

SEMESTER I

CODE	COURSE TITLE
18COUC101	PRINCIPLES OF ACCOUNTANCY

Category	CIA	ESE	L	T	P	Credit
Core	25	75	71	4	-	4

Preamble

To enable the students to acquire basic knowledge of accounting concepts and their practical application in different types of business organisations.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Recall the basic accounting principles and techniques of preparing journal and ledger	K1 & K2
CO 2	Apply the accounting techniques in preparing final accounts	K2 & K3
CO 3	Understand the key concepts of preparing of bank reconciliation statement, average due date and various methods of account current	K2 & K3
CO 4	Identify and rectify the accounting errors	K2 & K3
CO 5	Interpret the financial results of consignment and joint venture	K2 & K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	L	S	S
CO 2	S	S	M	S	S
CO 3	S	S	M	S	S

CO 4	S	S	S	S	S
CO 5	S	S	S	S	M

S – Strong, M- Medium, L – Low

Syllabus

UNIT I

17 Hrs

Meaning of accounting – *Systems of Accounting* – *Accounting Concepts and Conventions* – AS1: Disclosure of Accounting Policies -Double Entry System – Journal – Ledger – Subsidiary Books – Trial Balance.

UNIT II

13 Hrs

Reserves and Provisions -Final Accounts of a Sole Trader with Adjustments - Rectification of Errors.

UNIT III

15 Hrs

Bank Reconciliation Statement – Average Due Date.

UNIT IV

15 Hrs

Accounting for Consignments and Joint Ventures.

UNIT V

15 Hrs

Account Current – Accounts of Non-Profit Organizations – Receipts and Payments Account, Income and Expenditure Account and Balance Sheet.

Note : 1. **Distribution of marks 20% Theory and 80% Problems**

2. *Italics* denote self study topics

Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Nagarajan K.L, Vinayagam .N & Mani .P.L.	Principles of Accountancy	S. Chand & Co. Ltd, New Delhi	2010 and 3 rd Edition Reprint
2	Reddy .T.S & Murthy.A.	Financial Accounting	Margham Publications, Chennai	2010 and 5 th Edition

Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Grewal. T. S	Introduction to Accountancy	S. Chand & Co. Ltd, New Delhi	2003 and 1 st Edition
2	Reddy .T.S & Murthy.A.	Corporate Accounting	Margham Publications, Chennai	2014 and Revised 6 th Edition (Reprint 2016)
3	S.P Jain and K.L Narang	Principles of Accountancy	Kalyani Publishers, New Delhi	2014 and 5 th Revised Edition

Pedagogy

- Lecture, Chalk & Talk and Assignment

SEMESTER I

CODE	COURSE TITLE
18COUC102	BUSINESS ORGANIZATION AND OFFICE MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	72	3	-	4

Preamble

To enrich the students with the basic knowledge of business, its ethics and sources of finance and to make them aware of various tools and equipments used in office.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Acquire the conceptual knowledge of business and work environment	K1
CO 2	Recognize the various factors influencing the business	K2
CO 3	Design the layout of office	K2
CO 4	Identify various sources of finance available for business	K3
CO 5	Make use of modern techniques of filing and indexing	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	M	S	S
CO 3	S	S	S	S	S

CO 4	S	S	S	S	S
CO 5	S	S	L	S	S

S – Strong, M- Medium, L – Low

Syllabus

UNIT I

12 Hrs

Concepts of Business and Organization – Meaning of Various Forms of Business Organization – *Characteristics of Business* – Objectives of Business – Factors to be Considered for Starting Business – Social Responsibility of Business – Meaning, Features, Need and Levels – Business Ethics.

UNIT II

18 Hrs

Location of Business – *Factors Influencing Location* – Localization and Decentralization of Industries – Size of Firms: Input and Output Measures – Factors determining the Size of the Firm – Economies and Demerits of Large Scale Operations – Reasons for the Survival of Small Scale Undertakings.

UNIT III

15 Hrs

Sources of Finance – Shares, Debentures, *Public Deposits*, Bank Credit and Trade Credit – Retained Earnings– Hire Purchase - Venture Capital- Relative Merits and Demerits.

UNIT IV

18 Hrs

Office: Its Functions and Significance – Office Accommodation: Location of Office Building – *Choice of Location*. Office Layout: Importance, Objectives and Principles- Types: Open Plan Office, Private Office- Relative Merits and Demerits- Recent Developments in Office Layout.

UNIT V

12 Hrs

Filing and Indexing – Types - Relative Merits and Demerits. Office Machines and Equipments: Advantages and Disadvantages – *Criteria for Selection* – Types: Word Processor and Duplicating Machines – Calculating Machines – Accounting Machines- Office Furniture.

Italics denote topics for self study.

Skill Based Component (Not for End Semester Examination)

- Visit a nationalized bank, collect information on conditions for availing a small business loan, and prepare an application for availing business loan and submit.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Kathiresan and Dr.Radha	Business Organisation	Prasanna Publishers, Chennai	2002 and Revised Edition (Reprint 2016)
2	R.K.Sharma and Shashi K.Gupta	Business Organisation and Office Management	Kalyani Publishers, New Delhi	2007 and 3 rd Revised Edition (Reprint 2016)

Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Tulsian P.C and Vishal Panday	Business Organisation and Management	Pearson Education Pvt.ltd, Singapore	2003 and 1 st Indian Reprint
2	R.C.Bhatia	Business Organisation and Management	Ane Books, New Delhi	2005 and 3 rd Reprint 2012

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentations, Group Discussion, Assignment, Quiz, and Seminar.

SEMESTER I

CODE	COURSE TITLE
20ESUA101	AGRICULTURAL ECONOMY OF INDIA

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	86	4	-	5

Preamble

To understand the Indian agricultural economy, pricing policy, credit facilities and technology in agriculture.

Cours Outcomes

On the successful completion of the Course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the conceptual knowledge of the Indian Agriculture	K1
CO2	Understand structure of the agricultural sector of the Indian economy	K2, K3
CO3	Comprehend the role and impact of Government policy on the agricultural sector	K2, K3
CO4	Apply agricultural prices, marketing and technology in agriculture	K2, K3
CO5	Defend the necessity for land reforms program and sources of agricultural finance	K2, K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium

Syllabus

UNIT I

15 Hrs.

Features of the Indian Rural Economy: Place of Agriculture in Indian Economy – Role of Agriculture in Economic Development – Causes for Low Productivity in Agriculture – Causes for backwardness in Agriculture - Measures for the Development of Agriculture - Recent Trends in Agriculture Growth in India.

UNIT II

18 Hrs

Agricultural Labour and Mechanisation of Agriculture: Meaning – Recommendations of Labour Enquiries with reference to Wages and Income – Measures to Improve the Conditions of Labour – Green Revolution – Effects of Green Revolution in Indian Economy – Mechanisation: Advantages, Problems and Prospects.

UNIT III

20 Hrs.

Agricultural Marketing and Pricing: Features of Agricultural Marketing – Causes and Consequences of Defective Agricultural Marketing System – e-NAM – Agricultural Prices: Causes and Consequences of Price Fluctuations for Agricultural Products – Need for Price Stability – Objectives of Agricultural Price Policy - Instruments of Price Policy - Commission for Agricultural Cost and Price (CACP) – Minimum Support Prices for Agricultural Goods – Evaluation of Government's Agricultural Price Policy.

UNIT IV

20 Hrs.

Land Tenure and Land Reforms: Land Tenure- Meaning and Types – Need for Land Reforms – Various Measures: Abolition of Intermediaries - Tenancy Legislation - Land Ceiling- Co- operative Farming – Problems of Impementation of Land Reforms Measures.

UNIT V

17 Hrs.

Rural Indebtedness & Agricultural Finance: Causes and Consequences of Rural Indebtedness – Measures to remove Rural Indebtedness – Types of Farm Credit – Features of good system of Farm Credit – Importance of Farm Credit – Sources of Agricultural Finance - Role of Co-operative Rural Banks and Commercial Banks – Agricultural Refinance Development Corporation – RBI – Regional Rural Banks – NABARD.

Text Book

S.NO	Author Name	Title of the Book	Publishers	Year and Edition
1	Dr. S. Sankaran	Agricultural Economy of India	Margham Publications, Chennai	2012

Reference Book

S.NO	Author Name	Title of the Book	Publishers	Year and Edition
1.	Ruddar Datt and K.P.M. Sundharam	Indian Economy	Sultan Chand & Company Ltd., New Delhi	2016
2.	A.N. Agarwal	Indian Economy	A Division of New Age International (P) Ltd publishers, New Delhi	2016

Web Resources

<http://www.economicdiscussion.net/land-reforms-2/land-reforms-in-india-objectives-measures-and-impact/14176>

https://en.wikipedia.org/wiki/Reserve_Bank_of_India

https://en.wikipedia.org/wiki/National_Bank_for_Agriculture_and_Rural_Development

Pedagogy

- Lecture, PPT, Quiz, , Seminar, Assignment

SEMESTER I

CODE	COURSE TITLE
18FOCU1ES	ENVIRONMENTAL STUDIES

Category	CIA	ESE	L	T	P	Credit
Foundation Course	-	100	27	3	-	2

Preamble

To study the physical and biological characters of the environment, the social and cultural factors and the impact of man on environment

To share perspectives on key global environmental issues such as global warming, ozone depletion, desertification, biodiversity conservation and hazardous waste

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about plants, animals and micro organism and their relationship or interdependence on other living and non living environment	K1
CO2	Study the nature and its function, flow of energy and exchange of various materials between the biotic and abiotic components of environment (i.e) Biogeochemical cycles	K1
CO3	Developing an attitude to clarify modern environmental concept like how to conserve biodiversity	K2
CO4	Impart the knowledge about the environment and its allied problems and to know the more sustainable way of living	K2
CO5	Acquire skills to help the concerned individuals in identifying and solving environmental problems	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus**UNIT I****(6 hrs.)**

The multidisciplinary nature of environmental studies - Definition - Scope and importance - Need for public awareness - Natural resources and associated problems – Forest resources - Water resources - Mineral resources - Food resources - Energy resources - Land resources - Role of an individual in

conservation of natural resources - Equitable use of resources for sustainable life styles

UNIT II (6 hrs.)

Concept of Ecosystem - Structure and function of an ecosystem – Producers - Consumers and Decomposers. Energy flow in the ecosystem –Food chain - Food webs and Ecological pyramids - Ecological succession

UNIT III (6 hrs.)

