

# Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3<sup>rd</sup> Cycle-3.64 CGPA)  
Dr. N.G.P. - Kalapatti Road, Coimbatore-641048, Tamil Nadu, India  
Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

## REGULATIONS 2022-23 for Under Graduate Programme (Outcome Based Education model with Choice Based Credit System)

### B.Com. Commerce with Information Technology

(For the students admitted during the academic year 2022-23 and onwards)

#### Programme: B.Com with Information Technology

#### Eligibility:

Candidates for admission to the first year of the Bachelor of Commerce (Information Technology) Degree Programme shall be required to have passed in the Higher Secondary Examinations conducted by the Government of Tamil Nadu in the relevant subjects or an Examination accepted as equivalent thereto by the Academic Council. Subject to such other conditions as may be prescribed there to are permitted to appear and qualify with any one of the following subjects: Accountancy/ Commerce / Computer Science / Statistics / Business Mathematics and wherever the students have not studied Accountancy, the necessary Accounts knowledge be imparted through Tutorial/ Bridge Course.

#### Programme Educational Objectives:

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. To demonstrate the business knowledge and apply that knowledge in problem solving.
2. To provide right skills, attitudes and values among the students by training them in practical situation in modern business organizations.
3. To understand the social and ethical dimensions in their chosen disciplinary areas.
4. To enable the students to carryout action-oriented researches in Commerce and Information Technology.
5. To enable the professional competence in the application of Information Technology (IT) in a globalised environment.
6. To understand the business implications with Information Technology.



**PROGRAMME OUTCOMES:**

On the successful completion of the program, the following are the expected outcomes.

PO Number	PO Statement
PO1	Apply accounting concept and methods to interpret financial statement for evaluating the financial position and performances of organization.
PO2	Design and develop software solutions for contemporary business environments by employing appropriate problem-solving strategies.
PO3	Develop the skills for web page creation, new system architecture and configuration of systems to find solutions to management issues.
PO4	Demonstrate quantitative and qualitative tools and methodologies to support organizational decision making.
PO5	Apply marketing concepts, management principles and entrepreneurial skills to emerge as successful professionals and businessman.





## Credit distribution Summary

For students admitted in AY 22-23 and onwards.

Credit distribution for all UG Programmes

Part	Subjects	No. of Papers	Credit	Semester No.
<b>I</b> (12 Credits)	Tamil / Hindi / French/Malayalam	4	4 x 3 = 12	I & IV
<b>II</b> (12 Credits)	English	4	4 x 3 = 12	I & IV
<b>III</b> (108 Credits)	Core (Credits 4)	15	15x4=60	I to VI
	Core (Credits 3)	02	2x3 = 06	I to VI
	Core (Credits 2)	02	2 X 2 = 04	I & II
	Inter Departmental Course (IDC)	4	4x4=16	I to IV
	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
	Skill Enhancement Course (SEC) (Embedded)	2	2 x 4 = 8	III to VI
	Industrial Training	1	2	V
<b>IV</b> (08 Credits)	Environmental Studies (AECC)	1	2	I
	Basic Tamil/Advance Tamil/Human Rights, & Women's Rights (AECC)	1	2	II
	Innovation & IPR/ Innovation, IPR & Entrepreneurship (AECC)	1	2	VI
	Generic Elective (GE)	2	2 x 1 =2	V
<b>V</b> (2 Credits)	NSS/NCC/YRC/RRC/Yoga/Sports	-	2	I - II
<b>TOTAL CREDITS</b>			<b>142</b>	



## CURRICULUM

## B.Com.IT PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part-I										
221TL1A1TA	Language-I	Tamil-I IKKALAILAKKIYAM	4	1	-	3	50	50	100	3
221TL1A1HA		Hindi-I MODERNLITERATURE								
221TL1A1MA		Malayalam-I MODERNLITERATURE								
221TL1A1FA		French-IGRAMMAR, TRANSLATION AND CIVILIZATION								
Part-II										
221EL1A1EA	Language-II	Professional English-I	4	-	1	3	50	50	100	3
Part-III										
225PA1A1CA	Core-I	Financial Accounting	5	1	-	3	50	50	100	4
225CI1A1CA	Core- II	Principles of Management	4	-	-	3	50	50	100	4
225CI1A1CP	Core Practical-I	Spreadsheet Applications-I	-	-	4	3	50	50	100	2
222MT1A1IA	IDC - I	Business Mathematics	4	-	-	3	50	50	100	4
Part-IV										
223MB1A1AA	AECC-I	Environmental Studies	2	-	-	-	50	-	50	2
Part-V										
225CI1A1XA	Extension Activity	NSS/NCC/YRC /RRC/Yoga/ Sports/Clubs	-	-	-	-	50	-	50	1
Total			23	2	5	-	-	-	700	23



