – Tools for Controlling Risk.					
Unit:6	CONTEMPORARYISSUES	2hours			
Expertlectures,onlineseminars –webinars					
TotalLecturehours		45—hours			
TextBook(s)					
1	Varshney, “BankingTheory, LawandPractice”, Sultan&Chand Ltd.				
2	GordonandNataraj, “BankingTheory, LawandPractice”, HimalayaPublishingHouse..				
3	M.L.Tannan, “BankingLawandPractice”, Thacker&CoLtd				
ReferenceBooks					
1	B.S Bodla, M.C. Garg & K.P. Singh, “Insurance - Fundamentals, Environment & Procedures”, Deep&Deep PublicationsPvt. Ltd., NewDelhi, 2004.				
2	M.N.Mishra, “Insurance–PrinciplesandPractice”, S.Chand&CompanyLtd., NewDelhi, 2006				
RelatedOnlineContents[MOOC,SWAYAM, NPTEL, Websitesetc.]					
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-m99E5vhk4owlgJK6aiT2				
CourseDesignedby:					
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



***Sixth
Semester***

Course code	TITLE OF THE COURSE		L	T	P	C
Core – XVI	E-Commerce – II (Strategy and Applications)		6	-	-	4
Pre-requisite	Basic knowledge in E-commerce-II		Syllabus version		2022-23	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To provide an exposure about the Practical Application of e-Commerce To enable the students to be aware on the emerging changes in marketing and advertising To impart knowledge on multimedia To gain knowledge on wireless technologies To apply the concept of SGML, CORBA 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concept on marketing on Internet				K2	
2	Understand the technology behind software agents				K2	
3	Understand the concept on multimedia applications				K2	
4	Apply knowledge on wireless technologies				K3	
5	Analyse the concept of SGML, CORBA				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	ADVERTISING AND MARKETING ON THE INTERNET				20 hours	
Advertising and marketing on the Internet: The new age of information-based marketing Advertising on the Internet – Charting the on-line marketing process-Market research. Consumer Search and Resource Discovery: Search and resource discovery paradigms – Information search and retrieval – Electronic commerce catalogs or directories – Information filtering –Consumer data interface.						
Unit:2	SOFTWARE AGENTS				18 hours	
Software Agents: Characteristics and properties of agents –Technology behind software agents – Telescript agent language- Safe-Tcl –Applets, Browsers and Software agents – Software agents in action. Internet Protocol Suite: Layers and networking – Internet Protocol suite – SLIP and PPP – Other forms of IP-based networking-Mobile TCP/IP- based networking- Multicast IPNext generationIP.						
Unit:3	MULTIMEDIA AND DIGITAL VIDEO				17 hours	
Multimedia and Digital Video: Concepts-Digital video and electronic commerce-Desktop video processing-Desktop video conferencing. Broadband Telecommunications: Concepts-Frame relay-Cell relay-Switched multimegabit data service-ATM.						
Unit:4	WIRELESS DELIVERY TECHNOLOGY				15 hours	
Mobile and Wireless Computing Fundamentals Framework- Wireless delivery technology and						

switching methods –Mobile information access devices-Mobile data internetworking standards Cellular data communication protocols-Mobile computing applications-Personal communication service.		
Unit:5	STRUCTURE DOCUMENTS	18 hours
Structure Documents: Fundamentals-SGML. CORBA: Distributed objects. Transaction Processing- Online Purchases-Online share trading –Railway/air ticket reservation		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	Ravi Kalakota & Andrew b. Whinston , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006	
2	Bharat Bhasker , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd. ,New Delhi-2006.	
3	Daniel Minoli, Emma Minoli “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.	
Reference Books		
1	Dr.C.S.Rayudu,”E-Commerce &E-Business”,Himalaya Publishing House, New Delhi, 2004.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/	
2	https://www.abetterlemonadestand.com/what-is-ecommerce/	
3		
Course Designed By:		