Biodiversity and its Conservation - Introduction – definition- genetic species and ecosystem diversity- Conservation of biodiversity – *In-situ* and *Ex-situ* conservation of biodiversity

UNIT IV (6 hrs.)

Environmental Pollution - Definition – causes - effects and control measures of air pollution- water pollution- soil pollution- noise pollution and thermal pollution- Disaster management – floods- earthquake- cyclone and landslides

UNIT V (6 hrs.)

Social Issues and the Environment - Global warming - Ozone layer depletion - Acid rain - Nuclear accidents and Social issues - Holocaust (case studies). Consumerism and waste products - Environmental awareness- protection Act – air – water – wildlife – forest - Issues involved in enforcement of environmental legislation and Public

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Shukla, R.S, Chandel,P.S	A text book of plant Ecology Including Ethnobotany and soil science	S.Chand& company Ltd. New Delhi	2003,1 st Edition
2.	Ranganathan, S.	Environmental studies	Publication Division, Bharathiar University, Coimbatore	2004,1 st Edition
3.	Verma, P.S. and Agarwal,V.K.	Environmental Biology	S. Chand & Company Ltd, New Delhi	1993,4 th Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma, P.D.	Ecology & Environment	Rastogi Publications, Meerut	2005,11 th Edition
2.	Eugene, P. Odum	Fundamentals of Ecology	W.B.Saunders company, Philadelphia and London	2005,3 rd Edition

Web Resource

www.preservearticles.com/.../essay-on-natural-resources-and-associated-problems.htm...
<https://www.learner.org/courses/envsci/unit/text.php?unit=4&secNum=3>
www.jamaicachm.org.jm/BHS/conservation.htm
<https://www.conserve-energy-future.com/causes-effects-solutions-of-air-pollution.php>

Pedagogy

Lecture, PPT, Quiz, Assignment, Industrial visit, Seminar

FIELD WORK

Visit to a local area to document environmental assets – river/ forest/ grass land/ hill/ mountain.

Visit to a local polluted site – urban/ rural/ industrial/ agricultural.

Study of common plants, insects, birds.

Study of simple ecosystems – pond, river, hill slope, etc.

SEMESTER - II

CODE	COURSE TITLE
18COUC203	FINANCIAL ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	71	4	-	4

Preamble

To acquire knowledge of the financial accounting principles, practices and to develop the skills for recording various kinds of business transactions concerning departments, branches and hire purchase.

Course Outcomes

On the successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Recall the financial accounting principles and practices	K1
CO 2	Understand the methods of accounting under single entry system and self - balancing ledgers	K2 & K3
CO 3	Apply the royalty and hire purchase system in real life environment	K2 & K3
CO 4	Analyse the different methods of depreciation for valuing fixed assets	K2 & K3
CO 5	Familiarise with the preparation of departmental and branch accounts	K2 & K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	M	S	S
CO 2	S	S	M	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	L	S

S – Strong, M- Medium, L – Low

Syllabus

UNIT I

15 Hrs

Accounting for Depreciation – *Need for and Significance of Depreciation*, AS 6: Features - Methods of Providing Depreciation: Straight-Line, Written Down Value, Sinking Fund, Annuity and Insurance Policy Methods.

UNIT II (DL hrs -15)

15 Hrs

Self-Balancing Ledgers – Meaning and *Advantages* – Accounting Aspects – Transfers – Royalties.

UNIT III

15 Hrs

Single Entry System – Meaning and *Features* – Statement of Affairs Method and Conversion Method.

UNIT IV

18 Hrs

Departmental Accounts – Transfers at Cost or Selling Price – Branch Accounts excluding Foreign Branches.

UNIT V

12 Hrs

Hire Purchase System including Hire Purchase Trading Account.

Note : 1. **Distribution of marks 20% Theory and 80% Problems**

2. ***Italics denote self study topics***

Skill Based Component (Not for End Semester Examination)

- Collect figures from sole trading concern and prepare necessary accounts under single entry system.
- Visit a bank, get terms and conditions regarding hire purchase loan for vehicles.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Reddy T.S. & Murthy A.	Financial Accounting	Margham Publications, Chennai.	7 th Edition, 2016
2	Gupta R.L and Gupta V.K	Financial Accounting: Volume II Revisionary Text Papers	Sultan Chand & Sons, New Delhi	2014

Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Gupta. R.L and Radhaswamy. M	Advanced Accountancy	Vol 1, Sultan Chand Publications, New Delhi.	11 th Edition, 2005
2	Jain. S.P & Narang. K.L	Advanced Accountancy	Kalyani Publishers, New Delhi.	10 th Edition, 2001
3	Radha. V	Financial Accounting	Prasanna Publishers & Distributors, Chennai	1 st Edition, 2012

Pedagogy

- Lecture, Chalk & Talk and Assignment

SEMESTER II

CODE	COURSE TITLE
18COUC204	INDIAN BANKING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	73	2	-	4

Preamble

To understand the meaning, importance, the monetary implications of banking operations and the various forms of e-banking services.

Course Outcomes

On the successful completion of the Course, students will be able to

CO. Number	CO Statement	Knowledge Level
CO 1	Familiarize with Indian banking system and structure	K1
CO 2	Apply the concept of e - networking	K3
CO 3	Identify the role of RBI and its challenges	K2
CO 4	Understand the Indian money market structure	K3
CO 5	Know the concept of banking services in real life environment	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S

CO 4	S	S	S	S	S
CO 5	S	S	S	M	S

S – Strong, M- Medium

Syllabus

UNIT I

15 Hrs

Origin of Banks – kinds of Banks – Definition of Banking – Virtual Banking – Universal Banking & Banking Markets – Functions of Modern Commercial Banks – *Credit Creation by Commercial Banks.*

UNIT II

20 Hrs

Recent Trends in Indian Banking – ATM – EFT – Tele Banking – Internet banking – Digital Payment System – Cyber Cash – *Credit Cards – Debit Cards – Smart Cards* – Electronic Clearing Services – Anywhere Banking – Mobile Banking-Electronic Pass Book.

UNIT III

15 Hrs

Central Banks – *Evolution* – Functions of a Central Bank – RBI – Role of RBI in Regulating and Controlling Banks.

RBI and Credit Control - Meaning, Objectives, Advantages and Dangers of Credit Creation, Methods of Credit Control - Quantitative methods and Qualitative methods.

UNIT IV

10 Hrs

Money Market: Meaning - Money Market Vs Capital Market – Components – Submarkets – Characteristics - Importance of developed money market.

Indian Money Market: Structure - Instruments in India - Deficiencies/Weaknesses.

UNIT V

15 Hrs

Regional Rural Banks: Objectives - Capital Structure and Management – Functions - Merchant Banking - Factoring Service- Role of Payment Banks in India.

Italics denote topics for self study.

Skill based component: (Not for end semester examinations)

- Collect an application form for opening of Saving Bank A/c. DD form, Withdrawal slip, Collection of Cheque, Deposit of amount in the saving bank a/c from any one bank, fill it up and submit it.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Natarajan .S & Parameswaran .R	Indian Banking	Sultan Chand & Company Ltd., New Delhi.	2013 and 6 th Revised Edition
2	Gordon .E and Natarajan. K	Banking Theory, Law and Practice	Himalaya Publishing House	2016 and 25 th Revised Edition

Reference Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Radhasamy .M, & Vasudevan S.V	A Text Book of Banking	Sultan Chand & Company Ltd., New Delhi	2009
2	Sundaram & Varshney	Banking Theory Law and Practice	Sultan Chand & Company Ltd., New Delhi	2004 and 17 th Edition
3	Shekhar .K.C, Lekshmy Shekhar	Banking Theory and Practice	Vikas Publishing House Pvt.Ltd.	2005 and 19 th Edition

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentations, Group Discussion, Assignment, Quiz, and Seminar.

SEMESTER II

CODE	COURSE TITLE
20ESUA202	ECONOMIC ANALYSIS

Category	CIA	ESE	L	T	P	Credit
Allied	25	75	86	4	-	5

Preamble

To understand the economic behaviour of individuals, firms and markets and acquire the skills of decision making and problem solving in day to day business activity.

Course Outcomes

On the successful completion of the Course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquaint with the knowledge of the fundamental concepts and principles of economics	K1
CO2	Understand the tools and techniques of economics and behavior pattern of an individual consumer	K2,K3
CO3	Defend various economic strategies in business decision making	K2,K3
CO4	Comprehend improved decision making in the areas of demand analysis, production decision and pricing decision to maximize profit in the business	K2,K3
CO5	Demonstrate various cost concepts and factor pricing in the firm	K2,K3

Mapping with Programme Outcomes:

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

S- Strong; M-Medium

Syllabus

UNIT-I

15 Hrs.

Definition and Scope of Economics: Definition of Economics - Nature and Scope of Economics - Objectives of Business Firms in Modern days – Utility Analysis: Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility.

UNIT-II

18 Hrs.

Theory of Consumer Behaviour: Indifference Curve Analysis – Meaning - MRS – Properties – Consumer's Surplus - Demand Analysis: Law of Demand – Factors Influencing Demand – Types of Demand - Elasticity of Demand : Types - Measurement and its uses – Law of Supply - Elasticity of Supply.

UNIT-III

20Hrs.

Production: Factors of Production : Land, Labour, Capital, Enterprise and their Features - Production Function: Law of Variable Proportions – Returns to Scale – Cost:- Short run and Long run Cost Curves - Revenue Curves.

UNIT-IV

20Hrs.

Product Pricing: Market - Meaning - Types – Pricing under Perfect Competition – Monopoly – Price Discrimination – Pricing under Oligopoly – Pricing under Monopolistic Competition .

UNIT-V

17Hrs.

Factor Pricing: Rent: Ricardian Theory of Rent – Wages: Marginal Productivity Theory of Wages – Interest: Loanable Funds Theory – Liquidity Preference Theory, Profit: Risk Theory – Dynamic Theory – Innovative Theory.