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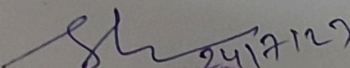


Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part-I										
221TL1A2TA	Language-I	Tamil-II IKKALAILAKKIYAM	4	1	-	3	50	50	100	3
221TL1A2HA		Hindi-II MODERNLITERATURE								
221TL1A2MA		Malayalam-II MODERNLITERATURE								
221TL1A2FA		French-II GRAMMAR, TRANSLATION AND CIVILIZATION								
Part-II										
221EL1A2EA	Language-II	Professional English-II	4	-	1	3	50	50	100	3
Part-III										
225BP1A2CA	Core- III	Advanced Financial Accounting	5	1	-	3	50	50	100	4
225CI1A2CA	Core-IV	Fundamentals of Information Technology	4	-	-	3	50	50	100	4
225CI1A2CP	Core Practical-II	Spreadsheet Applications- II	-	-	4	3	50	50	100	2
222MT1A2IA	IDC -II	Business Statistics	4	-	-	3	50	50	100	4
Part-IV										
221TL1A2AA/ 221TL1A2AB/ 225CR1A2AA	AECC-II	Basic Tamil / Advance Tamil/Human Rights and Women's Rights	2	-	-	-	50	-	50	2
Part-V										
225CI1A2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/Clubs	-	-	-	-	50	-	50	1
Total			23	2	5	-	-	-	700	23





Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
Part-I										
221TL1A3TA	Language-III	Tamil-III	4	-	-	3	50	50	100	3
221TL1A3HA		Hindi-III								
221TL1A3MA		Malayalam-III								
221TL1A3FA		French-III								
Part-II										
221EL1A3EA	Language-III	Professional English-III	4	-		3	50	50	100	3
Part-III										
225CM1A3CA	Core - V	Cost Accounting	5	-	-	3	50	50	100	4
225BI1A3CB	Core - VI	Company Law	4	-	-	3	50	50	100	4
225CI1A3CA	Core - VII	C - Programming	5	-	-	3	50	50	100	4
225CO1A3IA	IDC - III	Business Economics	4	-	-	3	50	50	100	4
225CI1A3SP	SEC - I	SEC Practical : C - Programming	-	-	4	3	50	50	100	2
Total			26		4	-	-	-	700	24

  
 B.BoS. Chairman/46D  
 Department of Commerce (IT)  
 Dr.D.N.G.P. Arts and Science College  
 Coimbatore 641048

Dr.D.N.G.P. Arts and Science College		
APPROVED		
Dr.S-15B 10/06/23	Dr.AE-15B 14/7/23	Dr.BB- 05/08/23




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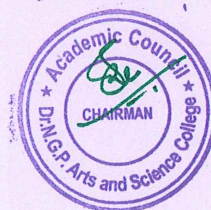
B.Com. IT (Students admitted during AY 2022-23)



Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part-I										
221TL1A4TA	Language-IV	Tamil-IV	4	-	-	3	50	50	100	3
221TL1A4HA		Hindi-IV								
221TL1A4MA		Malayalam-IV								
221TL1A4FA		French- IV								
Part-II										
221EL1A4EA	Language-IV	Professional English-IV	4	-		3	50	50	100	3
Part-III										
225PA1A4CA	Core-VIII	Corporate Accounting	5	1	-	3	50	50	100	4
225CI1A4CA	Core-IX	Banking Law and Practice	4	-	-	3	50	50	100	3
225CI1A4CB	Core - X	Data Base Programming using .NET	4	-	-	3	50	50	100	4
226BM1A4IC	IDC-IV	Auditing and Corporate Governance	4	-	-	3	50	50	100	4
225CI1A4SP	SEC-II	Database Programming Using .Net	-	-	4	3	50	50	100	2
Total			25	1	4	-	-	-	700	23

*sl*  
*18/10/23*  
 BoS Chairman/HoD  
 Department of Commerce (IT)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore - 641 048

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BoS- 16/5 18/10/23	AC- 16/5 18/10/23	GB- 5/11/24 21/8/24