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

Course code	TITLE OF THE COURSE		L	T	P	C
Core – XVII	Software Development With Visual Basic		5	-	-	4
Pre-requisite	Basic knowledge in software development with VB	Syllabus version	2022-23			
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> To develop a front end application using VisualBasic. To enable the students to develop a front end tool for Customer Interaction inBusiness. To impart knowledge on datacontrols To gain knowledge on working with controls inVB To Understand on datacontrols 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concept on client and server				K2	
2	To gain the knowledge on IDE				K2	
3	Understand the concept on user defined data types				K2	
4	To gain knowledge on working with controls in VB				K2	
5	Understand on data controls				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION				20 hours	
Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.						
Unit:2	INTRODUCTION TO VISUAL BASIC				18 hours	
Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – DataTypes.						
Unit:3	FUNCTIONS AND CONTROL STRUCTURE				17 hours	
Functions – Procedures – Control Structure : If - Switch – Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.						
Unit:4	CREATING AND USING STANDARD CONTROLS				15 hours	
Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, OptionButton,ListBox,ComboBox,PictureBox,ImageControls,ScrollBars–DriveList Box–DirectoryListBox-TimeControl,Frame,ShapeandLineControls–ControlArrays–						

Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.		
Unit:5	DATA CONTROLS	18 hours
Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – Recordset – Types of Recordset – Creating a Recordset – Modifying, Deleting Records – FindingRecords - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		90 hours
Text Book(s)		
1	Steven Holzner, “VB 6 Programming Black Book”, Dream Tech Press, New Delhi, 2002.	
Reference Books		
1	N. Krishnan & N. Saravanan, “Visual Basic 6.0 in 30 days”, Scitech Publications, (India) Pvt Ltd., Chennai, 2001.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=cwDqjmSmtMQ	
2	https://www.youtube.com/watch?v=UoT2oava9ns	
3		
Course Designed By:		

Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	M	S
CO3	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: VISUAL BASIC- PRACTICAL III	-	-	4	4
Pre-requisite	Basic Knowledge in Visual basic	Syllabus Version		2022-23	

Course Objectives:

The main objectives of the program are:

1. To acquire the knowledge on application of Visual basic.
2. To apply the concepts of vb in business applications.
3. To develop programs using visual basic.

Expected Course Outcomes:

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

1	Understand the basic concepts computer applications using Oracle for maintaining the database.	K2
2	Analyse different databases using access application for developing the business transactions	K4
3	Gain the knowledge on creating database using oracle.	K2
4	Remember the application of oracle statements to extract the particular data base.	K1
5	Gain the knowledge on developing employees and salary databases using oracle.	K2

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

COMPUTER APPLICATIONS PRACTICAL -

III VISUAL BASIC

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

11. Design the form to display the highlights of the budget using option button and animation.
12. Design a supermarket bill to display the sales invoice, and create a database using Data Control, option button, , check box, date picker, etc.
13. Design the form to create a bank customer database by declaring simple array and multiple arrays using Data Control.
14. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and display the inventory control records using data object.
15. Design the form to display tree view and list of folders and files from a directory of an organization.

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



Coursecode	TITLEOFTHECOURSE	L	T	P	C
SB-IV	INTELLECTUALPROPERTYRIGHTS	3	-	-	3
Pre-requisite	Basic Knowledge on Intellectual PropertyRights	Syllabus Version		2022-23	
CourseObjectives:					
Themainobjectivesof thiscourse:					
<ol style="list-style-type: none"> 1. 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. 2. 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. 3. 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. 4. To provide students with knowledge of India's procedural and substantive intellectual property systems. 5. 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 Trademarks				K2
3	To understand and comprehend the legal effects of copyrights				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	TRADEMARKS	8 hours			
Purpose and function of trademarks, acquisition of trademark rights, protectable matter, selecting, and evaluating trademark, trademark registration processes					
Unit:3	LAW OF COPYRIGHTS	9 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 copyright, international copyright law.					
Unit:4	LAW OF PATENTS, TRADE SECRETS	9 hours			
Foundation of patent law, patent searching process, ownership rights and transfer. Trade Secrets: Trade secret law, determination of trade secret status, liability for misappropriation of trade secrets, protection for submission, trade secret litigation					