Text Book

S.NO	Author Name	Title of the Book	Publishers	Year and Edition
1	Dr. S. Sankaran	Economic Analysis	Margham Publications, Chennai	2018

Reference Books

S.NO	Author Name	Title of the Book	Publishers	Year and Edition
1.	Jhingan M.L	Micro Economics	Vrinda Publications Private Ltd	2016
2.	Dr.Sankaran .S	Managerial Economics	Margham Publications, Chennai	2013
3.	Dr.Sankaran .S	Business Economics	Margham Publications, Chennai	2012

Web Resources

<https://www.thebalance.com/elastic-demand-definition-formula-curve-examples-3305836>
<https://www.economicshelp.org/blog/4890/economics/types-of-costs/>
<http://kalyan-city.blogspot.in/2010/11/what-is-market-types-and-classification.html>

Pedagogy

- Lecture, PPT, Quiz, Group Discussion, Seminar, Assignment

SEMESTER II

CODE	COURSE TITLE
18VEDU2HR	FOUNDATION COURSE B: VALUE EDUCATION AND HUMAN RIGHTS

Category	CIA	ESE	L	T	P	Credit
Foundation Course	-	100	28	2	-	2

Preamble

This course creates a learning environment to inculcate moral and ethical values and create awareness about the significance of human rights as an academic discipline and its utility in enhancing the quality of human lives.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the aim of Value Education and Concept of Human Values	K2
CO2	Illustrate the concept and theories of Human Rights	K2& K3
CO3	Classify the Rights Guaranteed by Indian Constitution	K2
CO4	Identify the Human Rights Issues and Gender Discrimination	K2
CO5	Summaries the functions of the various Human Rights Organizations	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I: Aim of value education – concept of Human Values – Types of Values – Components of Value Education – Personal Development : *Character formation towards positive personality* – National Values.

Unit II: Concept and Theories of Human Rights – *Classifications of Human Rights* – Universal Declaration of Human Rights – International Covenant on Civil and Political Rights – International covenant on Economic, Social and Cultural Rights.

Unit III: Rights Guaranteed by Indian Constitution – Constitutional vision of freedom: Fundamental Rights – *Fundamental duties* – Constitutional Vision of Justice: Directive Principles of State Policy.

Unit IV: Human Rights Issues: Gender Discrimination – *Domestic violence*- Child Labour- Bonded Labour

Unit V: Human Rights Enforcement: National Human Rights Commission – State Human Rights Commission – Human Rights Courts - Role of NGO's: Amnesty International, Asia Watch - *Peoples Union for Liberties(PUCL)*, People's Union for Democratic Rights(PUDR).

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Mugammad Naqi	<i>Modern Value Education,</i>	Anmol Publications Pvt Ltd, New Delhi,	2005,1 st Edition
2	Study material value education and human rights prepared by Post Graduate and Research Department of History			

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Misra R	<i>Human Rights</i>	Sumit Enterprises, New Delhi,	2004,1 st Edition
2.	Shrimali L.L	<i>A Search for Values in Indian Education,</i>	Vikas Publishers, Delhi,	1974
3.	Acharya. N.K	<i>The Constitution of India</i>	Asia Law House, Hyderabad	2014, V Edition
2.	Nirmal S.J,	<i>“Human Rights in India</i>	Oxford University Press, New Delhi	2000,1 st Edition

Pedagogy

- Lecture, Power Point Presentations, Group Discussion, Assignment, Seminar.

SEMESTER III

CODE	COURSE TITLE
18COUC305	PARTNERSHIP ACCOUNTS

Category	CIA	ESE	L	T	P	Credit
Core	25	75	71	4	-	3

Preamble

To equip the students with skills for recording various aspects of partnership accounts.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the different methods of valuation and treatment of goodwill in partnership firms and recall the accounting principles relevant to Partnership Accounts	K1 & K2
CO 2	Interpret the financial results in different situations of admission, retirement and death of a partner	K2 & K3
CO 3	Prepare the financial statements on dissolution of the partnership firms and also statements of piecemeal distribution on dissolution	K3
CO 4	Apply the Garner Vs Murray rule in the context of insolvency of partners	K2 & K3
CO 5	Prepare the accounts in case of amalgamation of firms	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	M	S	S	S
CO 4	S	S	S	S	S

CO 5	S	M	S	S	S
------	---	---	---	---	---

S – Strong, M- Medium

Syllabus

Unit I 15 Hrs.

Partnership Accounts – Treatment of Goodwill – Admission of a Partner.

Unit II 15 Hrs.

Retirement of a Partner - Admission Cum Retirement of a Partner (Simple Problems) – Death of a Partner.

Unit III 15 Hrs.

Dissolution of Partnership – (Excluding dissolution before the expiry of fixed term and dissolution and sale to a company).

Unit IV 15 Hrs.

Insolvency of Partners – Rule in Garner Vs. Murray – All Partners' Insolvency.

Unit V 15 Hrs.

Amalgamation of Firms – Piecemeal Distribution – Proportionate Capital Method – Maximum Loss Method.

Note: Distribution of marks for theory and problems shall be 20% and 80% respectively.

Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Reddy T.S & Murthy A	Financial Accounting	Margham Publications, Chennai	2016 and 7 th Edition
2	Gupta R.L & Radhaswamy M	Advanced Accountancy Volume-I	Sultan Chand & Sons, New Delhi	2011 and Revised 13 th Edition

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Reddy T.S & Murthy A	Advanced Accountancy Volume – II	Margham Publications, Chennai	2013 and Revised 2 nd Edition
2	Maheshwari S.N	An Introduction to	Vikas Publishing House	2009 and

	&MaheshwariS.K	Accountancy	Pvt. Ltd., New Delhi	10 th Edition
3	Radha.V	Financial Accounting	Prasanna Publishers Distributors, Chennai	2012 and 1 st Edition

Pedagogy

- Lecture, Chalk&Talk and Assignment

SEMESTER III

CODE	COURSE TITLE
18COUC306	PRINCIPLES OF MARKETING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	71	4	-	3

Preamble

To provide basic knowledge about the marketing principles, recent trends in marketing and to impart necessary skills in the field of marketing.

Course Outcomes

On the successful completion of the Course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Perceive the concepts of marketing and discuss the role of modern marketing	K1&K2
CO 2	Understand the relationship between marketing and the functional areas of business	K2&K3
CO 3	Identify the marketing mix and the importance of product life cycle and pricing	K2&K3
CO 4	Evaluate the viability of marketing of goods and services	K3
CO 5	Discuss the importance of consumer behaviour and recent trends in marketing	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	M
CO 2	S	M	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S – Strong, M- Medium

Syllabus

Unit I

13 Hrs.

Marketing – Definition of market and marketing – Features, Objectives and Importance of Marketing – Modern Marketing Concept – Features and Factors Influencing the Modern Concept of Marketing.

Unit II

23 Hrs.

Marketing Functions – Classification of Marketing Functions – Functions of Exchange – Buying and Selling – Functions of Physical Supply – Transportation and Storage – Facilitating Functions – Financing – Standardization – Bureau of Indian Standards and AGMARK.

Unit III

17 Hrs.

Marketing Mix – Product Mix – Meaning of Product, Product Mix – Expansion and Contraction – Product Life Cycle – Price Mix – Importance of Price – Pricing Objectives – Kinds of Pricing – Methods of Price Determination.

Unit IV

10 Hrs.

Marketing of Services – Definition and Meaning of Services – Goods and Services -A Comparison – Characteristics of Services – Significance of Service Marketing and its Growth – Classification of Services.

Unit V 12 Hrs.

Consumer Behaviour- Meaning - Need for studying Consumer Behaviour - Factors Influencing Consumer Behaviour.

E- Marketing : Meaning – Characteristics – Strategies – Benefits.

Green Marketing: Meaning – Green products and its Characteristics – Challenges of Green Marketing – Mix and Strategies.

Tele Marketing: Meaning - Categories – Advantages and disadvantages of Tele Marketing.

Mobile Marketing: Meaning – Methods of Mobile Marketing: SMS Marketing – Mobile Web Marketing - Advantages and disadvantages of Mobile Marketing.

Marketing Ethics.

Text Book

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Pillai R.S.N. & Bhagavathi	Modern Marketing- Principles and Practices	Sultan Chand & Company Ltd., New Delhi	2015 and 4 th Revised Edition

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Dr.Memoria C.B and Dr.Mulla N.I	Modern Marketing	Kitab Mahal, Allahabad	2005 and 1 st Edition
2	Rajan Nair	Marketing	Sultan Chand & Company Ltd., New Delhi	2009 and 7 th Edition
3	RajanSaxena	Marketing Management	Tata McGraw Hill Education Private Ltd., New Delhi	2010 and 4 th Edition

Pedagogy

- Lecture, Chalk&Talk and Assignment

SEMESTER III

CODE	COURSE TITLE
18COUC307	INFORMATION TECHNOLOGY IN BUSINESS

Category	CIA	ESE	L	T	P	Credit
Core	25	75	72	3	-	3

Preamble

To impart the knowledge of using computers, internet and creating and sending E-mails.

Course Outcomes

On the successful completion of the Course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Recall the structure, function and characteristics of computer system	K1
CO 2	Understand the design of the various functional units and components of computer	K1 & K2
CO 3	Achieve hands on experience with software to enhance business activities	K2 & K3
CO 4	Develop the knowledge on the fundamental elements of DBMS	K2 & K3
CO 5	Apply the internet/web services as a resource for learning and discovery	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	M	M
CO 2	S	S	S	S	S
CO 3	S	S	S	M	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S – Strong, M- Medium

Syllabus

Unit I

22 Hrs.

Introduction to Computers – Types and Characteristics of Computers - Classification of Digital Computer System: Micro, Mini, Main, Super and Network Computers.

Anatomy of a Digital Computer: Functions and Components of Computer.

Types of Memory: RAM – ROM – PROM – EPROM – Flash Memory.

Unit II

7 Hrs.

Auxiliary Storage Devices: Introduction - Hard Disk – Floppy Disk – CD – ROM.

Input Devices and Output Devices.

Unit III

15 Hrs.

Introduction to Software:Types of Software, Operating Systems – Functions and Classification of OS.Programming Languages – Machine, Assembly and High Level Languages – Compilers and Interpreters.

Unit IV

23 Hrs.

Data Processing: Data Vs Information – Objectives of Data Processing - File Processing – Data Base Processing.

Database: Definition of Data Base – Characteristics – Types. Data Base Management System: Definition – Objectives – Benefits – Classification of DBMS.

Unit V

8 Hrs.

Data Mining – Meaning – Technologies used in Data Mining – Merits. Data Warehousing – Components – Structure – Uses of a Data Warehouse.

Internet: Introduction – Meaning – History and Growth – Internet Protocols – Advantages – Disadvantages.

World Wide Web: Concept – Basic Features – Difference between WWW and Internet.

