

# **DEPARTMENT OF COMMERCE**

## **COURSE STRUCTURE & SYLLABI**

**(For the students admitted from year 2024-2025 onwards)**

**Programme: B.Com. (Computer Applications)**



## **JAMAL MOHAMED COLLEGE (AUTONOMOUS)**

Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)

**TIRUCHIRAPPALLI – 620 020**

## B. COM. COMPUTER APPLICATIONS

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total	
							CIA	ESE		
I	23U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100	
	23UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100	
	24UCC1CC1	III	Core - I	Principles of Accountancy	5	5	25	75	100	
	24UCC1CC2		Core - II	Marketing	4	3	25	75	100	
	24UCC1AC1		Allied - I	PC Package	3	3	25	75	100	
	24UCC1AC2P		Allied - II	PC Package - Practical	4	3	20	80	100	
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100	
	Total				30	22			700	
II	23U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100	
	23UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100	
	24UCC2CC3	III	Core - III	Management Concepts	5	5	25	75	100	
	24UCC2CC4		Core - IV	Business Tools for Decision Making	4	4	25	75	100	
	24UCC2AC3		Allied - III	Business Environment	4	3	25	75	100	
	24UCC2AC4		Allied - IV	Principles of Insurance	3	3	25	75	100	
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100	
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@	
	23U2BT1/ 23U2AT1		Basic Tamil - I/ Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I/ தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 <sup>#</sup>	-	
	* Only grades will be given				30	23			700	
III	23U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100	
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100	
	24UCC3CC5	III	Core - V	Financial Accounting	4	4	25	75	100	
	24UCC3CC6		Core - VI	Internet and Web Applications	3	3	25	75	100	
	24UCC3AC5		Allied - V	Business Law	3	3	25	75	100	
	24UCC3AC6		Allied - VI	Indian Economy	4	3	25	75	100	
	24UCC3GE1	IV	Generic Elective - I		2	2	-	100	100	
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100	
	Total				30	23			800	
IV	23U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100	
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100	
	24UCC4CC7	III	Core - VII	Cost Accounting	4	4	25	75	100	
	24UCC4CC8P		Core - VIII	Internet and Web Applications - Practical	4	4	20	80	100	
	24UCC4AC7		Allied - VII	Banking Theory Law and Practice	4	3	25	75	100	
	24UCC4AC8		Allied - VIII	Commercial Correspondence	4	3	25	75	100	
	24UCC4GE2	IV	Generic Elective - II		2	2	-	100	100	
	24UCN4EL		Experiential Learning	Internship	-	2	-	100	100	
	23UCN4EA	V	Extension Activities	NSS, NCC, etc.	-	1	-	-	-	
	23U4BT2/ 23U4AT2		Basic Tamil - II/ Advanced Tamil - II	எழுத்தும் இலக்கியமும் அறிமுகம் - II/ தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 <sup>#</sup>	-	
	Total				30	25			800	
V	24UCC5CC9	III	Core - IX	Corporate Accounting	6	6	25	75	100	
	24UCC5CC10		Core - X	Management Accounting	6	5	25	75	100	
	24UCC5CC11		Core - XI	Introduction to Oracle and SQL	5	5	25	75	100	
	24UCC5CC12		Core - XII	Visual Programming	4	4	25	75	100	
	24UCC5DE1A/B		Discipline Specific Elective - I		5	4	25	75	100	
	24UCC5SE1P	IV	Skill Enhancement Course - I	Information Technology Concepts - Practical	2	1	-	100	100	
	24UCC5SE2		Skill Enhancement Course - II	Basics of Goods and Service Tax	2	1	-	100	100	
	24UCC5EC1		Extra Credit Course - I*	Online Course	-	*	-	-	-	
	Total				30	26			700	
VI	24UCC6CC13	III	Core - XIII	Financial Services	5	5	25	75	100	
	24UCC6CC14		Core - XIV	Income Tax Law and Practice	5	5	25	75	100	
	24UCC6CC15P		Core - XV	SQL Applications using Oracle - Practical	5	5	20	80	100	
	24UCC6CC16P		Core - XVI	Tally Prime - Practical	5	5	20	80	100	
	24UCC6DE2A/B		Discipline Specific Elective - II		5	4	25	75	100	
	24UCC6DE3A/B		Discipline Specific Elective - III		4	4	25	75	100	
	23UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100	
	24UCC6EC2		Extra Credit Course - II*	Online Course	-	*	-	-	-	
	24UCCECA		Extra Credit Course for all**	Online Course	-	**	-	-	-	
	23UCN6ECA1		Extra Credit Course for all+	Entrepreneurship Development	-	+	-	-	-	
	* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills + Course for Enhancing Entrepreneurial Skills				Total	30	29			700
Grand Total						148			4400	

### GENERIC ELECTIVE COURSES

Semester	Course Code	Course Title
III	24UCC3GE1	Principles of Marketing
IV	24UCC4GE2	Stock Market Practices

### # Self-Study Course – Basic and Advanced Tamil

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Semester	Course Code	Course Title
II	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

### Mandatory

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

### DISCIPLINE SPECIFIC ELECTIVES

Semester	Course Code	Course Title
V	24UCC5DE1A	Human Resource Management
	24UCC5DE1B	Auditing
VI	24UCC6DE2A	Entrepreneurship Development
	24UCC6DE2B	Retail Marketing
	24UCC6DE3A	Investment Management
	24UCC6DE3B	Computerized Accounting

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCC1CC1	Core – I	5	5	25	75	100
<b>Course Title</b>		<b>PRINCIPLES OF ACCOUNTANCY</b>					

SYLLABUS		
Unit	Contents	Hours
I	Introduction – Accounting concepts and conventions –Accounting Standards – Meaning-Double entry system – Journal, Ledger, Subsidiary books, Trial Balance-Bank Reconciliation Statement.	12
II	Final Accounts of sole traders with adjustment entries – Rectification of Errors.	12
III	Accounts of Non-profit organization – Bills of exchange – Average due date – Account Current.	12
IV	Consignments and Joint Ventures.	12
V	Single Entry System. Depreciation – Methods, provisions and reserves.	12
VI	<b>Current Trends (For CIA only)</b> – Contemporary Developments Related to the Course during the Semester Concerned.	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. R.L. Gupta and Others ,” Advanced Accountancy,” Sultan Chand Sons, New Delhi</li> <li>2. S.P. Jain and K.L. Narang, “Advanced Accounting,” Kalyani Publishers,New Delhi</li> <li>3. RSN. Pillai, Bagavathi S. Uma, “Advanced Accounting,” S. Chand &amp;Co, New Delhi.</li> <li>4. M.C. Shukla, “Advanced Accounts,” S. Chand and Co., New Delhi.</li> <li>5. Mukerjee and Haneef, Advanced Accountancy, Tata McGraw Hill, New Delhi.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Arulanandam, “Advanced Accountancy,” Himalaya Publication,Mumbai.</li> <li>2. R.L. Gupta &amp; V.K. Gupta “Principles and practice of Accountancy”, Eleventh edition- 2005 Sultan &amp; Sons, New Delhi</li> <li>3. S.Manikandan&amp; R.Rakesh Sankar,” Financial Accounting,” Scitech Publications Pvt Ltd, Chennai. Volume I &amp; II.</li> <li>4. T.S.Reddy &amp; Dr.A.Murthy, “Financial Accounting,” Margham Publications, Chennai.</li> <li>5. Tulsian., P.C.(2016) Financial Accounting, Tata Mcgraw-Hill, New Delhi</li> </ol>
<b>Web Resource(s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.naukri.com/learning/articles/understanding-the-principles-of-accounting/">https://www.naukri.com/learning/articles/understanding-the-principles-of-accounting/</a></li> </ol>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	The Concepts and Conventions of Financial Accounting.	<b>K1</b>
CO2	Accounting for sole traders with adjustment entries and Rectification of Errors	<b>K2</b>
CO3	Calculation of Accounts of Non-profit organization and Bills of exchange.	<b>K3</b>
CO4	Accounts of the Agency Business and temporary partnership	<b>K4</b>
CO5	Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. Y. RAZEETH KHAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCC1CC2	Core – II	4	3	25	75	100
Course Title		MARKETING					

SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO MARKETING:</b> Marketing - Evolution – Definition- classification- objectives- selling vs. marketing –Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development - Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.	12
II	<b>PRODUCT:</b> Buyer's behaviour – Buying motive – Market segmentation - Product - Features - Classification -New Product Planning and Development - Product Mix - Product Life Cycle - Branding – Brand Loyalty and Equity.	12
III	<b>PRICING:</b> Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.	12
IV	<b>SALES PROMOTION:</b> Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.	12
V	<b>MARKETING INFORMATION SYSTEM:</b> Marketing Information System - Marketing Research - Features –Direct marketing –Online Marketing -E Business – Telemarketing - Mail order business.	12
VI	<b>Current Trends (For CIA only) – CURRENT CONTOURS (For Continuous Internal Assessment Only):</b> Retail marketing	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. Il 1. R.S.N.Pillai&Bagavathi , “Modern Marketing,” S.Chand& Co., New Delhi. 2. RajanNair.N.,SanjithR.Nair,” Marketing,” Sultan Chand & Sons, New Delhi. 3. Kotler Philip, “Marketing Management,” Prentice Hall of India (Pvt) Ltd., New Delhi. 4. Monga&ShaliniAnand, “ Marketing Management,” Deep & Deep Publications, New Delhi.
<b>Reference Book(s):</b>
1. Dr. L. Natarajan , “Marketing,” Margham Publications, Chennai. 2. Grewal , “Marketing,” Tata McGraw Hill management, New Delhi. 3. B.S.Raman, “Marketing,” United Publishers, Mangalore.
<b>Web Resource(s):</b>
1. <a href="https://www.investopedia.com/terms/m/marketing.asp">https://www.investopedia.com/terms/m/marketing.asp</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Familiar with the basic concepts and functions of marketing	<b>K1</b>
CO2	Effective understanding of buyer behaviour and new product development	<b>K2</b>
CO3	Communicate the pricing methods and services rendered by the middlemen	<b>K3</b>
CO4	Demonstrate analytical skills in selling the product in the market	<b>K4</b>
CO5	Develop knowledge in marketing research and recent trends in marketing	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: LT. DR. K. VIJAYAKUMAR**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCC1AC1	Allied – I	3	3	25	75	100
<b>Course Title</b>		<b>PC PACKAGE</b>					

SYLLABUS		
Unit	Contents	Hours
I	Meaning – Characteristics – Areas of Application – Components of Computer – Memory and control units – Input and Output devices – Hardware and Software – Operating Systems. Word –Creating Word Documents – Creating Business Letters using wizards – Editing Word Documents – Inserting Objects – Formatting documents –spelling and grammar check – Word Count, Thesaurus, Auto Correct – Working with tables – Saving, opening, closing and protecting documents – Mail Merge.	12
II	Introduction to spread sheets – entering and editing text, numbers and formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts – Application of Financial and Statistical functions – MS Power Point Creating simple presentation – Creating, inserting and deleting slides – Saving a Presentation.	12
III	Introduction – Parts of Access Window, Creating a Database, Relationships, Creating Table through Design View – Relationship – Query – Forms – reports - macros.	12
IV	Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column – Indent	12
V	The Photoshop Screen – Using the Toolbox – Document and scratch Sizes – The Info Palettee –Saving and loading custom settings –opening and saving files – Images – Layers – Channels and Mask – Colour Correction Techniques – Animation.	12
VI	<b>Current Trends (For CIA only)</b> – Recent developments in MS Word, Excel and Power Point	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. Robert Shufflebotham, "Photoshop 6 in easy steps" Dreamtech Press. 2. Vishnu Priya Singh, Meenakshi Singh, "Page Maker 6.5" Asian Publications Limited 3. Sanjay Sexana, "MS Office 2000 (Access only)" Vikas Publishing House 4. Sk Yadava, "Desk Top Publishing" Yatin Publishers, Delhi
<b>Reference Book(s):</b>
1. E.D. Jones and Derek "Microsoft Office for Windows", Sutton Publication. 2. S.V. Srinivasa Vallabhan, "Computer Applications in Business" Sultan Chand and Sons, 3. TD Malhotra, Computer Applications in Business Kalyani Publications PC 4. Taxali, "Software for windows made simple" Tata McGraw Hill Publishing Company Ltd
<b>Web Resource(s):</b>
1. <a href="https://www.geeksforgeeks.org/difference-between-program-and-package/">https://www.geeksforgeeks.org/difference-between-program-and-package/</a>



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Basics of computer, Creating and Editing Word Documents and Saving, opening, closing and protecting documents; and Mail Merge.	<b>K1</b>
CO2	Creating work sheet and Charts, formula applications, and PPT .	<b>K2</b>
CO3	MS Access, Database, Relationship, Query, Forms, Reports and Macros	<b>K3</b>
CO4	To understand Page maker and methods to use.	<b>K4</b>
CO5	Photoshop, Images and Animation	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. M. MARIMUTHU**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCC1AC2P	Allied - II	4	3	20	80	100
Course Title		PC Package - Practical					

SYLLABUS		
Unit	Contents	Hours
I	Creating personal letters – Official letters – circulars – templates – Use of Wizards –Resumes – Preparation of Bio-data – Creating Greetings – Clip Art – Bullets and Numbering – Insertion of charts and diagrams – Tables – Mail merge.	12
II	Entering information in worksheet - Sum functions – Align data cells – Changing column width and row height – Pay bill – mark sheet – Electricity bill – Pay slip – PowerPoint – Simple presentations – creating slide show – animation – inserting and deleting slides.	12
III	Creation of relationships – Creating tables through design view – Database for salary, Mark Sheet, Inventory, Form creation.	12
IV	Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column – Indent.	12
V	Saving and loading custom settings – Creating new file – Use of painting tools – Copying and pasting selections – Moving selections – Grow and similar command – Editing Points – Use of Colour Balance Dialogue box.	12
VI	<b>Current Trends (For CIA only)</b> – Recent developments in MS Word, Excel and Power Point	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	On successful completion of the course, the students will acquire skill on:	K1
CO2	Creating and Editing Word Documents and Saving, opening, closing and protecting documents; and Mail Merge.	K2
CO3	Creating work sheet and Charts, formula applications, and PPT	K3
CO4	MS Access, Database, Relationship, Query, Forms, Reports and Macros	K4
CO5	Page maker and methods to use	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3		3	3	2		3	2.6
CO2	3		2	2		3	3	2		2	2.5
CO3		3	2	2		1	3	3		2	2.6
CO4	3			3	2		3	3	3	2	2.4
CO5		3		2	2		2	2	2	3	2.5
Mean Overall Score											2.54
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: DR. HABEEBUR RAHMAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>II</b>	24UCC2CC3	Core - III	5	5	25	75	100