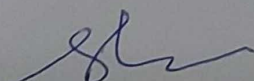


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Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part-III										
225CI1A5CA	Core-XI	Management Accounting	5	1	-	3	50	50	100	4
225AT1A5CA	Core-XII	Income Tax Law and Practice	5	1	-	3	50	50	100	4
225CO1A5CB	Core-XIII	Research Methodology	4	-	-	3	50	50	100	4
225CI1A5CB	Core-XIV	Web Development and PHP Programming	4	-	-	3	50	50	100	3
225CI1A5SP	SEC Practical-III	Web Development and PHP Programming	-	-	4	3	50	50	100	2
225CM1A5DA	DSE-I	Financial Management	4	-	-	3	50	50	100	4
225CI1A5DA		E-Business Technology								
225CO1A5DA		Human Resource Management								
225BA1A5DA		Service Marketing								
225CI1A5TA	IT	Industrial Training	-	-	-		50	50	100	2
Part-IV										
	GE-I		2		-	-	50	-	50	2
Total			24	2	4	-	-	-	750	25



BoS Chairman/HoD  
Department of Commerce (IT)  
Dr. N. G. P. Arts and Science College  
Coimbatore - 641 048

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B.Com. IT ( Students admitted during AY 2022-23)



Course Code	Course	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
	Category						CIA	ESE	Total	
Sixth Semester										
Part-VI										
225FI1A6CA	Core-XV	Business Taxation	4	-	-	3	50	50	100	4
225CI1A6CV	Core-XVI	Project and Viva Voce	-	-	8	3	50	50	100	4
225CI1A6CA	Core-XVII	Java Programming	4	-	-	3	50	50	100	4
225CI1A6SP	SEC Practical-IV	Java Programming	-	-	4	3	50	50	100	2
225FI1A6DA	DSE-II	Investment Management	4	-	-	3	50	50	100	4
225CI1A6DA		Enterprise Resource Planning								
225CO1A6DA		Organizational Behavior								
225BI1A6DA		Retail Marketing								
225FI1A6DB	DSE-III	Security Analysis and Portfolio Management	4	-	-	3	50	50	100	4
225CI1A6DB		Fundamentals of Information Security								
225CO1A6DB		Industrial Relations and Labour Law								
225BA1A6DB		Social Media Marketing								
Part-IV										
225BI1A6AA	AECC-III	Innovation and IPR	2	-	-	3	50	-	50	2
Total			18	-	12	-	-	-	650	24
*Grand total									4200	142

  
 BoS Chairman/HoD  
 Department of Commerce (IT)  
 Dr. N.G.P. Arts and Science College  
 Coimbatore - 641 048  
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Dr. N.G.P. Arts and Science College		
APPROVED		
BoS- 08.11.2024	AC - 26.11.2024	GB - B.Com. IT



(Students admitted during AY 2022-23)

### DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters V&VI

#### Semester V (Elective I)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	225CM1A5DA	Financial Management
2	225CI1A5DA	E-Business Technology
3	225CR1A5DA	Human Resource Management
4	225BA1A5DA	Service Marketing

#### Semester VI (Elective II)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	225CM1A6DA	Financial Markets and Services
2	225CI1A6DA	Enterprise Resource Planning
3	225CR1A6DA	HR Information System
4	225BA1A6DA	Retail Marketing

#### Semester VI (Elective III) List of Elective Courses

S.No.	Course Code	Name of the Course
1	225CM1A6DB	Security Analysis and Portfolio Management
2	225CI1A6DB	Information Security
3	225CR1A6DB	Total Quality Management
4	225BA1A6DB	Digital Marketing





### GENERIC ELECTIVE COURSES (GE)

The following course is offered under Generic Elective Course

#### Semester V (GE-I)

S.N o.	Course Code	Course Name
1	225CI1A5GA	Digital Marketing

### EXTRA CREDIT COURSES

The following are the courses offered under self-study to earn extra credits:

#### Semester III

S.No.	Course Code	Course Name
1	225CI1ASSA	Life Insurance Principles and Practice
2	225CI1ASSB	Data Analytics

### CERTIFICATE PROGRAMMES

The following are the programme offered to earn extra credits:

S.No.	Programme Code	Course Code	Course Name
1	5CI5A	225CI5A1CA	Multimedia and Animation
2	5CI5B	225CI5B1CP	Ethical Hacking and Cyber Security: Issues And Its Prevention





## UG - REGULATION (R4)

(Students admitted in the AY 2022-23)

(OUTCOME BASED EDUCATION WITH CBCS)

### 1.NOMENCLATURE

**1.1 Faculty:** Refers to a group of programmes concerned with a major division of knowledge Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology, Computer Applications, Data analytics, Cognitive Systems and Artificial Intelligence and Machine Learning.