Text Book

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Alexis Leon and Mathews Leon Leena Leon	Introduction to Information Technology	Vijay Nicole imprints Pvt. Ltd., Chennai	2013 and 1 st Edition

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Parameswaran. R	Computer Application in Business	Sultan Chand & Company Ltd., New Delhi	2010 and 6 th Revised Edition (Reprint 2012)
2	Nidhi Dhawan	Introduction to E-Commerce	International Book House Private Ltd., New Delhi	2010 and 1 st Edition
3	Dr.P.Rizwan Ahmed	Introduction to Information Technology	Margham Publications, Chennai	2017 and 2 nd Revised Edition

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentations, Group Discussion, Assignment, Quiz, and Seminar.

SEMESTER III

CODE	COURSE TITLE
18COUC308	BUSINESS LAW

Category	CIA	ESE	L	T	P	Credit
Core	25	75	56	4	-	3

Preamble

To provide the knowledge about basic legal concepts and the Indian legal environment in which business is carried on.

Course Outcomes

On the successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the legal rules regarding contract	K1& K2
CO 2	Develop knowledge on the different elements of contract, performance of contract and different modes of discharge of contract	K3
CO 3	Familiarise with the Indian Partnership Act	K3
CO 4	Identify the rules and regulations of sale of Goods Act	K3
CO 5	Acquire the knowledge about common carrier	K1

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO 1	S	M	S	S	S
CO 2	S	M	S	S	S
CO 3	S	S	S	S	S
CO 4	S	M	S	S	S

CO 5	S	S	S	S	S
------	---	---	---	---	---

S – Strong, M- Medium

Syllabus

Unit I

20 Hrs.

Indian Contract Act, 1872 – Contract – Definition – Nature of Contract and Classification – Components of Valid Contract – Offer and Acceptance – Consideration – Capacity – Free Consent.

Unit II

9 Hrs.

Different modes of Discharge of Contract – Remedies for Breach – Principles for Awarding Damages.

Contract of Indemnity and Guarantee – Rights of Surety – Discharge of Surety.

Unit III

12 Hrs.

Indian Partnership Act, 1932 – Definition and Tests of Partnership – Implied authority of Partners - Limitations – Rights and Liabilities of Partners – Dissolution of Partnership Firm – Limited Liability Partnership Act , 2008.

Unit IV

12 Hrs.

Sale of Goods Act, 1930 – Definition of Sale and Distinction between “Sale and Related Transaction Resembling Sale” – Sale and Agreement to Sell – Condition and Warranties – Actual and Implied - Principle of “Caveat Emptor” and its Limitations.

Unit V

7 Hrs.

Common Carrier – Characteristics – Rights and Duties of Common Carriers – Contract of Carriage of Goods by Sea – Bill of Lading and Charter Party – Distinction.

Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Kapoor N.D	Business Law	Sultan Chand and Company Ltd., New Delhi	2014 and 5 th Edition Reprint
2	Pillai R.S.N. and Bagavathi	Business Law	S Chand and Company Ltd., New Delhi	Reprint 2017 and 1 st Edition Reprint

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Kathiresan S., and RadhaV.,	Business Law	Prasanna Publishers, Chennai	2011 and 1 st Edition
2	KavitaKrishnamurthi	Business Law	Global Academic Publishers and Distributors, New Delhi	2015 and 1 st Edition

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER IV

CODE	COURSE TITLE
18COUC409	CORPORATE ACCOUNTING-I

Category	CIA	ESE	L	T	P	Credit
Core	25	75	72	3	-	4

Preamble

To enable the students to be aware on the corporate accounting in conformity with the provisions of the companies Act and accounting procedure followed by the company.

Course Outcomes

On the successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of issue of shares	K1&K2
CO2	Acquire the knowledge of redemption of preference shares and debentures	K2&K3
CO3	Gain indepth knowledge of underwriting of shares	K2&K3
CO4	Prepare the final accounts of the company as per the revised schedule	K3
CO5	Understand the various methods of valuation of goodwill and shares	K1&K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	M	S	S	S
CO 5	S	M	S	S	S

S – Strong, M- Medium

Syllabus

Unit I

17 Hrs.

Issue of Shares – Books to be Maintained – Allotment of Shares – Issue of Shares at Premium and at discount, Pro – rata allotment – Forfeiture and Re – issue of Shares – Surrender of Shares – Rights Issue.

Unit II

13 Hrs.

Issue and Redemption of Preference Shares – Issue of Bonus Shares.

Unit III

15 Hrs.

Underwriting of Shares Issue and Redemption of Debentures.

Unit IV

15 Hrs.

Preparation and Presentation of Final Accounts of Joint Stock Companies as per Company Law Requirements – Divisible Profits and Dividends

Unit V

15 Hrs.

Goodwill – Meaning – Factors influencing Goodwill – Methods of Valuation of Goodwill – Shares – Meaning – Factors influencing Shares – Methods of Valuation of Shares – AS 26: Intangible Assets – Objectives – Scope – Features – Recognition of Expense – Amortisation – Retirement and Disposal.

Note: Distribution of Marks 20% Theory and 80% Problems

Text Book

S.No.	Authors	Title of the Book	Publishers	Year and Edition
1	Reddy T.S. & Murthy A	Corporate Accounting	Margham Publications, Chennai	Reprint 2017 and 1 st Edition

Reference Books

S.No.	Authors	Title of the Book	Publishers	Year and Edition
1	Gupta.R.L	Advanced Accounting	Sultan Chand and Sons, New Delhi	2000 and 5 th Revised Edition
2	Jain & Narang	Advanced Accounting	Kalyani Publishers, New Delhi	2014 and 5 th Edition

Pedagogy

- Chalk and Talk, Assignment.

SEMESTER IV

CODE	COURSE TITLE
18COUC410	COMPANY LAW AND SECRETARIAL PRACTICE

Category	CIA	ESE	L	T	P	Credit
Core	25	75	56	4	-	3

Preamble

To enable the students to get familiarised with the regulatory framework for the companies in India and to understand the formation, management and other activities of the companies.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the fundamental concepts, formation and kinds of companies	K1&K2
CO 2	Acquire the knowledge on basic documents in a company	K2
CO 3	Identify the various methods of raising capital	K2
CO 4	Build an idea about company management	K3
CO 5	Familiarize with the provisions of companies act relating to meetings, minutes and resolutions	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	M	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S

CO 5	S	M	S	S	S
------	---	---	---	---	---

S – Strong, M- Medium

Syllabus

Unit I15 Hrs.

Company – Definition and Features – Distinction between Company and Partnership Firm – Kinds of Companies – Differences between a Public Company and a Private Company – Incorporation of a Company – Documents to be Filed – E - Filing.

Unit II15 Hrs.

Memorandum of Association – Doctrine of Ultravires -Articles of Association – Doctrine of Constructive Notice and Indoor Management – Alteration of Articles.

Unit III10 Hrs.

Prospectus, Contents – Misstatements – Liability for Misstatements – Certificate of Commencement of Business – Shares – Kinds of Shares – Debentures – Features – Kinds of Debentures – Differences between Shares and Debentures.

Unit IV10 Hrs.

Company Management – Board of Directors – Appointment, Qualification, Powers, Duties, Liabilities and Position of Directors, Managing Director and Manager – Company Secretary – Appointment, Qualifications, Powers, Duties and Position.

Unit V10 Hrs.

Company Meetings – Secretarial Duties for Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Board Meeting – Resolutions, Minutes, Quorum and Proxy – Green Initiatives in Corporate Governance.

Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Kapoor N.D	Company Law and Secretarial Practice	Sultan Chand & Company Ltd., New Delhi	2014and11 th Revised Edition
2	Balachandran V., Govindarajan M	Company Law and Practice	Vijay Nicole Imprints Pvt. Ltd., Chennai	2016

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Santhi.J	Company Law (As per Companies Act, 2013)	Margham Publications, Chennai	2016
2	Ashok.KBagrial	Company Law	Vikas Publishing House Pvt.Ltd., New Delhi	Reprint 2015 and 12 th Edition
3	S.Kathiresan, V.Radha	Company Law	Prasanna Publishers & Distributors, Chennai	2014

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER IV

CODE	COURSE TITLE
18COUC411	BUSINESS COMMUNICATION & REPORT WRITING

Category	CIA	ESE	L	T	P	Credit
Core	25	75	72	3	-	3

Preamble

To impart effective business communication skills among the students and enrich them to opt the right media of communication.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Perceive the essentials of effective business letters	K1 &K2
CO 2	Prepare various types of enquiry and reply letters in business	K2 &K3
CO 3	Comprehend and prepare the letters of Banking and Insurance correspondence	K2 &K3
CO 4	Acquire the skills of drafting business reports.	K3
CO 5	Draft the company meeting notices and letters to the editor	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	M	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S

CO 5	S	S	S	S	M
------	---	---	---	---	---

S – Strong, M- Medium

Syllabus

UNIT I13 Hrs.

Communication: Meaning – Process- Objectives – Media – Barriers – Principles of Communication - Need and functions of a business letter – Language and layout of Business letter – Essentials of an Effective business letter.

UNIT II12 Hrs.

Enquiries and Replies – Orders and Execution – Credit and Status enquiries.

UNIT III12 Hrs.

Banking Correspondence – Insurance Correspondence (Life & Fire)- Application for Appointment.

UNIT IV12 Hrs.

Meaning of Report – Principles governing the preparation of reports – Qualities of a good report – Functions of a report – Business report – Types of reports – Drafting of resolutions and Minutes of Company Meetings.

UNIT V11 Hrs.

Drafting of Company Meeting Notices – Letters to the Editor of Newspapers.

Text Book

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Rajendra Pal & Korlahalli J.S.,	Essentials of Business Communication	S.Chand & Co. Ltd., New Delhi	Reprint 2015 and 13 th Revised Edition

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Pattan Shetty, C.S & Ramesh M.S. and Madhumathi M. Kulkarni	Business Communication	R.Chand & Company Ltd., New Delhi	2005 and 25 th Edition
2	Meenakshi Raman, Prakash Singh	Business Communication	Oxford University Press, New Delhi	2016 Eighth Impression and 2 nd

				Edition
3	K.Sundar, A.Kumara Raj	Essentials of Communication	Vijay Nicole Imprints Pvt. Ltd., Chennai	2017 and 1 st Edition

Pedagogy

- Lecture, Chalk & Talk, Power Point Presentations, Assignment, Quiz.