<b>Course Title</b>	<b>Management Concepts</b>
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<b>SYLLABUS</b>		
<b>Unit</b>	<b>Contents</b>	<b>Hours</b>
<b>I</b>	Management- Definition-Nature, Scope, Functions and Levels of Management- Art, Science and Profession-Functions of Managers - Development of Management Thought-Contributions by F.W.Taylor, Henry Fayol and Others.	<b>12</b>
<b>II</b>	Planning - Classification- Objectives- Characteristics- Steps- Process- Types-Methods-Advantages-Limitations, Decision Making- Policies.	<b>12</b>
<b>III</b>	Organization and Structure- Types-Supervision and Span of Control- Departmentation-Organisation Charts-Authority and Responsibility-Delegation and Decentralization	<b>12</b>
<b>IV</b>	Motivation-Types-Theories- Maslow, Herzberg, Mc Gregor and Others – Communication-Principles-Types and Barriers of Communication	<b>12</b>
<b>V</b>	Leadership - Functions- Styles - Theories- Coordination-Features-Types and Techniques-Control -Process-Effective Control System-Techniques of Control.	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Globalization-Development of Environment-Ethics and Social Responsibility-Multicultural Effectiveness- Challenges in Modern Leadership-Time Management-Increasing Team Spirit	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. L.M.Prasad, Principles and Practice of Management -Sultan Chand and Company 2. K.Sundar, Principles of Management- Vijay Nicole Imprints Private Limited Chennai
<b>Reference Book(s):</b>
1. Fred Luthans , Organisational Behaviour - Mcgraw Hill New York 2. Louis A.Allen Management And Organisation - Mcgraw Hill Tokyo 3. Weihrich And Koontz Et.Al Essentials of Manangement –Tata Mcgraw Hill New Delhi.
<b>Web Resource(s):</b>
1. <a href="https://hr.psu.edu/current-employee/learn-perform/leadership-foundations/mgmt-concepts">https://hr.psu.edu/current-employee/learn-perform/leadership-foundations/mgmt-concepts</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	To Understand the Evolution and theory of Management,	<b>K1</b>
CO2	To develop the students to take decisions in various fields.	<b>K2</b>
CO3	To get a knowledge about various organization structure and its responsibility	<b>K3</b>
CO4	To develop the flow of communication among the people,	<b>K4</b>
CO5	To examine and practice the suitable leadership pattern in organization	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. G. HADI MOHAMED**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>II</b>	24UCC2CC4	Core – IV	4	4	25	75	100

<b>Course Title</b>	<b>Business Tools for Decision Making</b>
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SYLLABUS		
Unit	Contents	Hours
<b>I</b>	Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and Pie diagrams – Graphs of one and two variables – Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean	<b>12</b>
<b>II</b>	Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation -Measurement of Skewness.	<b>12</b>
<b>III</b>	Simple correlation – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation –Concurrent deviation method - Regression analysis – Simple regression –Regression equations.	<b>12</b>
<b>IV</b>	Components – Methods – Semi average – Moving average - Method of least square –Interpolation – Meaning, Uses, Assumptions – Problems in Newton’s method only.	<b>12</b>
<b>V</b>	Price index numbers – unweighted and weighted – Tests in index numbers (Problems in Timeand factor reversal tests only) - Cost of living index number – Aggregate expenditure method –Family budget method.	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only) – Kurtosis</b>	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. Elements of Statistics by S.P. Gupta – Sultan Chand & Sons 2. Tools and Decision making by SL Aggarwal and SL Bharadwaj, Kalyani Publishers
<b>Reference Book(s):</b>
1. Business Statistics by PA. Navanitham, Jai Publications, Trichy. 2. Elements of Practical Statistics by S.K. Kappor – Oxford and IBHP Publishing Company
<b>Web Resource(s):</b>
1. <a href="https://startupstash.com/decision-making-tools-for-businesses/">https://startupstash.com/decision-making-tools-for-businesses/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Basics in statistics, Classification, Tabulation and Measure of central tendency	<b>K1</b>
CO2	Measures of Dispersion and Skewness	<b>K2</b>
CO3	Simple correlation and regression	<b>K3</b>
CO4	Time series and interpolation	<b>K4</b>
CO5	Index numbers	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. S. RIZVAN AHAMED**

Semester	Course code	Course Category	Hours Week	Credits	Marks for Evaluation		
					CIA	ESE	TOTAL
II	24UCC2AC3	ALLIED - III	4	3	25	75	100
Course Title		BUSINESS ENVIRONMENT					

Syllabus		
Unit	Contents	Hours
I	<b>Introduction To Business Environment:</b> Definition-Scope- <b>*Features*</b> -Types: Micro Environment – Macro Environment-Natural Environment: Components Of Natural Environment.	9
II	<b>Economic Environment:</b> Characteristics- <b>*Five Year Planning*</b> -Liberalization: Advantages – Disadvantages- Globalization: Impact of Globalization in India.	9
III	<b>Environmental Analysis:</b> Meaning – Process – Importance – Limitations – Environmental Techniques: SWOT Analysis – ETOP Analysis – QUEST Analysis – <b>*NITI Aayog*</b> .	9
IV	<b>Social Environment:</b> Social Attitude – Joint Family System – Types of Social Organization. Culture Environment: Elements – <b>*Characteristics*</b>	9
V	<b>Political Environment:</b> Government and Business Relationship in India- Corporate Governance-Global Environment: <b>*Determination of FDI*</b> -Concept of MNC.	9

**\*.....\* Self - Study**

<b>Text Book(s):</b>
1. Dr.V.C. Sinha Business Environment, SBPD Publishing House, Agra, 2022
2. Dr. Amit Kumar, Business Environment, Sahitya Bhavan Publication, Agra.
3. Dr.C.B.Gupta, Business Environment, Sultan Chand & Sons, New Delhi, 2022.
<b>Reference Book(s):</b>
1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, 2022.
2. Dr.S.Sankaran, Business Environment, Margam Publications, Chennai 2022
3. Justin Paul, Business Environment: Tata McGraw-Hill Publishing, Co. Ltd. 2018.
<b>Web Resources(s):</b>
1. <a href="http://pestleanalysis.com/what-is-pestle-analysis/">http://pestleanalysis.com/what-is-pestle-analysis/</a>
2. <a href="http://www.vedantu.com/commerce/economic-environment">http://www.vedantu.com/commerce/economic-environment</a>



<b>Course Outcomes</b>		
Upon Successful Completion of this Course, the Student will be able to		
<b>Co No</b>	<b>CO Statement</b>	<b>Cognitive level (K-Level)</b>
CO 1	Identify and evaluate the complexities of business environment and their impact on the business.	<b>K1</b>
CO 2	To have a critical study of liberalization, privatization and globalization.	<b>K2</b>
CO 3	Analyse the relationships between Government and business and understand the political, economic, legal and social policies of the country.	<b>K3</b>
CO 4	Analyse the environment of a business from the legal 1 & regulatory, macroeconomic, cultural, political, technological and natural perspectives.	<b>K4</b>
CO 5	Gain knowledge about the operation of different institutions in international business environment.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2.6</b>
<b>CO2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2.5</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2.6</b>
<b>CO4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2.4</b>
<b>CO5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course coordinator: Dr. G. HADI MOHAMED**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24UCC2AC4	ALLIED – IV	3	3	25	75	100
<b>Course Title</b>		<b>PRINCIPLES OF INSURANCE</b>					