**1.2 Programme:** Refers to the Bachelor of Science / Commerce / Arts stream that a student has chosen for study.

**1.3 Batch:** Refers to the starting and completion year of a programme of study. Eg. Batch of 2022-25 refers to students belonging to a 3 year Degree programme admitted in 2022 and completing in 2025.

**1.4 Course:** Refers to component of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva- voce, etc., or a combination of these, to meet effectively the teaching learning needs.

- a) **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement
- b) **Inter Disciplinary Course (IDC):** A course chosen generally from a related discipline/subject with an intention to seek exposure in the discipline relating to the core domain of the student
- c) **Discipline Specific Elective (DSE) Course:** Elective courses offered under main discipline/ subject of study.
- d) **Skill Enhancement Courses (SEC):** Value-based and/or skill-based courses which are aimed at providing hands-on-training, competencies, skills, etc.
- e) **Ability Enhancement Compulsory Courses (AECC):** Mandatory courses that lead to Knowledge enhancement. Environmental Science, Human Rights and Women's Rights, Basic Tamil/Advanced Tamil, Innovation and IPR/Innovation, IPR and Entrepreneurship.
- f) **Ability Enhancement Elective Course (AEEC)/Generic Elective (GE)** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective.





### 1.5 Project Work:

Course involving application of knowledge in problem solving / analyzing / exploring a real life situation / difficult problem. The Project work will be given in lieu of a Core paper.

### Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

### 1.6 Extra Credits:

Extra credits shall be awarded for achievements in identified Curricular/co-curricular activities executed outside the regular class hours. Extra credits are not mandatory for completing the programme.

## 2. STRUCTURE OF PROGRAMME

### 2.1 PART- I: LANGUAGE- I

Tamil or any one of the languages namely Malayalam, Hindi and French will be offered under Part – I in the first four semesters.

### 2.2 PART- II: LANGUAGE- II

English will be offered during the first four semesters.

### 2.3 PART- III:

- Core Course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Industrial Training (IT)

### 2.4 PART- IV:

#### 2.4.1 Ability Enhancement Compulsory Course (AECC):

The Ability Enhancement Compulsory Courses such as i) Environmental Studies, ii) Human Rights and Womens' Rights, iii) Innovation and IPR/ Innovation, IPR and Entrepreneurship are offered during I,II and VI Semester.

Basic Tamil

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Basic Tamil course in the second semester.

(OR)





Advanced Tamil

b) Those who have studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Advanced Tamil course in the second semester.

**Note:** Students who come under the above a+b categories are exempted from Human Rights and Women's Rights in second semester.

**Ability Enhancement Elective Course (AEEC)/Generic Elective (GE)** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective offered in V semester. (Theory/Practical/Non-Lab Practical)

## 2.5 PART- V: EXTENSION ACTIVITIES

The following extracurricular activities like NSS/YRC/NCC/RRC/Yoga/Sports/Clubs are offered under extension activities during semester I & II. Students will be evaluated based on their active participation in any one of the above activities. 75% Attendance is compulsory for extension activity.

## 3. CREDIT ALLOTTMENT

The following is the credit allotment:

- Lecture Hours (Theory) : 1 credit per lecture hour per week
- Laboratory Hours : 1 credit for 2 Practical hours per week
- Project Work : 1 credit for 2 hours of project work per week

## 4. DURATION OF THE PROGRAMME

The B.A. /B.Com./B. Sc. Programme must be completed within 3 years (6 semesters) and a maximum of 6 years (12 semesters) from the date of acceptance to the programme. If not, the candidate must enroll in the course determined to be an equivalent by BoS in the most recent curriculum recommended for the Programme.





## 5. REQUIREMENTS FOR COMPLETION OF A SEMESTER

Every student shall ordinarily be allowed to keep terms for the given semester in a program of his/ her enrolment, only if he/ she fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by the faculty as envisaged in the syllabus shall be credited to his/her attendance. Every student shall have a minimum of 75% as an overall attendance.