Unit:5	PROTECTION OF PLANT VARIETIES AND FARMERS' RIGHTS	7hours
Introduction -Meaning and Definition -Registrable Varieties of Plants -Procedure for Registration- Plant Varieties Protection		
Unit:6	CONTEMPORARY ISSUES	2hours
Expert lectures, online seminars –webinars		
	Total Lecture hours	45hours
Text Book(s)		
1	Intellectual property right, Deborah.E.Bochoux,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. Lexis Nexis, 2013	
2	Intellectual Property Rights- Asha Vijay Durafe Dhanashree K. Torad malle, 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 RNVivekanandar. 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



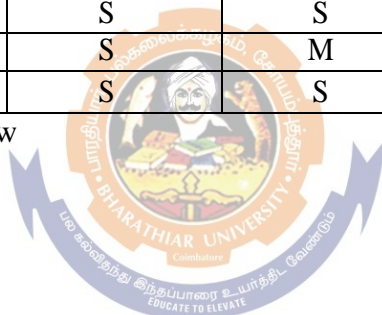
***Elective
Courses***

Course code	TITLE OF THE COURSE		L	T	P	C
Elective –I A	Income Tax Law & Practice		5	-	-	4
Pre-requisite	Basic knowledge on tax law		Syllabus version		2022	
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 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	Apply the income sources on salaries and house property				K3	
3	Analyse 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	Introduction to Income Tax				15 hours	
Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.						
Unit:2	Income from Salaries and House Property				15 hours	
Heads of Income: Income from Salaries – Income from House Property.						
Unit:3	Income from Other Sources				15 hours	
Profit and Gains of Business or Profession – Income from Other Sources.						
Unit:4	Capital Gain				15 hours	
Capital Gains – Deductions from Gross Total Income.						
Unit:5	Aggregation of Income				13 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						
Distribution of Marks between theory and problem shall be 40% and 60% respectively.						

	Total Lecture hours	75 Hours
Text Book(s)		
1	Gaur and Narang, "Income Tax Law and Practice" Kalyani publishers New Delhi	
2		
Reference Books		
1	Dr. HC Mehrotra, "Income-tax Law and Accounts" Sahithya Bhavan publishers	
2		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=5IghLd05bgU	
2	https://www.youtube.com/watch?v=Nh_pm1zfQ6g	
3		
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
C01	S	S	S	S	S
C02	M	S	S	M	S
C03	S	S	S	S	S
C04	S	S	M	S	M
C05	S	S	S	S	S

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



Course code	TITLE OF THE COURSE			L	T	P	C
Elective I B	Brand Management			5	-	-	4
Pre-requisite	Basic knowledge on marketing and branding			Syllabus version		2022	
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 branding rejuvenation. 5. Have better understanding on branding strategies. 							
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	Introduction to Branding					15 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 Association					15 hours	
Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building							
Unit:3	Brand Impact					15 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 takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.							
Unit:5	Brand Strategies					13 hours	
Brand Strategies: Designing and implementing branding strategies – Case studies							
Unit:6	Contemporary Issues					2 hours	

Expert lectures, online seminars – webinars	
	Total Lecture hours
	75 hours
Text Book(s)	
1	Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
2	Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002.
3	Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992.
Reference Books	
1	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000
2	S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002
3	Jagdeep Kapoor, “Brandex”, Biztantra, New Delhi, 2005.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.canto.com/blog/brand-management/
2	https://www.managementstudyguide.com/brand-management.htm
3	
Course Designed By:	

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	S
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	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 I C	Fundamentals of Insurance		5	-	-	4
Pre-requisite	Basic knowledge in Fundamentals of Insurance		Syllabus version		2022	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To acquire the basic knowledge on Insurance To identify the qualification of agents To effectively prepare roles and responsibilities of agents To give an insight on actuarial concepts To acquire the basic knowledge on General Insurance 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the fundamental concepts on Insurance				K2	
2	Understand the roles and responsibilities of Agents				K2	
3	Analyze the qualification of insurance agents				K4	
4	Gain knowledge about actuarial concepts				K1	
5	Understand general insurance concepts and types				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Insurance				15 hours	
Introduction to insurance: Purpose and need of insurance: Insurance as a social security tool; insurance and economic development.						
Unit:2	Pre-requisitions for an Agent				15 hours	
Procedures for Becoming an Agent: Pre- requisite for obtaining a license: Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.						
Unit:3	Agents Roles and Responsibilities				15 hours	
Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.						
Unit:4	Actuarial Aspects				15 hours	
Company Profile: Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels.						
Unit:5	General Insurance				13 hours	