SYLLABUS		
Unit	Contents	Hours
I	Risk: Meaning and Definition– Types of Risks– Actual and Consequential Losses – Management of Risks – Loss Minimization Techniques - Insurance: Meaning and Definition – Role of Insurance in Economy - <b>*Nature*</b> – Classification of Insurance	9
II	Insurance Agent: Meaning and Definition - Procedure for becoming an agent- Pre-requisites for obtaining a license - Duration of license, cancelation of license - Revocation /Termination of agent appointment - <b>*Code of conduct, unfair practices*</b> .	9
III	Life Insurance: Meaning - Importance - Principles of Life Insurance - Life insurance products – Procedure for taking Life Insurance – <b>*Methods of Premium Calculation*</b> .	9
IV	General Insurance: Fire Insurance – Types – Procedures for taking Fire Insurance Policy - Marine Insurance – Types - Motor Insurance – <b>*Burglary Insurance*</b> – Health Insurance - Travel Insurance – Commercial Insurance.	9
V	Maturity Claims on Survival Benefits - Death Claims - Claim Concession Presumption of Death - Accident Benefit Options - Settlement Options - Valuation and Surplus – Reinsurance - Exchange Control Regulations - <b>*Consumer Protection Act 2019*</b> – Ombudsman - IRDAI Regulations.	9
VI	<b>Current Trends (For CIA only)</b> – Recent trends in Insurance Industry: Emergence of Digital Insurance – Big Data – Uses - Predictive Analytics –IoT in Insurance Industry.	

**\*.....\* Self Study**

<b>Text Book(s):</b>
1. Neeti Gupta, Abha Chopra – Principles of Insurance, Kalyani Publishers 2018
2.MN Mishra, SB Mishra- Insurance: Principles and Practice, S Chand Publishing; 22 <sup>nd</sup> edition, 2016
3.Dr. A. Murthy - Principles and Practice of Insurance, Margham Publications, 2013
<b>Reference Book(s):</b>
1. Dr. (Ku.) Shakti Prathaban, Dr. N.P. Dwivedi - Principles of Insurance, Himalaya Publishing House, Mumbai, 2017
2.Prof. D. Chennappa, Dr. V. Padmavathi - Principles of Insurance, Professional Books Publisher, Delhi, 2017
3.J Alfred Eke – The Elements of Insurance: A Guide to the Principles and Practice of Accident, Fire, Marine and Life Insurance, Palala Press, 2018
<b>Web Resource(s):</b>
1. <a href="https://byjus.com/commerce/types-of-insurance/">https://byjus.com/commerce/types-of-insurance/</a>
2. <a href="https://edurev.in/studytube/Role-of-Insurance-in-Economic-Development-Insuranc/4abb6c86-60e3-496b-90e9-1dab80158539_t">https://edurev.in/studytube/Role-of-Insurance-in-Economic-Development-Insuranc/4abb6c86-60e3-496b-90e9-1dab80158539_t</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Equip the knowledge and skills necessary to understand the basics of insurance and how to apply it in the real world.	<b>K1</b>
CO2	Understand how insurance is regulated, as well as the various regulations that are in place to protect individuals, businesses, and the public from insurance fraud and other unethical practices.	<b>K2</b>
CO3	Compute insurance premiums, explain the different types of insurance, and identify the various elements of an insurance policy.	<b>K3</b>
CO4	Analyse insurance claims, identify risks, and recommend policies to protect the interests of their clients.	<b>K4</b>
CO5	Evaluate the various types of insurance coverage available and how they can be used to provide protection for a variety of needs.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	2	3	3	2	3	3	2	<b>2.7</b>
<b>CO2</b>	3	3	2	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO3</b>	3	3	3	3	2	3	2	3	2	2	<b>2.6</b>
<b>CO4</b>	2	3	3	3	2	3	2	2	2	3	<b>2.5</b>
<b>CO5</b>	3	3	2	3	2	3	3	3	2	3	<b>2.7</b>
<b>Mean Overall Score</b>											<b>2.66</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5 High	High

**Course Coordinator: Dr. M.H.N. BADHUSHA**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UCC3CC5	Core – V	4	4	25	75	100

Course Title	FINANCIAL ACCOUNTING
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SYLLABUS		
Unit	Contents	Hours
I	<b>BRANCH AND DEPARTMENTAL ACCOUNTS</b> Branch accounts - (Excluding foreign branches) – Departmental accounts.	12
II	<b>ROYALTY ACCOUNTS AND INSOLVENCY ACCOUNTS</b> Self-Balancing and Sectional Balancing ledgers – Royalty Account- Insolvency accounts – statement of affairs – insolvency of individual only.	12
III	<b>PARTNERSHIP ACCOUNTS ELEMENTARY:</b> Partnership - Meaning, Partnership Deed, Capital Accounts. Accounting Treatment - Distribution of Profits-Partner- P&L Appropriation Account- Capital Accounts of partners – Fixed– Fluctuating- Past Adjustment and guarantee.	12
IV	<b>ACCOUNTING TREATMENT FOR PARTNERSHIP ADMISSION:</b> Admission of Partner, Calculation of Profit-sharing ratio, Revaluation of assets and liabilities, Treatment of Goodwill- Adjustments in Partners’ capital Accounts, Revaluation of Assets and Liabilities, Accumulated Profits and Losses, Partner’s Capital Accounts and Balance	12
V	<b>ACCOUNTING TREATMENT FOR PARTNERSHIP RETIREMENT:</b> Retirement of a Partner, calculation of Gaining ratio, Treatment of goodwill, Revaluation of assets and liabilities, Accumulated reserves and profits, Adjustments regarding partner’s Capital Account, Calculation of profit up to the date of death of a partner. Preparation of Capital Accounts and Balance Sheet.	12
VI	<b>Current Trends (For CIA only)</b> – Social accounting: meaning-need-objective-limitation	

\*.....\* Self - Study

<b>Text Book(s):</b>
1. R.L. Gupta and Others: “Advanced Accountancy”, Sultan Chand Sons, New Delhi. 2. S.P. Jain and K.L. Narang: “Advanced Accounting”, Kalyani Publishers, New Delhi. 3. R.S.N. Pillai, Bagavathi, S. Uma: “Advanced Accounting”, S.Chand & Co, New Delhi. 4. M.C. Shukla: “Advanced Accounts” S. Chand and Co., New Delhi. 5. Mukerjee and Haneef “Modern Accountancy”, Tata McGraw Hill, Delhi.
<b>Reference Book(s):</b>
1. T.S. Reddy and A.Murthy, “Financial Accounting” Margham Publications, Chennai. 2. Dr.S.N.Maheswari, “Financial Accounting”, Vikas Publishing House, New Delhi. 3. Grewal and Shukla, “Advanced Accounting”, S.Chand Publishers, New Delhi 4. Financial Accounting by R.L. Gupta & V.K. Gupta, , edition 2017, Sultan Chand & Sons, New Delhi. 5. Introduction to Accounting by P.C. Tulasian, Pearson Editions.
<b>Web Resource(s):</b>
1. <a href="https://www.investopedia.com/ask/answers/041015/how-does-financial-accounting-differ-managerial-accounting.asp">https://www.investopedia.com/ask/answers/041015/how-does-financial-accounting-differ-managerial-accounting.asp</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Students are familiarized with branch accounts and departmental accounts	<b>K1</b>
CO2	Become knowledgeable on self-balancing and sectional balancing ledgers and royalty account.	<b>K2</b>
CO3	Trained to handle the Insolvency accounts and statement of affairs	<b>K3</b>
CO4	Students are aware about partnership accounts and various Accounting Treatments.	<b>K4</b>
CO5	Students can familiar with accounts for Admission of Partner, Partner's Capital Accounts and Balance Sheet.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. Y. RAZEETH KHAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UCC3CC6	Core – VI	3	3	25	75	100