## 6. EXAMINATIONS

The end semester examinations shall normally be conducted after completing 90 working days for each semester. The maximum marks for each theory and practical course shall be 100 with the following breakup:

### a) Mark distribution for Theory Courses

Continuous Internal Assessment (CIA)	: 50 Marks
End Semester Exams (ESE)	: 50 Marks
Total	: 100 Marks

### i) Distribution of Internal Marks

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 <sup>th</sup> working day)	15
2	Model ( All 5 Units) (On completion of 85 <sup>th</sup> working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05
Total		50





### Assignment Rubric

(Maximum -20 marks converted to 5 marks)

Criteria	4 marks	3 Marks	2 Marks	1 Mark
Language	Excellent spelling and Grammar	Good spelling and Grammar	Reasonable spelling and Grammar	Bad spelling and Grammar
Style	Outstanding style beyond usual college level	Attains College level style	Approaches College level style	Elementary form with little or no variety in sentence structure
Referencing	Good use of wide range of reference sources	Moderate use of suitable reference materials	Shows signs of plagiarism & using sources without referencing	No reference material used
Development	Main points well developed with high quality and quantity support	Main points developed with quality and quantity supporting details	Main points are present with limited details and development	Main points lack detailed development
Critical thinking/Problem solving	Advanced attempt to interpret the process, content/ analyse and solve the problem	Proficient attempt to interpret the process, content/ analyse and solve the problem	Adequate attempt to interpret the process, content/ analyse and solve the problem	Limited attempt to interpret the process, content/ analyse and solve the problem

### Breakup for Attendance Marks:

S.No	Attendance Range	Marks Awarded
1	95% and Above	5
2	90% - 94%	4
3	85% - 89%	3
4	80% - 84%	2
5	75% - 79%	1





**Note:**

Special Cases such as NCC, NSS, Sports, Advanced Learner Course, Summer Fellowship and Medical Conditions etc. the attendance exemption may be given by principal and Mark may be awarded.

**Break up for Library Marks:**

S.No	Attendance Range	Marks Awarded
1	10h and above	5
2	9h- less than 10h	4
3	8h - less than 9h	3
4	7h - less than 8h	2
5	6h - less than 7h	1

**Note:**

In exception, the utilization of e-resources of library will be considered.

**\*Components for "Skill Enhancement" may include the following:**

Class Participation, Case Studies Presentation, Field Study, Field Survey, Group Discussion, Term Paper, Presentation of Papers in Conferences, Industry Visit, Book Review, Journal Review, e-content Creation, Model Preparation & Seminar.

**Components for Skill Enhancement**

Any one of the following should be selected by the course coordinator

S.No.	Skill Enhancement	Description
1	Class Participation	<ul style="list-style-type: none"> <li>Engagement in class</li> <li>Listening Skills</li> <li>Behaviour</li> </ul>
2	Case Study Presentation/ Term Paper	<ul style="list-style-type: none"> <li>Identification of the problem</li> <li>Case Analysis</li> <li>Effective Solution using creativity/imagination</li> </ul>
3	Field Study	<ul style="list-style-type: none"> <li>Selection of Topic</li> <li>Demonstration of Topic</li> <li>Analysis &amp; Conclusion</li> </ul>
4	Field Survey	<ul style="list-style-type: none"> <li>Chosen Problem</li> <li>Design and quality of survey</li> <li>Analysis of survey</li> </ul>
5	Group Discussion	<ul style="list-style-type: none"> <li>Communication skills</li> <li>Subject knowledge</li> <li>Attitude and way of presentation</li> <li>Confidence</li> <li>Listening Skill</li> </ul>





6	Presentation of Papers in Conferences	<ul style="list-style-type: none"> <li>• Sponsored</li> <li>• International/National</li> <li>• Presentation</li> <li>• Report Submission</li> </ul>
7	Industry Visit	<ul style="list-style-type: none"> <li>• Chosen Domain</li> <li>• Quality of the work</li> <li>• Analysis of the Report</li> <li>• Presentation</li> </ul>
8	Book Review	<ul style="list-style-type: none"> <li>• Content</li> <li>• Interpretation and Inferences of the text</li> <li>• Supporting Details</li> <li>• Presentation</li> </ul>
9	Journal Review	<ul style="list-style-type: none"> <li>• Analytical Thinking</li> <li>• Interpretation and Inferences</li> <li>• Exploring the perception if chosen genre</li> <li>• Presentation</li> </ul>
10	e-content Creation	<ul style="list-style-type: none"> <li>• Logo/ Tagline</li> <li>• Purpose</li> <li>• Content (Writing, designing and posting in Social Media)</li> <li>• Presentation</li> </ul>
11	Model Preparation	<ul style="list-style-type: none"> <li>• Theme/ Topic</li> <li>• Depth of background Knowledge</li> <li>• Creativity</li> <li>• Presentation</li> </ul>
12	Seminar	<ul style="list-style-type: none"> <li>• Knowledge and Content</li> <li>• Organization</li> <li>• Understanding</li> <li>• Presentation</li> </ul>