Fundamental/Principles of life Insurance/Marine/Fire/Medical/General Insurance: Contract of various kinds; Insurance Interest.		
Note : Distribution of Marks between problems and theory shall be 80% and 20%.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 Hours
Text Book(s)		
1	Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi.	
2	Insurance Regulatory Development Act 1999	
3		
Reference Books		
1	Life Insurance Corporation Act 1956.	
2		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=zAg_i0m2AHM	
2	https://www.youtube.com/watch?v= ApbX0YKsjY	
Course Designed By:		

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	L	S
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	S	S	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 II A	Indirect Taxation	5	-	-	3
Pre-requisite	Basic knowledge in Indirect taxation	Syllabus version		2022	
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 To gain knowledge about levy and collection of tax. To understand about customs law. 					
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	Apply the concepts of GST.				K3
3	Apply the knowledge earned in the filing of returns.				K3
4	Gain knowledge about levy and collection of tax.				K2
5	Understand about customs law.				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	Indirect Tax	15 hour			
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	GST & its Concepts	15 hour			
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	Filing	15 hours			
Levy and Collection under CGST and SGST Acts: Meaning of important terms: Goods, Services, Supplier, Business, Manufacture, Casual Taxable Person, Aggregate Turnover, Input Tax and Output Tax. Taxable Event under GST: Concept of Supply - Time of supply - Value of Taxable supply. Composite and Mixed Supplies. Input Tax Credit: Meaning - Eligibility and Conditions for availing Input Tax Credit. Reverse Charge Mechanism under GST. Composition Levy: Meaning and Applicability.					
Unit:4	Levy and Collection of Tax	15 hour			

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	Customs Law	13 hour
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		75 hours
Text Book(s)		
1	V.S.Datey, “Indirect Taxes”, Taxmann Publications (P) Ltd., New Delhi 2002 2.”	
Reference Books		
1	Balachandran, “Indirect Taxation”, Sultan Chand & Co., New Delhi 2006. R.L.Gupta V.K.Gupta, “Indirect Tax	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=q11JtQorg0A	
2	https://www.slideshare.net/rahulkapoliya/accounting-concepts-and-convention	
3		
Course Designed By:		

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

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

Course code	TITLE OF THE COURSE		L	T	P	C
Elective II B	Supply Chain Management		5	-	-	3
Pre-requisite	Basic knowledge in Supplychainmanagement		Syllabus rsion		2022	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Conceptualize an idea about supply chainmanagement. 2. Provide insight about economies of scale in supplychain. 3. Deliver a detailed knowledge on networking the supplychain. 4. Develop the students to know more about network design for supply chainmanagement 5. Have better understanding of emerging trends and regulatory mechanisms in supplychain. 						
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	Supply Chain Management				15 hours	
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system						
Unit:2	Supply chain Integrates				15 hours	
Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies						
Unit:3	Strategic Alliances				15hour	
Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration						
Unit:4	Procurement and Outsourcing				10 hours	
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement						
Unit:5	Dimension of customer Value				13 hours	
Dimension of customer Value – conformance of requirement – product selection – price and 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					75 hours	

Text Book(s)	
1	Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2	
3	
Reference Books	
1	Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.ibm.com/topics/supply-chain-management#:~:text=supply%20chain%20management%3F-.Supply%20chain%20management%20is%20the%20handling%20of%20the%20entire%20production,final%20product%20to%20the%20consumer.
2	https://www.youtube.com/watch?v=M11QBxVjZAw
3	
Course Designed By:	

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

ELECTIVE PAPER

Course code	TITLE OF THE COURSE	L	T	P	C
Elective – II C	FINANCIAL MARKETS	5	-	-	3
Pre-requisite	Basic knowledge in Financial Markets	Syllabus Version		2022	
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. To gain knowledge about banks as financial intermediaries. To understand about new methods of financing. 					
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	Analyse the markets for corporate securities.	K4			
3	Analyse the significance of secondary markets instruments.	K4			
4	Gain knowledge about banks as financial intermediaries.	K2			
5	Understand about new methods of financing.	K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	FINANCIAL MARKETS	15-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	15--hours			
Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.					
Unit:3	SECONDARY MARKETS	15--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	13--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		75 --hours
Text Book(s)		
1	Essentials of Business Finance - R.M. Sri Vatsava	
2	Financial Management –Saravanavel	
3	Financial Management - L.Y. Pandey	
4	Financial Management - S.C. Kuchhal	
Reference Books		
1	Financial Management - M.Y. Khan and Jain	
2	Principles of Financial Management - S.N. Maheshwari	
3	Financial Management Theory and Practice - Prasanna Chandra	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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:		