<b>Course Title</b>	<b>INTERNET AND WEB APPLICATIONS</b>
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SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO INTERNET:</b> A brief History of Internet – Use of Internet – Connection to the Internet – web pages – Web Pages come from the web server – Web sites – The normal Modem – ISDN, ADSL, CABLE Modems – Introduction to Bluetooth and WiFi.	12
II	<b>INTERNET SERVICE PROVIDER:</b> Dialer Programs and Internet Programs – Internet Explorer – Netscape – Netscape navigation – Animation – Frames: Several Web pages at one – Several windows simultaneously – Printing.	12
III	<b>INTERNET BASICS:</b> Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet. E-mail and voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.	12
IV	<b>INTRODUCTION TO HTML:</b> HTML Code for Web Page – HTML Tags - Web Page Basics – Display a Web Page in a Web Browser – Format texts – Font Style and sizes – Lists – Ordered Lists – Unordered Lists – Image – Add an image – Background Image – Horizontal Rule	12
V	<b>INTRODUCTION TO HTML TABLE:</b> <TABLE> - <TH> - <TD> - <TR> - Cell Padding – Cell Spacing – Table Borders. Introduction to XML: Creating Basic XML Program – XML Vs HTML – Advantages and Disadvantages of XML – XML Parser.	12
VI	<b>Current Trends (For CIA only)</b> – Uses and issues of Internet and usage of internet in India	

\*.....\* Self - Study

<b>Text Book(s):</b>
1. Paul E. Hoffman, “The Internet Instance Reference” BPB Publications 2. Alexis Leon Mathews, Leon Tech world, “Internet for Everyone” UBS Publications 3. S. Aarathi, “Internet Programming and Web Design” Kalaikathir Achagam 4. “Internet and E-mail” Yatin Publications, Delhi 5. Internet Complete” BPB Publications.
<b>Reference Book(s):</b>
1. Alexis Leon & Mathews Leon, “Internet for Everyone”, Leon Tech World, Chennai. 2. Eric Kramer, “HTML”. 3. Kamallesh N. Agarwala, Amit Lal & Deeksha Agarwala, “Business of the net”. 4. John Zabour, Jeff Foust & David Kerven, “HTML 4 HOW-TO”. 5. Xavior C, World Wide Web Design with HTML, Tata McGraw Hill Publisher
<b>Web Resource(s):</b>
1. <a href="https://novapublishers.com/product-category/series/internet-theory-technology-and-applications/">https://novapublishers.com/product-category/series/internet-theory-technology-and-applications/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Working on internet, Bluetooth and WiFi.	<b>K1</b>
CO2	Internet Service Provider, Internet Explorer, and Several Web pages	<b>K2</b>
CO3	Applications of Internet, internet protocols, E-mail and voice mail	<b>K3</b>
CO4	HTML, Web Browser and Lists	<b>K4</b>
CO5	HTML Table and XML	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	2.6
<b>CO2</b>	3		2	2		3	3	2		2	2.5
<b>CO3</b>		3	2	2		1	3	3		2	2.6
<b>CO4</b>	3			3	2		3	3	3	2	2.4
<b>CO5</b>		3		2	2		2	2	2	3	2.5
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. M.H.N. BADHUSHA**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>III</b>	24UCC3AC5	Allied – V	3	3	25	75	100
<b>Course Title</b>		<b>BUSINESS LAW</b>					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>MERCANTILE LAW:</b> Introduction – Definition and Scope of Mercantile law – Sources of Mercantile Law – Contracts – Nature, Kinds and requisites for Valid contracts – Contingent Contract – Quasi Contract – Void agreements.	<b>12</b>
<b>II</b>	<b>CONTRACT:</b> Performance of a Contract – Discharge of a contract - Remedies for breach including Specific Performance.	<b>12</b>
<b>III</b>	<b>AGENCY:</b> Indemnity and Guarantee – Bailment and pledge – Agency- Creation of Agency – Classification of Agents, Powers and Duties of Agent and Principal – Termination of Agency.	<b>12</b>
<b>IV</b>	<b>LAW OF SALE OF GOODS:</b> Definition- Essentials of a Contract of Sale – Goods – Classification of Goods - Distinction between Sale and Agreement to sell – Document of Title to Goods – Rules Regarding delivery of goods – Acceptance of delivery – Rights of an unpaid seller – condition & warranty.	<b>12</b>
<b>V</b>	<b>LAW OF NEGOTIABLE INSTRUMENTS:</b> Law of Negotiable Instruments (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.)	<b>12</b>
<b>VI</b>	<b>Current Trends (For CIA only) – CURRENT CONTOURS (For Continuous Internal Assessment Only):</b> Cyber Laws- Information Technology Act 2000. Recent Trends in Business Laws Recent amendments in Contract Act - Case studies	

\*.....\* Self - Study

<b>Text Book(s):</b>
Mercantile law by M.C. Shukla – S. Chand & Company, New Delhi. 2. Business law by N.D.Kapoor – S. Chand & Sons, New Delhi. 3. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai
<b>Reference Book(s):</b>
1.Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai 2.Dynamic Business Law Nancy Kubasek and M. Neil Browne and Daniel Herron and Lucien , 5 th edition MC Graw Hill 3.Essentials of Business Law Student Edition, Anthony Liuzzo, MC Graw Hill
<b>Web Resource(s):</b>
1. <a href="https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-cheeseman-in-2022-1105141196033462626/">https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-cheeseman-in-2022-1105141196033462626/</a> 2. Business Law I Essentials - Open Textbook Library (umn.edu) 3. The Information Technology Act, 2000 Legislative Department   Ministry of Law and Justice   GoI 4. The Information Technology Act, 2000(3).pdf (meity.gov.in)



<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Knowledge about the basics of Law and to know about the meaning of contract.	K1
CO2	Knowledge about the Principle and Practices of law relating to contract.	K2
CO3	Knowledge about the law relating to Bailment, pledge and Contract of Agency	K3
CO4	Knowledge about the different aspects and the rules and regulations connected with Sale of Goods Act	K4
CO5	Knowledge about the basics law pertaining to Negotiable Instruments, cyber-crime and the law relating to Information Technology	K5

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. Y. RAZEETH KHAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UCC3AC6	Allied-VI	4	3	25	75	100
Course Title		INDIAN ECONOMY					