SEMESTER IV

CODE	COURSE TITLE
18COUC412	PRINCIPLES OF MANAGEMENT

Category	CIA	ESE	L	T	P	Credit
Core	25	75	41	4	-	3

Preamble

To familiarize the students with management principles, functions and techniques for effective coordination and control of business enterprises.

Course Outcomes

On the successful completion of the Course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Develop the knowledge on theoretical frameworks of schools of management thought	K3
CO 2	Outline the key concepts of planning and importance of decision making	K2
CO 3	Construct organization structure for effective business management	K3
CO 4	Identify the various sources of recruitment and selection process	K1&K2
CO 5	Understand the importance of communication in business scenario	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	M	S
CO 4	S	S	S	S	S

CO 5	S	S	S	S	S
------	---	---	---	---	---

S – Strong, M- Medium

Syllabus

Unit I 6 Hrs.

Definition of Management – Nature and Scope of Management – Functions of Management – Contribution of F.W. Taylor – Henry Fayol – Mc Gregor and Peter F. Drucker.

Unit II 8 Hrs.

Planning – Meaning – Nature and Importance of Planning – Steps in Planning – Methods and Types of Plans – Decision making – Types – Factors involved in Decision making.

Unit III 13 Hrs.

Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart.

Unit IV 8 Hrs.

Staffing: Recruitment – Internal and External Sources – Merits and Demerits.

Selection: Selection Procedure (in brief)

Motivation: Need – Determinants of Behaviour – Maslow's Theory of Motivation.

Unit V

10 Hrs.

Communication in Management – Co-ordination: Need and Techniques – Control – Nature and Process of Control.

Text Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Dinkar Pagare	Business Management	Sultan Chand & Company Ltd., New Delhi	2015 and 5 th Edition
2	Ramaswamy T	Principles of Management	Himalaya Publishing House, Mumbai	2014 and 5 th Edition

Reference Books

S.No.	Author	Title of the Book	Publisher	Year and Edition
1	Kathiresan .S., and Radha .V	Principles of Management	Prasanna Publishers, Chennai.	2012 and 1 st Edition

2	Dr.J.Jayasankar	Principles of Management	Margham Publications, Chennai	Reprint 2015 and 2 nd Edition 2005
---	-----------------	--------------------------	-------------------------------	---

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

SEMESTER IV

CODE	COURSE TITLE
18COUCP01	MS-OFFICE PRACTICALS

Category	CIA	ESE	L	T	P	Credit
Core	40	60	-	-	45	3

Preamble

To expose the students on the applications of computers in business and to develop basic skills in MS-Office such as to prepare text documents, excel statements, power point presentations and records in access.

Course Outcomes

On the successful completion of the Course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the basic concepts, create and format personal, educational and workplace documents	K1&K2
CO 2	Solve problems by performing complex mathematical, logical and financial calculations	K3
CO 3	Design a PowerPoint presentation for organisations and institutions	K2
CO 4	Create a database and maintain the records of students	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
-----	-----	-----	-----	-----	-----

CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S

S – Strong

Syllabus

MS-WORD

1. Prepare an invitation for the college function using Text boxes and Clip Arts.
2. Create a Table with the following field names:
EMP-No. , EMP – Name, Designation, Department, Experience and Total Salary.
3. Prepare an Interview call letter for 5 members using Mail-merge operation.
4. Prepare BIO-DATA by using Wizard / Templates
5. Design a Cheque.
6. Create the front page of a journal.

MS-EXCEL

1. Prepare a Mark list of your class (minimum of 5 subjects) and perform the following operations : - Data Entry, Total and Average
2. In Excel worksheet, input the data and compute the following:
a) $A * B / C$ b) $(A + B) / C$ c) $A / C * B$
3. Draw various Graphs assuming data.
4. Given the transactions, prepare a Trial Balance.
5. With the given data, prepare Payroll.

MS-POWER POINT

1. Design presentation of slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, price etc.
2. Design an Advertisement.
3. Prepare a power point presentation for Department Inaugural Function.

MS-ACCESS

1. Create a database and maintain the address of your class mates (At least 10 records).
 2. Create a database of Students' Mark List with name and subjects.
- (a) Add at least 10 records.
(b) Sort the names with alphabetical order and find Total & Average.

Pedagogy

- Demonstration

SEMESTER V
Core Paper - XIV
CORPORATE ACCOUNTING II

Instructional Hrs.: 90

Sub. Code: 13COUC513

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To help the students acquire conceptual knowledge about the fundamentals of corporate accounting and the techniques of preparing the financial statements.
- To acquire knowledge on accounting for company amalgamation, absorption, reconstruction and liquidation.

Unit I

25 Hrs.

Acquisition of Business and Profits Prior to Incorporation.

Unit II

25 Hrs.

AS 14: Accounting for Amalgamation - Amalgamation and Absorption of Companies excluding Inter Company Owings and Holdings.

Unit III

10 Hrs.

Alteration of Share Capital and Internal Reconstruction of Companies.

Unit IV

20 Hrs.

Liquidation of Companies – Legal Provisions – Statement of Affairs and Deficiency / Surplus Account – Liquidator’s Final Statement of Account.

Unit V

10 Hrs.

Social Responsibility Accounting – *Human Resource Accounting* – Inflation Accounting (Theory Only).

Note : Distribution of Marks for Theory and Problems shall be 20% and 80% respectively.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Reddy .T.S. and Murthy A.,** *Corporate Accounting*, Margham Publications, Chennai, 5th Edition, 2007.
2. **Gupta .R.L. and Radhaswamy M.,** *Advanced Accountancy- Vol II*, Sultan Chand Publications, New Delhi, 14th Edition, 2004.
3. **Jain S.P. and Narang K.L.,** *Advanced Accountancy*, Kalyani Publishers, Chennai, 16th Edition, 2007.

SEMESTER V
Core Paper - XV
BANKING LAW AND PRACTICE

Instructional Hrs.: 75

Sub. Code: 13COUC514

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To enable the students to acquire knowledge on the basics of different types of bank account and E- banking concepts.
- To help the students to learn various provisions of Banking Regulations Act, 1949 and Negotiable Instruments Act, 1881.

Unit I

12 Hrs.

Banker and Customer: Meaning, Definition, Relationship - General and Special.

Operation of Bank Account: Opening of a New Account – General Precautions – *Types of Bank Accounts* – Pass Book – Its Functions – Nomination – Special Types of Customers – Closure of a Bank Account.

Unit II

16 Hrs.

Negotiable Instruments : Characteristics of Negotiable instruments – Different Types of Negotiable instruments – Bills of Exchange – Promissory Note – Cheques –Characteristics – Crossing of Cheques – Material Alteration – Endorsement.

Unit III

17 Hrs.

Collection of Cheques: Procedure for Collection – Collecting Banker – Duties and Responsibilities – Statutory Protection – *Banker as Holder in Due course* – *As Holder for Value*.

Unit IV

14 Hrs.

Payment of Cheques: Paying Banker – Duties and Responsibilities – Statutory Protection – Precautions by the Paying Banker – Refusal of Payment of Cheques – *Payment by Mistake* – Consequences of wrongful Dishonour of Customer's Cheque.

Unit V

16 Hrs.

E-Banking: MICR Cheques – Electronic Cheque - Cheque Truncation System – Electronic Fund Transfer – NEFT / RTGS.

Non-Performing Assets: Meaning of NPA – *Factors contributing to NPA*.

Skill Based Component (Not for End Semester Examinations)

Filling in Account Opening Form, Pay-in-Slip, Application for DD and Cheque Leaf of various banks.

Collection of Interest Rates on FD – Nationalised Vs Scheduled banks.

Different types of loans offered and the interest rates – Nationalised Vs. Scheduled banks

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Sundaram and Varshney.**, *Banking Theory Law and Practice*, Sultan Chand and Company Ltd., New Delhi, 21st Edition, 2005.
2. **Gordon and Natarajan.**, *Banking Theory Law and Practice*, Himalaya Publishing House, Mumbai, 17th Edition, 2003.
3. **Maheswari S.N. and Maheswari S.K.**, *Banking Theory Law and Practice*, Kalyani Publishers, Ludhiana, 6th Edition, 2006.

SEMESTER V
Core Paper - XVI
COST ACCOUNTING

Instructional Hrs.: 75

Sub. Code: 13COUC515

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To familiarize students with the various techniques of costing and methods of valuing inventory.
- To create cost consciousness among the students to enrich their knowledge on costing aspects.

Unit I

25 Hrs.

Cost Accounting – Definition, Meaning and Scope – Cost Analysis, Concepts and Classifications - Elements of Cost, Preparation of Cost Sheet and Tender – Costing as an aid to management – Limitations of Cost Accounting. Materials – Purchasing of Materials, *Procedure and Documentation involved in Purchasing* – Requisitioning for Stores – Store Keeping.

Unit II

20 Hrs.

AS 2: Valuation of Inventories - Methods of Valuing Material Issues – Maximum, Minimum and Re-ordering Levels – EOQ – *Perpetual Inventory* – Labour – Systems of Wage Payment: Time Rate System – Piece Rate System – Idle Time, Control Over Idle Time – Labour Turnover.

Unit III

10 Hrs.

Overhead – *Classification of Overhead* – Allocation and Absorption of Factory Overhead only.

Unit IV

10 Hrs.

Process Costing: *Features of Process Costing* – Process Losses, Waste, Scrap, Normal Loss, Abnormal Loss, Abnormal Gain (excluding inter- process profit and equivalent production).

Unit V

10 Hrs.

Operating Costing for Transport Services Only – Reconciliation of Costs and Financial accounts – Activity Based Costing.

Note: Distribution of Marks for Theory and Problems shall be 20% and 80% respectively.

Skill Based Component (Not for End Semester Examinations)

Visit TNSTC Transport Company, Erode / Coimbatore Division. Learn how to prepare a trip sheet and operating cost sheet. Submit a report on trip sheet and operating cost.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Iyengar S.P.**, *Cost Accounting – Principles and Practice*, Sultan Chand and Company Ltd., New Delhi, 10th Edition, 2005.
2. **Jain and Narang**, *Cost Accounting*, Kalyani Publishers, New Delhi, 8th Edition, 2009.
3. **Pillai R.S.N and Bagavathi**, *Cost Accounting*, Sultan Chand and Company Ltd., New Delhi, 7th Edition, 2010.