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

S- Strong; M-Medium; L-Low

ELECTIVE PAPER

Course code	TITLE OF THE COURSE	L	T	P	C
Elective – III A	BUSINESS FINANCE	5	-	-	3
Pre-requisite	Basic knowledge in Business Finance	Syllabus Version		2022	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Introduce the concepts of business finance. 2. Understand about the financial plans. 3. Know about the capitalization of the financial sources. 4. Understand about the capital structure. 5. Know about the different sources of finance. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Introduce the concepts of business finance.	K1			
2	Understand about the financial plans.	K2			
3	Know about the capitalization of the financial sources.	K2			
4	Understand about the capital structure.	K2			
5	Know about the different sources of finance.	K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	BUSINESS FINANCE	15 hours			
Business Finance: Introduction – Meaning – Concepts – Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions.					
Unit:2	FINANCIAL PLAN	15 hours			
Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals.					
Unit:3	CAPITALISATION	15 hours			
Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation: Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.					
Unit:4	CAPITAL STRUCTURE	15 hours			
Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.					
Unit:5	SOURCES AND FORMS OF FINANCE	13 hours			
Source: External or Internal; Duration: Permanent – Short, Medium or long-term. Type: Ordinary (equity) shares - Loan stock - Retained earnings - Bank lending – Leasing - Hire purchase - Government assistance - Venture capital – Franchising.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 hours
Text Book(s)		
1	Essentials of Business Finance - R.M. Sri Vatsava	
2	Financial Management – Saravanavel	
3	Financial Management - L.Y. Pandey	
Reference Books		
1	Financial Management - S.C. Kuchhal	
2	Financial Management - M.Y. Khan and Jain	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.youtube.com/watch?v=AJiwqgkKSqc	
2	https://www.youtube.com/watch?v=ITTTenuoCWw&list=PLwml6wWINYLHpci2-OgbeLOclaWzG9CHY	
3	https://www.youtube.com/watch?v=vLPmjO4K3Vk	
Course Designed By:		

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

S- Strong;

ELECTIVE PAPER

Course code	TITLE OF THE COURSE	L	T	P	C
Elective – III B	ENTREPRENEURIAL DEVELOPMENT	5	-	-	3
Pre-requisite	Basic knowledge in Entrepreneurial Development	Syllabus Version		2022	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. Conceptualize the Entrepreneurship. 2. Make the students to aware the start up process. 3. Know the institutional service to entrepreneur. 4. Gain the knowledge on institutional finance to the entrepreneur. 5. Know about the incentives and subsidies. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Conceptualize the Entrepreneurship.	K1			
2	Make the students to aware the start up process.	K2			
3	Know the institutional service to entrepreneur.	K2			
4	Gain the knowledge on institutional finance to the entrepreneur.	K2			
5	Know about the incentives and subsidies.	K2			
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	15 hours			
The start-up process, Project identification– selection of the product–project formulation evaluation – feasibility analysis, Project Report.					
Unit:3	INSTITUTIONAL SERVICE TO ENTREPRENEUR	15 hours			
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC 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	13 hours			
Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.					

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		75 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.Saravanavel	
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;

Elective –IIC PROJECT WORK

1) A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/hersignature. The work diary along with project report should be submitted at the time of viva voce.

2) CIA Marks Distribution: A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

FirstReview	10 Marks
SecondReview	10 Marks
WorkDiary	05 Marks

25Marks

3) End Semester Examination: The evaluation for the end semester examination should be as per the norms given below:

External Examiner	25Marks
Internal Examiner	25Marks
Viva-Voce Examination examiner)	25 Marks (Jointly given by the external and internal

75 Marks