SYLLABUS		
Unit	Contents	Hours
I	<b>Indian Economy:</b> Meaning and Characteristics. Economic Development: Meaning and Factors - <b>*India's Economic Resilience and Growth Drivers*</b> - Unemployment and Poverty in India: Meaning, Causes and Measures taken by the Government. Highlights of PURA (Vision 2020) and Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGP)	12
II	<b>Sectoral Composition of Indian Economy:</b> Agricultural Sector: Agricultural Issues, Policies and Institutional Reforms -Terms of Trade between Agriculture and Industry. Industrial Sector: Industrial Policy - Public Sector Enterprises and their performance - <b>*Privatisation and Disinvestment debate*</b> . Highlights of Make in India 2.0 and Production Linked Incentive (PLI) schemes.	12
III	<b>Policy Regimes:</b> Economic Planning in India: Highlights of the Five Year Plans(FYPs) - <b>*Planning Commission Vs. NITI Aayog - Sustainable Development Goals*</b> - Indian Economic Policies: Monetary Policy, Fiscal Policy: Meaning, Types and Tools. Reforms for New India (SabkaSaath and SabkaVikaas).	12
IV	<b>Infrastructure and National Income:</b> Infrastructure: Types, Vision and Approaches of the Government to Infrastructure Development in India. National Income: Concepts - Methods of computation. Inflation and Deflation: Types - Causes - <b>*Inflation and Interest rates - Repo Rate*</b> - Highlights of PM Gati Shakti.	12
V	<b>External Sectors in India:</b> India's Foreign Trade: Volume, Composition and Direction - <b>*Balance of Trade (BOT) Vs Balance of Payment (BOP)*</b> - New Exchange Rate Regime: Partial and full Convertibility, Capital Account Convertibility - Bilateral and Multilateral Trade Agreements and Associations - Highlights of Export Credit Guarantee Corporation (ECGC) Scheme.	12
VI	<b>Current Trends (For CIA only) – Recent Policies:</b> Ayushman Bharat–Health and Wellness Centres (AB-HWCs), Pradhan MantriKaushalVikasYojana (PMKVY)	

**\*.....\* Self Study**

<b>Text Book(s):</b>
1. Dr.S. Sankaran – Indian Economy, Margham Publication, 2019.
2. IC Dhingra, Indian Economy, Sultan Chand & Sons, 2014.
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company,2018.
<b>Reference Book(s):</b>
1. A N Agarwal and Agarwal MK, Indian Economy, New Age International Publishers, New Delhi, 2020.
2. Uma Kapila (ed), “Indian Economy since Independence”, Relevant articles
3.Sankar Ganesh Karupiah, Indian economy, Key concepts, 5th edition 2017.

<b>Web Resource(s):</b>
1. <a href="http://www.yourarticlelibrary.com/economics/indian-economy/poverty-in-india-concept-measures-and-magnitude-of-poverty-in-india/39202">http://www.yourarticlelibrary.com/economics/indian-economy/poverty-in-india-concept-measures-and-magnitude-of-poverty-in-india/39202</a>
2. <a href="https://niti.gov.in/content/objectives">https://niti.gov.in/content/objectives</a>
3. <a href="https://www.toppr.com/guides/business-economics-cs/overview-of-indian-economy/basic-characteristics-of-the-indian-economy/">https://www.toppr.com/guides/business-economics-cs/overview-of-indian-economy/basic-characteristics-of-the-indian-economy/</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Understand and useful for increasing the general awareness of students on issues affecting the Indian Economy	<b>K1</b>
CO2	helps in developing understanding of the students related to different sectors of Indian Economy	<b>K2</b>
CO3	Comprehension of the planning and impact of New Economic Reforms on the Indian Economy	<b>K3</b>
CO4	Understand about role of infrastructure and methods of computation of national income.	<b>K4</b>
CO5	Analyse and Appraise the Trends in India's Foreign trade and balance of payments	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcome s (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO 5</b>	
<b>CO1</b>	3	2	3	2	1	3	3	2	3	1	2.3
<b>CO2</b>	2	2	3	2	1	3	3	2	3	2	2.3
<b>CO3</b>	3	2	3	2	-	3	3	2	2	1	2.1
<b>CO4</b>	3	3	2	2	1	3	3	2	2	2	2.3
<b>CO5</b>	1	3	3	1	1	3	3	2	2	1	2.0
<b>Mean Overall Score</b>											<b>2.2</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. N. MOHAMED SIDDIQ**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
<b>III</b>	24UCC3GE1	<b>GENERIC ELECTIVE - I</b>	2	2	-	100	100
<b>Course Title</b>		<b>PRINCIPLES OF MARKETING</b>					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	Introduction to Marketing: Market – Meaning and Definition – Classification– Marketing – Definition – Features– Functions –Modern Marketing Concept.	<b>6</b>
<b>II</b>	Marketing Mix and Process: Marketing Mix – Meaning – Definition – Elements – New Product Planning and Development – Product Life Cycle (PLC) – New Product Development Strategy – Reasons for Failure of a New Product.	<b>6</b>
<b>III</b>	Pricing: Objectives – Pricing Policy – Factors Influencing Pricing – Methods of Pricing.	<b>6</b>
<b>IV</b>	Promotion: Meaning and Objectives – Promotional Strategy – Personal Selling – Advertisement – Channels of Distribution - Importance -Types of Distribution Channels - Influencing Factors– Functions	<b>6</b>
<b>V</b>	Recent Trends in Marketing: Telemarketing – E-Marketing – Digital Marketing – Need and Importance – Social Media – Green Marketing.	<b>6</b>

\*.....\* Self - Study

<b>Text Book(s):</b>
1. .R.S.N. Pillai&Bagavathi – Modern Marketing: Principles and Practices, S. Chand Publishing, New Delhi,2018
<b>Reference Book(s):</b>
1. Dr. N. Rajan Nair; Sanjith R. Nair – Marketing, Sultan Chand & Sons, New Delhi, 2017. 2.Philip Kotler; Garry Armstrong – Principles of Marketing, Pearson Education, 12 <sup>th</sup> Edition, 2007.
<b>Web Resource(s):</b>
1. <a href="http://repository.uaeh.edu.mx/LECT170">http://repository.uaeh.edu.mx/LECT170</a> 2. <a href="https://swayam.gov.in/nd2_imb19_mg11/preview">https://swayam.gov.in/nd2_imb19_mg11/preview</a> 3. <a href="https://business.adobe.com/blog/the-latest/top-10-marketing-trends-2022">https://business.adobe.com/blog/the-latest/top-10-marketing-trends-2022</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Understand the various types of market and the terminologies and concept of modern marketing	<b>K1</b>
CO2	Acquire knowledge about marketing mix and its components of the	<b>K2</b>
CO3	Develop conceptual knowledge and skill in creating a market for a successful product	<b>K3</b>
CO4	Identify the barriers at various elements of the marketing mix and to devise suitable strategies to overcome them	<b>K4</b>
CO5	Evaluate the influence of Information Technology and estimate the future trends	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	2	3	2	3	3	2	3	1	<b>2.4</b>
<b>CO2</b>	3	2	3	3	3	2	2	3	3	3	<b>2.7</b>
<b>CO3</b>	2	3	2	2	2	2	3	2	3	2	<b>2.3</b>
<b>CO4</b>	3	2	2	2	3	3	2	3	3	2	<b>2.5</b>
<b>CO5</b>	3	3	3	3	3	2	2	3	3	2	<b>2.7</b>
<b>Mean Overall Score</b>											<b>2.52</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5 High	High