SEMESTER V
Core Paper - XVII
PRINCIPLES OF TAXATION

Instructional Hrs.: 75

Sub. Code: 13COUC516

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To enable the students to acquire knowledge about basic concepts and principles of taxation.
- To familiarize the students with various types of tax systems and role of finance commissions in India.

Unit I

16 Hrs.

Public Finance – *Sources of Public Revenue*, Revenue based on Compulsion, Revenue by way of Voluntary Payment, Tax – Definition and General Characteristics – Direct and Indirect Taxes – Comparison – Merits and Demerits of Direct and Indirect Taxes.

Unit II

13 Hrs.

Progressive and Proportional Taxation – Canons of Taxation – Benefit Approach, Ability Principle – Index of ability to pay – Shifting and Incidence of Taxation.

Unit III

14 Hrs.

Federal Financial System – Principles of Federal Finance – Constitutional basis for Taxation – *Union List, State List and Concurrent List* – Distribution of Revenue between Centre and States.

Unit IV

17 Hrs.

Fiscal Policy Measures : Their Effectiveness and Limitations – Finance Commissions – Recommendations of the XI and XII Finance Commissions – Specific and Advalorem Duty – Single Point and Multipoint Tax.

Unit V

15 Hrs.

Black Money – Meaning, Causes – Tax Evasion and Tax Avoidance – *Local Taxation*.

Skill Based Component (Not for End Semester Examinations)

Central Budget – Analysis, Comparison of the current years' Budget with that of the previous period.

Taxes on select commodities to be ascertained. Conduct a survey on consumers to study their level of awareness on the taxes they pay on the commodities they purchase.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Parameswaran .R.**, *Principles of Taxation*, Prasanna Publishers, Chennai, 1st Edition, 2006.
2. **Ruddar Dutt & Sundaram K.P.M.**, *Indian Economy*, Sultan Chand and Company Ltd., 52nd Edition, 2006.

SEMESTER V
Elective Paper - I
INCOME TAX

Instructional Hrs.: 90

Sub. Code: 11COUE501

Max. Marks: CIA -25; ESE -75

Credits: 5

Objectives

- To impart basic knowledge and equip students with application of principles and provisions of Income tax Act, 1961 amended upto date.
- To impart knowledge about taxation procedure, its importance and enable the students to know about different heads of income.

Unit I

10 Hrs.

The Income Tax Act – Definition of Income – Assessment Year – Previous Year – Assessee – Assessee in Default - Scope of Income – Charge of Tax – Residential Status – *Incomes which do not form part of Total Income.*

Unit II

35 Hrs.

Heads of Income – Salaries – Income from House Property – Computation of Salaries and Income from House Property.

Unit III

15 Hrs.

Profits and Gains of Business or Profession – Meaning of Business or Profession – Computation of Profits and Gains of Business or Profession of an Individual – Expenses Expressly Allowed – Expenses Expressly Disallowed.

Unit IV

20 Hrs.

Computation of Capital Gains – Income from Other Sources – Computation of Income from Other Sources.

Unit V

10 Hrs.

Deductions to be made in computing Total Income – Set Off and Carry Forward and Set Off of Losses – *Rates of Tax for Individuals.*

Note: Distribution of marks for theory and problems shall be 40% and 60% respectively.

Skill Based Component (Not for End Semester Examinations)

Group Discussion on E-filing of Returns – Merits & Problems.

Mini Project on Savings pattern of individuals to avail 80 C benefits.

Filling-up of Salary and other forms.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Dr.Mehrothra H.C.,** *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra, 31st Edition, 2012.
2. **Gaur and Narang,** *Income Tax Law and Practice*, Kalyani Publishers, Ludhiana, 31st Edition, 2012.

SEMESTER VI

Core Paper – XVIII

HIGHER CORPORATE ACCOUNTING

Instructional Hrs.: 90

Sub. Code: 13COUC617

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To enable the students to acquire knowledge of the higher corporate accounting.
- To acquire knowledge in the preparation of annual financial statements for special type of organizations.

Unit I

20 Hrs.

Bank Accounts – *Legal Provisions* – Accounts and Books – Final Accounts.

Unit II

20 Hrs.

Insurance Company Accounts – Introduction – *Types of Insurance* – Life Insurance – General Insurance – Books of Accounts – Life Insurance - Revenue Account – Balance Sheet – Determination of Net Liability of Life Insurance Business (new format only).

Unit III

25 Hrs.

Accounts of Holding Companies – Meaning and Definition of Holding Company and Subsidiary Company – AS - 21: Consolidated Financial Statements - Preparation of Consolidated Balance Sheet (excluding Inter-Company and Chain Holdings).

Unit IV

15 Hrs.

Double Accounts including Final Statement of Accounts - Electricity Companies – Treatment of Repairs and Renewals.

Unit V

10 Hrs.

Corporate Financial Reporting – *Objectives* – Requirements of Financial Reports – Forms of Corporate Reporting – Segment Reporting.

Government Accounting – Objectives – Powers and Duties of Comptroller and Auditor General of India.

Note: Distribution of marks for Theory and Problems shall be 20% and 80% respectively.

Skill Based Component (Not for End Semester Examinations)

Collect the Annual Reports of Banking or Insurance Company and analyse its performance.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Reddy .T.S. and Murthy A.,** *Corporate Accounting*, Margham Publications, Chennai, 5th Edition, 2007.
2. **Gupta .R.L. and Radhaswamy M.,** *Advanced Accountancy- Vol II*, Sultan Chand Publications, New Delhi, 14th Edition, 2004.
3. **Jain S.P. and Narang K.L.,** *Advanced Accountancy*, Kalyani Publishers, New Delhi, 16th Edition, 2007.

B.Com 2013-14 onwards

SEMESTER VI
Core Paper - XIX
MANAGEMENT ACCOUNTING

Instructional Hrs.: 90

Sub. Code: 13COUC618

Max. Marks: CIA -25; ESE -75

Credits: 4

Objectives

- To enable the students to understand the concept and relevance of management accounting.
- To provide the students an understanding about the use of accounting and costing data for planning, control and decision making.

Unit I

10 Hrs.

Management Accounting – Meaning, Objectives and Scope – *Relationship between Management Accounting, Cost Accounting and Financial Accounting* – Significance of Management Accounting – Financial Statements – Importance – Tools for Analysis and Interpretation (theory only)

Unit II

23 Hrs.

Ratio Analysis – Types of Ratios – *Significance of Ratios* – Analysis of Solvency, Profitability and Capital Structure – Uses and Limitations of Ratios.

Unit III

23 Hrs.

Fund Flow Analysis – AS - 3: Cash Flow Analysis (New format only).

Unit IV

17 Hrs.

Marginal Costing and Break – even Analysis, Managerial Applications, *Significance and Limitations of Marginal Costing*.

Unit V

17 Hrs.

Budgeting and Budgetary Control – Definition, *Uses, Limitations* – Types of Budgets – Preparation of Budgets.

Note : Distribution of marks for Theory and Problems shall be 40% and 60% respectively.

Skill Based Component (Not for End Semester Examinations)

Collect the Annual Reports of a company for the latest five years, analyse it and comment on its financial position and the same should be communicated to the company in the form of a report.

Preparation of Monthly family budgets.

Cash Flow Analysis with reference to select companies.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Sharma R.K. and Shashi .K.Gupta**, *Management Accounting – Principles and Practice*, Kalyani Publishers, New Delhi, 11th Revised Edition, 2009.
2. **Jain S.P. and Narang K.L.**, *Cost and Management Accounting*, Kalyani Publishers, New Delhi, 2nd Edition, 2003.
3. **Maheswari S.N.**, *Principles of Cost and Management Accounting*, Sultan Chand and Company Ltd., New Delhi, 2nd Edition, 2006.

SEMESTER VI
Core Paper - XX
PRINCIPLES OF AUDITING

Instructional Hrs.: 75

Sub. Code: 13COUC619

Max. Marks: CIA -25 ; ESE -75

Credits: 4

Objectives

- To impart knowledge about auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.
- To create interest in the minds of students towards auditing profession and build a career towards it.

Unit I

14 Hrs.

Definition – General objectives of Auditing – Advantages and Limitations of Auditing – Auditing and Investigation – Qualification of an Auditor – *Auditors' vis-à-vis errors and frauds.*

Unit II

16 Hrs.

Various Types of Audit – Continuous Audit – Final Audit – Interim Audit – Balance Sheet Audit – Auditing of Computerised Accounts - Merits and Demerits – Audit Procedure – Planning of Audit – Audit Programme – Audit Note Book – Audit Working Papers – Internal Control – Internal Check – Internal Check as regards Cash, Wages, Sales etc – Position of External Auditors as to Internal Auditor.

Unit III

15 Hrs.

Vouching – Vouching of Cash Transactions – Trading Transactions – Impersonal Ledger.

Unit IV

15 Hrs.

Verification and Valuation of Assets and Liabilities – Auditor's Position – Auditor's Duty regarding Depreciation, Reserves and Provisions.

Unit V

15 Hrs.

Company Audit – Appointment and Removal of Auditors – Rights and Duties of Company Auditors – Liabilities – Audit Report – Contents, Signing and Types of Opinion.

Skill Based Component (Not for End Semester Examinations)

- Collect an audit report of a joint stock company – Analyse the contents of the report.
- Prepare an imaginary audit programme for periodic audit of a medium sized concern.

Collect atleast 4 vouchers falling in four different categories of voucher.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Tandon, B.N., Sudharsanam .S and Sundharabahu S.,** *A Hand book of Practical Auditing*, Sultan Chand and Company Ltd., New Delhi, 1st Edition, 2006.
2. **Kamal Gupta and Ashok Arora,** *Fundamentals of Auditing*, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 1st Edition, 2006.
3. **Dinkar Pagare and Rahul Pagare,** *Principles and Practice of Auditing*, Sultan Chand and Company Ltd., New Delhi, 10th Edition, 2004.

B.Com 2013-14 onwards

SEMSTER- VI
Elective Paper – II
INDIRECT TAXES

Instructional Hrs:75

Sub. Code: 15COUE602

Max. Marks: CIA- 25: ESE- 75

Credits: 5

Objectives

- To acquaint the students with the concept of “ONE NATION, ONE TAX, ONE MARKET”.
- To impart the knowledge on Goods and Services Tax and Customs Act.