**Course Coordinator: Dr. S. Mohamed Mohideen**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	24UCC4CC7	Core – VII	4	4	25	75	100
<b>Course Title</b>		<b>COST ACCOUNTING</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>COST ACCOUNTING:</b> Definition, nature and scope of cost accounting cost concepts - classification - objectives and advantages -demerits of cost accounting methods and techniques – cost unit cost centres- cost sheet.	12
II	<b>MATERIALS COST:</b> Purchase procedure - stores procedure - receipt and issue of materials - storage organization and layout - Inventory control levels of stock, perpetual inventory. ABC Analysis, EOQ Stores ledger - pricing of material issues, FIFO, LIFO, Simple Average & Weighted Average.	12
III	<b>LABOUR COST:</b> Time keeping and time booking - methods of remuneration and incentive schemes - overtime and idle time - labour turnover - types - causes and remedies.	12
IV	<b>OVERHEADS:</b> Classification, allocation, apportionment, absorption – recovery rates - Over & Under absorption - cost sheet and cost reconciliation statement.	12
V	Job costing, Contract costing, Process costing (Normal loss, Abnormal loss and gains only) - operating costing	12
VI	<b>Current Trends *(For CIA only) –</b>	

\*.....\* Self - Study (Problem 80 %, Theory 20 %)

<b>Text Book(s):</b>
1. Cost Accounting by Jain and Narang - Kalyani Publishers, Chennai 2. Cost Accounting by S.P. Iyengar - Sultan Chand & Sons, New Delhi. 3. Cost Accounting 2.e by A. Murthy and S. Gurusamy - Vijay Nicole Imprints (P) Ltd, Chennai 4. Cost Accounting by Bhagwathi and Pillai - Sultan Chand & Sons, New Delhi.
<b>Reference Book(s):</b>
1. Cost Accounting by S.N. Maheswari - Sultan Chand & Sons, New Delhi. 2. Cost Accounting by Dr. R. Ramachandran & Dr. R. Srinivasan, Sri Ram Publication, Trichy. 3. Fundamental of cost accounting by DR NARISIS-Atlantic publication New Delhi.
<b>Web Resource(s):</b>
1. <a href="https://www.accountingtools.com/articles/accounting-cost-definition-and-usage.html">https://www.accountingtools.com/articles/accounting-cost-definition-and-usage.html</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Learners are explained how accounts are maintained in cost a/c. and how to record various costing transactions.	<b>K1</b>
CO2	Learner got insight as to where contract costing is applied, steps in contract costing, and profit is ascertained of complete & incomplete contract.	<b>K2</b>
CO3	Learner understood of Process costing is applicable and to ascertain cost at each stage of process; valuation of abnormal gain & abnormal loss	<b>K3</b>
CO4	Learner understood of meaning, application of Marginal costing towards Break even analysis, P/V ratio used in Managerial decision.	<b>K4</b>
CO5	Learner got understanding of standard cost and its types, process, and types of variances through application used for Managerial decisions	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	2.6
<b>CO2</b>	3		2	2		3	3	2		2	2.5
<b>CO3</b>		3	2	2		1	3	3		2	2.6
<b>CO4</b>	3			3	2		3	3	3	2	2.4
<b>CO5</b>		3		2	2		2	2	2	3	2.5
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. M. SHAHID AHMED**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	24UCC4CC8P	Core – VIII	4	4	20	80	100
<b>Course Title</b>		<b>INTERNET AND WEB APPLICATIONS - PRACTICAL</b>					

SYLLABUS		
Unit	Contents	Hours
I	E-mail address – creation – browsing – search engines –downloads	12
II	Visiting business places, libraries, Railway and Airline reservation, online chatting	12
III	HTML tags – Introduction and Tables	12
IV	Forms and Lists – two types	12
V	Web page designing – College web page application– Tour spot – Page design E.Commerce Purchase applications page	12
VI	<b>Current Trends (For CIA only) – Web page designing for your college</b>	

\*.....\* Self - Study

<b>Text Book(s):</b>
1. Mastering Visual Basic 6 – BPB Publications, New Delhi.
<b>Reference Book(s):</b>
1. Mohammed Azam, Programming with Visual basic 6.0 – Vikas Publishing House
<b>Web Resource(s):</b>
1. <a href="https://durhamcollege.ca/programs-and-courses/suspended/wdia">https://durhamcollege.ca/programs-and-courses/suspended/wdia</a>
2. <a href="https://www.frontiersin.org/articles/10.3389/friot.2022.912388/full">https://www.frontiersin.org/articles/10.3389/friot.2022.912388/full</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Creating, browsing and downloading e.mail	K1
CO2	Working on web page of business places, Railway and Airline reservation, and online chatting	K2
CO3	Applications of Internet, internet protocols, E-mail and voice mail	K3
CO4	Practice on HTML, Web Browser and Lists	K4
CO5	HTML Table and XML	K5



**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3		3	3	2		3	2.6
CO2	3		2	2		3	3	2		2	2.5
CO3		3	2	2		1	3	3		2	2.6
CO4	3			3	2		3	3	3	2	2.4
CO5		3		2	2		2	2	2	3	2.5
Mean Overall Score											2.54
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: DR. G.PASUPATHI**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	24UCC4AC7	Allied – VII	4	3	25	75	100

Course Title	<b>BANKING THEORY LAW AND PRACTICE</b>
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SYLLABUS		
Unit	Contents	Hours
I	<b>BANKER AND CUSTOMER:</b> Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.	12
II	<b>TYPES OF SAVING ACCOUNTS:</b> Operations of Bank Accounts – Fixed Deposits – Fixed Deposit Receipt and it's implications – Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme.	12
III	<b>TYPES OF CUSTOMERS:</b> Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics – Drunkards – Joint Stock Companies – Non- Trading Associations – Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order.	12
IV	<b>PAYING AND COLLECTING BANKER:</b> Paying and collecting bankers – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.	12
V	<b>PASS BOOK AND CHEQUES:</b> Pass book and Issue of duplicate pass book – cheques - Definition of a cheque – requisites of a cheque – drawing of a cheque - types of cheque – alteration – marking – crossing –different forms of crossing and their significance – Endorsement loss of cheques in transit –legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.	12
VI	<b>Current Trends (For CIA only) –</b>	

\*.....\* Self - Study

<b>Text Book(s):</b>
1.Sundaram and Varshney,“Banking Theory, Law & Practice” Sultan Chand Company, New Delhi 2. S.M. Sundaram“Banking Theory, Law & Practice” Sri Meenaksi Publications, Karaikudi 3. M.Kumar, Srinivasa,” Banking” New Central Book Agency

<b>Reference Book(s):</b> ACCOUNTING AND MANAGERMENTS	
1. M.S. Ramasamy, "Tanna's Banking Law & Practice in India" Sultan Chand Company, New Delhi. 2. E. Gordon and N. Natarajan "Banking Theory, Law & Practice" Himalaya Publication. 3. B. Santhanam, "Banking Theory, Law & Practice" Margham Publications, Chennai. r. J. Jayasankar, "Marketing," Margham Publications, Chennai.	
<b>Web Resource(s):</b>	
1. <a href="https://www.ngmc.org/wp-content/uploads/2019/06/BBA_18UBM412-BANKING-THEORY-LAW-PRACTICE.pdf">https://www.ngmc.org/wp-content/uploads/2019/06/BBA_18UBM412-BANKING-THEORY-LAW-PRACTICE.pdf</a>	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Elucidate the services rendered by banks	K1
CO2	Have an understanding about various types of accounts and savings schemes	K2
CO3	Generate information types of customers	K3
CO4	Analyse information about the rights, responsibilities and duties of paying and collecting banker	K4
CO5	Express opinions recent trends in Modern Banking.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3		3	3	2		3	2.6
CO2	3		2	2		3	3	2		2	2.5
CO3		3	2	2		1	3	3		2	2.6
CO4	3			3	2		3	3	3	2	2.4
CO5		3		2	2		2	2	2	3	2.5
Mean Overall Score											2.54
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. S.BASHEER AHAMED**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	24UCC4AC8	ALIED- VIII	4	3	25	75	100
Course Title		COMMERCIAL CORRESPONDENCE					

SYLLABUS		
Unit	Contents	Hours
I	Communication – Meaning – Importance – Objectives – Process – Types of Communication – Barriers of Communication – <b>*Characteristics of good Communication*</b>	9
II	Business Letters: Format - Enquires – offers – Quotations – Orders and their execution - <b>*Complaints and adjustments*</b> – Collection letters – Sales Letters.	9
III	Banking Correspondence – Insurance Correspondence – <b>*Agency Correspondence*</b> - Public relations letters.	9
IV	Secretarial Correspondence: Office memo, Notice – Agenda – Minutes – Resolutions – Circulars - Report Writing - Importance – <b>*Types of Reports*</b>	9
V	Job Applications – Resume – Interview – Objectives and techniques of various types of interview – Public speech – <b>*Characteristics of good Speech*</b>	9
VI	<b>Current Trends *(For CIA only) –</b> Import Trade Correspondence - Export Trade Correspondence – Communication with email messages*	

\*.....\* Self Study

<b>Text Book(s):</b>
1 R.S. Pillai & Bagavathi, Modern Commercial Correspondence, S.Chand & Co. Ltd, New Delhi. 2. Rao & Rao, Business Communications, Himalaya Publishing House, New Delhi 3. Rajendra Pal and Korlahalli.J.S, Essentials of Communication, 13 <sup>th</sup> Revised Edition, Sulthan Chand and Sons, New Delhi 4. Kapoor. A. N., Business Correspondence and Communication Skill, S.Chand & Co. Ltd, New Delhi
<b>Reference Book(s):</b>
1.Gupta. C.B., Business Communication, Sulthan chand and Sons, New Delhi 2020 2. Herta Murphy, Herbert Hildebrandt and Jane Thomos, Effective Business Communication, 7 <sup>th</sup> edition, Mc graw Hill Education, Noida, 2017 3.Ramesh, MS & C.C. Pattanshetti, Business Communication, R.Chand & Co, New Delhi

<b>Web Resource(s):</b>
1. <a href="https://swayam.gov.in/nd2_imbl9_mg14/preview">https://swayam.gov.in/nd2_imbl9_mg14/preview</a> 2. <a href="https://onlinebooks.library.upenn.edu">https://onlinebooks.library.upenn.edu</a> 3. <a href="https://open.umn.edu/opentextbooks/textboo">https://open.umn.edu/opentextbooks/textboo</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Describe the importance of Business Correspondence	<b>K1</b>
CO2	Understand the communication skill and exchange of ideas through business letters	<b>K2</b>
CO3	Apply the various methods of internal and external communications	<b>K3</b>
CO4	Analyze the emergence for reports writing in order to express the knowledge and reality of messages	<b>K4</b>
CO5	Access the effective response to Company Secretarial Correspondence	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	2	3	3	2	3	1	<b>2.6</b>
<b>CO2</b>	3	3	2	2	1	3	3	3	2	2	<b>2.4</b>
<b>CO3</b>	3	3	3	2	2	3	3	2	3	1	<b>2.5</b>
<b>CO4</b>	3	3	3	2	2	3	3	3	3	1	<b>2.6</b>
<b>CO5</b>	3	3	3	3	2	3	3	2	2	2	<b>2.6</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. Y. MOYDHEEN SHA**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	24UCC4GE2	Generic Elective - II	2	2	-	100	100
Course Title		STOCK MARKET PRACTICES					

SYLLABUS		
Unit	Contents	Hours
I	<b>Securities Market:</b> Securities & Securities Market – Meaning, Types and Regulatory Framework. Types of Risk. Primary Market – Meaning, Features and Types of Issue. Secondary Market-Meaning and Features.	6
II	<b>Listing in Securities Market:</b> Listing of Securities – Meaning – Categories of shares - Listing Procedures - Criteria for Listing - Advantages of Listing.	6
III	<b>Market Infrastructure Institutions (MIIs) and Market Intermediaries in Securities Market:</b> MIIs: Clearing Corporations; Stock Exchanges; Depositories(NSDL, CSDL). Market Intermediaries: Stock Brokers, Depository Participants, Merchant Bankers, Share and Transfer Agents, Registrars.	6
IV	<b>Investment in Securities Market:</b> Account Opening Process – Investment Process through Primary Market – Investment Process through Secondary Market - Basic Service Demat Account (BSDA) and Application Supported by Blocked Amount (ASBA).	6
V	<b>Stock Exchanges in India:</b> OTCEI: Meaning and Features -BSE Limited (BSE), National Stock Exchange of India Limited (NSE) and Metropolitan Stock Exchange of India Limited (MSE): Objectives, Features and Advantages – Security Market Indicators – Types of Indices – Sensex & NIFTY. SEBI Complaints Redress System (SCORES).	6

\*.....\* Self - Study

<b>Text Book(s):</b>
1. Gordon E. & Natarajan K., “Financial Markets and Institutions”, Himalaya Publishing House, Mumbai, 2023
2. C.B. Gopinath & Siji K., “Stock and Commodity Markets”, Vikas Publishing House Pvt. Ltd., New Delhi, 2016.
<b>Reference Book(s):</b>
1. Prasanna Chandra, “Investment Analysis and Portfolio Management”, Tata McGraw Hill, 2021
2. Dr. S. Gurusamy, “Essentials of Capital Markets”, Vijay Nicole Imprints Pvt. Ltd, 2019
3. Financial Markets – Dr. Saroj Kumar & Vipin Singh, Thakur Publishers, Chennai, 2021
<b>Web Resource(s):</b>
1. <a href="https://investor.sebi.gov.in/iematerial.html">https://investor.sebi.gov.in/iematerial.html</a>
2. <a href="https://www1.nseindia.com/invest/resources/download/Basics_of_finmkts.pdf">https://www1.nseindia.com/invest/resources/download/Basics_of_finmkts.pdf</a>
3. <a href="https://www.teachmint.com/tfile/studymaterial/directtradeworld/trading/basicofsharemarketpdf/a1b56ee3-2e6e-48e7-9b55-b65d1497969b">https://www.teachmint.com/tfile/studymaterial/directtradeworld/trading/basicofsharemarketpdf/a1b56ee3-2e6e-48e7-9b55-b65d1497969b</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Identify the types of stock exchanges and know the methods of trading in the stock exchanges.	<b>K1</b>
<b>CO2</b>	Describe the Stock Market trading activities individually.	<b>K2</b>
<b>CO3</b>	Discover the basic skills to operate in stock market and the ways to invest in it	<b>K3</b>
<b>CO4</b>	Draw inferences from the Stock Market Indices	<b>K4</b>
<b>CO5</b>	Choose an investment in the Securities Market.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	2		2	3	2	3	1	<b>2.1</b>
<b>CO2</b>	3	2	3	2		3	3	2	3	1	<b>2.2</b>
<b>CO3</b>	3	3	3	2			3	2	2	1	<b>1.9</b>
<b>CO4</b>	2	3	3	1	1	3	3	2	2	1	<b>2.1</b>
<b>CO5</b>	3	3	3	1	1	3	3	2	2	1	<b>2.2</b>
<b>Mean Overall Score</b>											<b>2.1</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. MEHATHAB SHERIFF**