UNIT I

15 Hrs.

Taxation of Goods and Services: Tax policy and Tax Bases - Objectives of Tax Policy - Determinants of Tax Yield - Direct Taxes versus Indirect Taxes - Advantages and Disadvantages of Indirect Taxes - Specific versus Ad Valorem Taxes - Operating Costs of a Tax – *Problems Created by Multiple Taxation of Goods.*

UNIT II

15 Hrs.

Early Thoughts and Preparations of GST – Taxes and Duties merged under GST at Central and State Level- GST Council-Goods and Service Tax Network (GSTN)-GST Suvidha Provider (GSP).

GST – Justifications – Components, Features and Objectives of GST- Advantages and Disadvantages of GST – Pre-GST versus Post-GST System.

UNIT III

15 Hrs.

GST - Exemptions, Threshold Limits, Rate Structure and Composition Scheme - Implications of GST on Industries, Consumers and Government - Future Challenges facing GST - *GST in select Countries of the World* (Canada, Malaysia, Australia, New Zealand, Singapore).

UNIT IV

15 Hrs

GST Law (Main Provisions) – Meaning, Scope, Time, Place and Value of Supply – Input Tax and Input Tax Credit – Registration of Taxable Persons – Filing of Returns and Matching of Input Tax Credit - *Payment of GST: Features and Methods* – Search, Inspection,

Seizure and Arrest – Offences and Penalties – Prosecution and Compounding of Offences - Appeals and Revisions.

UNIT V

15 Hrs

The Customs Act – *Types of Customs Tariff* – Important Definitions – Power to Prohibit Import and Export of Goods – Detection of Illegally Imported Goods – Levy and Exemption from Customs Duties – Drawback – Powers of Customs Officers – Search, Seizure and Arrest.

Skill Based Component (Not for End Semester Examinations)

Visit atleast 5 Taxable Persons under GST and Collect the Copy of Returns Filed by them.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Sury M.M.**, *Goods and Services Tax [GST] in India, Background, Present Structure and Future Challenges*, New Century Publications, New Delhi, 1st Edition, 2017.
2. **Reddy T.S, and Hariprasad Reddy .Y**, *Business Taxation with introduction to GST*, Margham Publications, Chennai, 10th Edition, 2018.

Websites:

1. <https://www.gstindia.com>
2. <http://cbec-gst.gov.in>

SEMESTER VI
ELECTIVE III
RETAIL MANAGEMENT

Instructional Hrs.: 75

Sub. Code: 13COUE603

Max. Marks: CIA – 25; ESE – 75

Credits : 5

Objectives:

- To provide students with a comprehensive understanding of the theoretical and applied aspects of retail management.
- To make the students to learn the features of retailing, theories of retail development and growth of retail in India and at global level.

Unit – I

Retail Management: Meaning and Definition of Retail, Retailing, Retailer – Role of Retailer – Types of Retailer – Functions of Retailing – Characteristics of Retailing – Factors responsible for Retailing in India – *Retailing Principles* – Emerging Trends in Retailing .

Retailing Formats: Classification - Advantages and Disadvantages.

Unit – II

Retailing Strategy: Store Location – Importance -Target Market and Store Location - *Recent Trends in Store Location*

Retail Marketing Segmentation – Significance – Dimensions - Process.

Category Management – Concept - Reasons - Components – Drawbacks.

Unit - III

Merchandising Procurement and Store Management: Merchandising Procurement – Types of Merchandise Products - Process of Merchandise Procurement - Merchandise Assortment Plan - factors Affecting Merchandise Assortment Plans - Store Brands and its benefits to the Retailer.

Supply Chain Management – Meaning, Benefits - Need - Major Drivers – Components. Distribution Management – *Distribution Channel* - Functions of Distribution Channel -Channel Level - Participants - Elements of Physical Distribution - Wholesaling and Warehousing.

Unit – IV

Retail Sales Promotion and Customer Service Strategies: Objectives - Types of Retail Sales Promotion Programmes - Retail Marketing Mix and New Trends in Sales Promotion. Customer Service Strategies – Managing the Customer - Importance of Customers - Customer Contact Points - Essentials of Good Customer Service - New Trends in Customer Service - *Challenges in Managing Customers*.

Unit – V

E-tailing & Career Opportunities in Retail : Meaning and Definition - e-tailing Vs. Traditional Retailing - Characteristics of e-tailing - Advantages and Disadvantages of e-tailing - Business Models - Barriers to Growth in e-tailing - Understanding Consumer Behaviour in e-tailing - Cyber Retailers/e-tailers as a Modern Retailing Format - Reasons for Popularity of Cyber Retailing.

Retailing Careers - Areas of career Opportunities in retail, Opportunities in Organised Retail market in India - Emerging Retail Destinations - Government Policy for Retailing in India - FDI in Retailing.

Note: *Italics* denotes self study topics

Skill based Component: (Not for End Semester Examinations)

- **Visit a Retail Shop at Erode and Study its Retailing Formats.**
- **Prepare a report on various aspects in Retail Management followed by a Retail Shop.**

Books for Reference:

1. Dr.Harjit Singh, *Retail Management - Text and Cases*, S.Chand, 3rd Edition, 2014.
2. Dr.R.K.Jain, *Retail Management*, Vayu Education of India, 1st Edition, 2009.
3. Gibson G Vedamani, *Retail Management – Functional Principles and Practices*, Jaico Publishing House, 2nd Edition, 2004.
4. Swapna Pradhan, *Retail Management – Text and Cases*, Tata Mc Graw Hill, 2nd Edition, 2004.
5. S.PraveenKumar & Dr.V. Mahalakshmi, *Retail Management*, Rudhra Books, 1st Edition, 2008.
6. Chetan Bajaj; Tuli R., Srivanstava N.V., *Retail Management*, Oxford University Press, Delhi, 2nd Edition, 2010.
7. K.V.S. Madaan, *Fundamentals of Retailing*, Tata Mc Graw Hill Education Private Limited, New Delhi, 2011.

B.Com 2013-14 onwards

SEMESTER III

CODE	COURSE TITLE
18COUS301	WOMEN ENTREPRENEURSHIP DEVELOPMENT

Category	CIA	ESE	L	T	P	Credit
Skill Based	25	75	45	-	-	3

Objectives

- To impart knowledge on the concept of entrepreneurship and women entrepreneurship development.
- To instill ideas on identification, selection and preparation of projects and to have awareness on the institutions promoting entrepreneurship.

Syllabus

Unit I

10 Hrs.

Definition of Entrepreneur – Entrepreneurial Characteristics – Functions of Entrepreneurs – Types – Concept of Entrepreneurship - Intra-preneurship – Economic and Social benefits – Barriers to Entrepreneurship – Eco-preneurship – Edupreneurship.

Unit II

10 Hrs.

Women Entrepreneurship – Concept of Women Entrepreneurs – Features of Women Entrepreneurs – Women Entrepreneurship in India – Growth and Problems of Women Entrepreneurs – Suggestions to Promote Women Entrepreneurship.

Unit III

8 Hrs.

Rural Entrepreneurship – Meaning, Need and Problems - Small Scale Sector in India – Rationale and Objectives of SSI – Problems of SSI.

Concept of Self-help Group – Role of Government and NGO's in promoting Self – Help Groups – Micro Enterprises.

Unit IV

8 Hrs.

Meaning of Project – Project Identification and Selection. Guidelines for preparing Project Reports – Meaning and Contents – Feasibility Analysis.

Unit V

9 Hrs.

Institutional Support and Incentives : Need for Incentives , DIC – SIPCOT – TIIC – IFCI – Commercial Banks – Subsidies and Incentives in Tamilnadu.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Shukla M.B	Entrepreneurship and Small Business Management	Kitab Mahal Agencies, Allahabad	2003 and 1 st Edition
2	Gupta C.B. and Srinivasan N.P	Entrepreneurial Development	Sultan Chand and Company, New Delhi,	2009 and 6 th Edition
3.	Khanka S.S	Entrepreneurial Development	,Sultan Chand and Company Ltd., New Delhi	2004 and 3 rd Edition

SEMESTER IV

CODE	COURSE TITLE
18COUS402	MULTI SKILL DEVELOPMENT PAPER

Category	CIA	ESE	L	T	P	Credit
Skill Based	40	60	45	-	-	3

Objectives

- To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.
- To familiarize the students with various types of tests that is employed by the diverse examination bodies.

Syllabus**Unit I**

Communication: Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary – Synonyms – Antonyms – Prepositions – Articles – One Word substitution – Sentence completion.

Unit II

Numerical Aptitude: Problems on numbers - Problems on Ages – Percentage – Profit and Loss – Ratio and Proportion – Time and Work – Time and Distance – Simple Interest – Compound Interest.

Unit III

Credit Reasoning: Logical Inference Questions and Syllogism.

Analytical Reasoning: Arrangement problem – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.

Verbal Reasoning: Verbal Analogy – (Letter series and number series only) – Coding and Decoding.

Unit IV

Preparation of CV, Resume and Presentation – Preparing and Presenting papers in seminars and Conference s topics of Current Relevance in Commerce and Industry.

Group Discussion in Current Topics related to Commerce and Industry.

Unit V

Acquiring Interview Skills – Self Introduction – Facing the Interview Board: Face to Face Interview – Telephonic Interview – One to Panel Interview.

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Agarwal R.S	Quantitative Aptitude	Sultan Chand Company Ltd.	2012
2	Aggarwal R.S	A Modern Approach to Verbal Reasoning	Sultan Chand Company Ltd., New Delhi	2012
3	Hari Mohan Prasad and Uma Rani Sinha	Objective English for Competitive Examinations	Tata McGraw Hill Education Pvt. Ltd., New Delhi	2011
4	Jain .T.S	Upkar's SBI Clerical Cadre Recruitment Examination	Agra.	

SEMESTER V
Skill Based Subject –III (Cafeteria System)
CONSUMER PROTECTION

Instructional Hrs.: 45

Sub. Code: 13COUS503

Max. Marks: CIA -25; ESE -75

Credits: 3

Objectives

- To inculcate awareness among students regarding various consumer protection measures available to the public.
- To impart knowledge on the rights that can be exercised by the consumers against the unfair trade practices.

Unit I

5 Hrs.

History of Consumer Movement - Consumer Awareness - Business Ethics –Total Quality Managements – ISO - Misleading Advertisements - *Unfair Trade Practice*.

Unit II

10 Hrs.

Consumers Rights - Right to Safety - Safeguarding Consumers from various hazards - LABELS on Safety Standards - Consumer Product Safety in India - Important Mandatory Standards - Food Safety and Standards Act 2006 - The Drugs and Cosmetic Act, 1940 - *International Consumer Product Safety – HACCP*.

Unit III

12 Hrs.

Right to Information - The importance of Consumer Information - Statutory information to be printed on a Packed Commodity - Standards of Weights and Measures Act - Advertising Standards Council of India - *Monopolistic Trade Practice* - Unfair Trade Practice - Essential Commodities Act – Labels - Bureau of Energy Efficiency - Nutritional Labeling - Unhealthy Food.

UNIT IV

8 Hrs.

Right to Choose – Tips to choose a Product or Service - Key Factors to look into before buying and while buying a Product or Service.

Right to be Heard - Right to be heard at Government level - Right to be Heard at Corporate Level - Right to be Heard at Consumer Products Manufacturers level.

Customer Survey - Customer Satisfaction Index - The Right to Information Act.

Right to Seek Redressal.

UNIT V

10 Hrs.

The Consumer Protection Act, 1986 – Definition of ‘Consumer’ and ‘Services’ – Defective Goods – Deficiency in Service – Persons Eligible to Complain – Grievances and Statutory Remedy - Limitation Period – Complaining Procedures - Consumer Disputes Redressal Agencies - District Consumer Disputes Redressal Forum - State Consumer Disputes Redressal Commission - National Consumer Disputes Redressal Commission - Relief/Remedies to Consumer - Appeal Procedures.

Skill Based Component(Not for End Semester Examination)

- Collection of Advertisements – False, Misleading Advertisements.

- Safety aspects in the Home Appliances – Safety measures at your Kitchen
– Mention Products which require Mandatory Standard.
- Collect Samples – Find the Truth.
- Customer Satisfaction Survey.
- Visit to Consumer Court – Mock Court.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Balasubramanian .R.**, *Consumer Awareness and Consumer Protection*, Consumer Protection Centre, Erode District, 2010.

Skill Based Subject IV (Cafeteria System)

EVENT MANAGEMENT

Instructional Hrs.: 45

Sub. Code: 11COUS604

Max. Marks: CIA – 25 ESE -75

Credits: 3

Objectives

- To impart knowledge on the concept and planning techniques for event management.
- To enable the students to handle and organize various events and thereby build their profession.

Unit I

9 Hrs.

Introduction to Event Management: Event Management – Definition – *Characteristics of Events* – Types of Events – Concepts and Design of an Event.

Unit II

9 Hrs.

Planning Events: Planning Process – Objectives – Demand and Operational Planning – *Financial Planning* – Marketing Planning.

Unit III

9 Hrs.

Event Leader: Developing Leadership Skills – Managing Temporary and Diverse Teams – Group Development – Improving Communication – *Time Management* – Planning and Managing Meetings.

Unit IV

9 Hrs.

Event Organisation: Organisation – Effectiveness – Staffing – Factors Influencing the Number and Type of Staff – Finding Staff – *Running the Event on the Day* – Managing Events at the Department / College Level.

Unit V

9 Hrs.

Event Monitoring, Control and Evaluation: *Monitoring and Control Systems* – Operational Monitoring and Control Evaluation – Job opportunities.

Italics denote topics for self study.

BOOKS FOR REFERENCE:

1. **Lynn Van Dar Wagen, Brenda R. Carlos**, *Event Management for Tourism, Cultural , Business and Sporting Events*, Pearson Education, 2009.
2. **Anton Shone and Bryn Parry**, *Successful Event Management – A Practical Hand book*, Thomson Delmar Learning, 1st Edition, 2004.

B.Com 2013-14 onwards

SEMESTER III

CODE	COURSE TITLE
18COUN301	FUNDAMENTALS OF ACCOUNTING

Category	CIA	ESE	L	T	P	Credit
Non Major	-	100	30	-	-	2

Objectives

- To help the students acquire conceptual knowledge about the fundamentals of accounting procedures
- To enable the students to gain knowledge about the financial position of a concern.

Syllabus

Unit I 3 Hrs.

Accounting – Definition – Meaning – Systems of Accounting – Single Entry System – Double Entry System.

Unit II 8 Hrs.

Types of Account – Rules of Debit and Credit – Journal – Journal Entries.

Unit III 6 Hrs.

Ledger – Meaning – Posting – Balancing.

Unit IV 8 Hrs.

Subsidiary Books – Purchases Book – Purchases Returns Book- Debit Note – Invoice – Vouchers – Sales Book – Sales Returns Book – Credit Note.

Preparation of Three Column Cash Book.

Unit V 5 Hrs.

(a) Trial Balance – Meaning – Preparation of Trial Balance.

(b) Trading and Profit and Loss Account, Balance Sheet – Meaning, Trading Account Items – Profit and Loss Account Items – Balance Sheet Items.

(The whole of part (b) covers Theory only)

Question Paper pattern – Three Questions from theory part and five from problems – Answer any 5 out of 8 questions

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
1	Grewal .T.S	Double Entry Book-Keeping	Sultan Chand & Co. Ltd., New Delhi	2008 and 1 st Edition
2	Nagarajan .K.L, Vinayagam .N & Mani P.L	Principles of Accountancy	Eurasia Publishing House, Private Ltd., New Delhi	2009 and 3 rd Edition
3.	Reddy T.S. & Murthy .A	Financial Accounting	Margham Publications, Chennai	2010 and 5 th Edition

SEMESTER III

CODE	COURSE TITLE
18COUN402	E-BANKING

Category	CIA	ESE	L	T	P	Credit
Non Major	-	100	30	-	-	2

Objectives

- To familiarize the students with various risks associated with internet banking in today's tech savvy era.
- To impart awareness in students on IT enabled banking and to acquaint the students with E-banking products and services.

Syllabus

Unit I

6 Hrs.

E-banking – Definition – Evolution – Salient Features – Benefits – Simple Internet Banking Services offered to Customers.

Unit II

6 Hrs.

E- banking Products – ATMs- Credit Card – Debit Card.

Unit III

6 Hrs.

E-Payment – Cyber Cash – Smart Card – E-Cheque – E-Wallet.

Unit IV

6 Hrs.

Electronic Clearing Services (ECS) – Credit Clearing – Debit Clearing – Clearing Process and Benefits.

Electronic Fund Transfer (EFT) – NEFT – RTGS – SWIFT.

Unit V

6 Hrs.

Risks associated with Internet Banking – IT Environment Risks – IT Operations Risks – Product / Service Risks – Other Risks

Text Books

S. No.	Author	Title of the Book	Publisher	Year and Edition
--------	--------	-------------------	-----------	------------------

1	Kaptan .S.S and Choubey N.S.,	Indian Banking in Electronic Era	Sarup and Sons, New Delhi	1 st Edition, 2003
2	Natarajan .S and Parameswaran .R.,	Indian Banking	Sultan Chand and Company Ltd., New Delhi,	1 st Edition, 2012

Self - Learning Paper - Group I **ELEMENTS OF BANKING**

Max. Marks : ESE - 100

Sub. Code: 13COUSL01

Credits: 5

Objectives

- To help the students to understand the meaning, importance and the monetary implications of banking operations.
- To impart knowledge about the various forms of banking services and to gain insight into E-Banking services.

UNIT I

Evolution and Development of Banking in India – Meaning and Definition of Banking – Features of Banking – Classification of Banks – unit Banking and Branch banking.

UNIT II

Money Market – Importance – Constituents – Developed and under developed Money market – Characteristics of Indian Money market.

UNIT III

Nationalisation of Major Commercial banks – Reasons for Nationalisation – Criticisms against Nationalization of the Banks – Privatisation of banks-Arguments for privatization- Arguments against privatization - Role of Private Sector Banks in India .

UNIT IV

Technology based products in banking –Home banking MICR cheques- Electronic Fund Transfer(EFT)- Automated Teller Machines (ATM) – Phone Banking – Net Banking or Internet Banking –Real Time Gross Settlement(RTGS)-Security consideration.

UNIT V

Reserve Bank of India – Functions of RBI – Traditional, Promotional and Supervisory Functions – Methods of Credit Control – Quantitative and Qualitative methods.

BOOKS FOR REFERENCE:

1. **Natarajan .S & Parameswaran .R**, *Indian Banking*, Sultan Chand & Company Ltd., New Delhi, 2007.
2. **Radhasamy .M, & Vasudevan S.V**, *A Text Book of Banking*, Sultan Chand & Company Ltd., New Delhi, 3rd Edition, 2009.

3. **Sundaram & Varshney**, *Banking Theory Law & Practice*, Sultan Chand & Company Ltd., New Delhi, 8th Edition, 2005.

4. **Srivatava**, *Computer application in Banks, BTC, RBI*

2013-2014 onwards

Self - Learning Paper - Group – V (Optional)

Subject Title – GENERAL AWARENESS – (Online Examination)

Subject Code (13AUGSLO5)

CONTENTS*

I	Verbal Aptitude	1
II	Data Interpretation	27
III	Abstract Reasoning	40
IV	Numerical Aptitude	45
V	Tamil Literature	58
VI	General Science & Technology	63
VII	Computer Science	120
VIII	Economics & Commerce	131
IX	Social Studies	149
X	Sports	170
XI	Miscellaneous	184
XII	Current Affairs	187

***Reference**

BOOK TITLE : GENERAL AWARENESS

Year of Publication : January 2010

Published by : Vellalar College for Women (Autonomous)

(For Private Circulation only)

GREEN SOCIETY

Objectives

- To educate the students in environment related issues and problems
- To involve themselves in environment and action based programmes and activities locally
- To enable them to appreciate the importance of tree plantations and Green audit
- To provide opportunity for the students to observe and learn more about Nature, immediate environment and Biodiversity

The activities of the Green Council are as follows

- Tree plantation
- Importance of Rainwater harvesting
- Conservation of Renewable energy
- Internal Green auditing
- Awareness on Disaster and Pollution mitigation, Ozone depletion, Global warming and Importance of wetlands through the below mentioned programmes: Ramp shows, debates, speeches, rallies (3 to 5 km walk) with banners and placards, competitions, presenting articles in journals and distributing pamphlets and celebrating Environmental days.

As per the CDC recommendations Green Council has been introduced in addition to NCC, NSS, Physical Education, YRC under Part V Extension activity of Course content and scheme of examination for 2013-14 onwards. The Green Council syllabus was approved by Botany Board of Studies meeting held on 9.3.2013.