## ii) Distribution of External Marks

Total	:	50
Written Exam	:	50

## Marks Distribution for Practical course

Total	:	100
Internal	:	50
External	:	50





## i) Distribution of Internals Marks

S.No.	Particulars	Distribution of Marks
1	Experiments/Exercises	15
2	Test 1	15
3	Test 2	15
4	Observation Notebook	05
<b>Total</b>		<b>50</b>

## ii) Distribution of Externals Marks

S.No.	Particulars	External Marks
1	Materials and methods/ Procedures/Aim	10
2	Experiment/ Performance/ Observations/ Algorithm	10
3	Results/ Calculations/ Spotters/ Output	10
4	Inference/Discussion/ Presentation	10
5	Record	6
6	Viva- voce	4
<b>Total</b>		<b>50</b>

## A) Mark Distribution for Project/Internship/Industrial Training

<b>Total</b>	<b>:</b>	<b>100</b>
<b>Internal</b>	<b>:</b>	<b>50</b>
<b>External</b>	<b>:</b>	<b>50</b>

## i) Distribution of Internal Marks

S.No.	Particulars	Internal Marks
1	Review I	20
2	Review II	20
3	Attendance	10
<b>Total</b>		<b>50</b>





## ii) Distribution of External Marks

S.No	Particulars	External Marks
1	Project Work/Internship/ Industrial training presentation	40
2	Viva -voce	10
Total		50

Evaluation of project Work/Internship/ Industrial training shall be done jointly by Internal and External Examiners

## 7. Credit Transfer

a. Upon successful completion of 1 NPTEL Course (4 Credit Course) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one 4 credit course during the V or VI semester. The proposed NPTEL course should cover content/syllabus of exempted core paper in V or VI semester.

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	4
			Option - 2 Paper title	
			Option - 3 Paper title	

b. Upon successful completion of 2 NPTEL Courses (2 Credit each) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one 4 credit course during the V or VI semester. Out of 2 NPTEL proposed courses, atleast 1 course should cover content/syllabus of exempted core paper in V or VI semester.

### Mandatory

The exempted core paper in the V or VI semester should be submitted by the students for approval before the end of 4<sup>th</sup> semester.



Credit transfer will be decided by equivalence committee

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	
2			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	

NPTEL Courses to be carried out during semester I – IV.					
S.No.	Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption
			Course I	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	Any one Core Paper in V or VI Semester
			Course II	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	
Class Advisor		HoD		Dean	

Upon Successful outcome of Design Thinking / Copy right/Product/ Patent by the end of the V Semester, student shall be eligible to get exemption in AECC: Innovation, IPR & Entrepreneurship / Innovation & IPR offered during VI Semester.

### 9. Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students shall submit the report for evaluation during V semester.

### 10. Extra Credits: 10

Earning extra credit is not essential for programme completion. Student is entitled to earn extra credit for achievement in Co-Curricular/ Extracurricular activities carried out other than the regular class hours.





A student is permitted to earn a maximum of Ten extra Credits during the programme period.

A maximum of 1 credit under each category is permissible.

Category	Credit
Proficiency in foreign language	1
Proficiency in Hindi	1
Self study Course	1
Typewriting/Short hand	1
CA/ICSI/CMA (Foundations)	1
CA/ICSI/CMA (Inter)	1
Sports and Games	1
Publications / Conference Presentations (Oral/Poster)/ Awards	1
Lab on Project	1
Innovation / Incubation / Patent / Sponsored Projects / Consultancy/	1
Representation in State / National level celebrations	1
Awards/ Recognitions / fellowships	1

Credit shall be awarded for achievements of the student during the period of study only.

## GUIDELINES

### Proficiency in foreign language

A pass in any foreign language in the examination conducted by an authorized agency.

### Proficiency in Hindi

A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha.

Examination passed during the programme period only will be considered for extra credit.

### Self study Course

A pass in the self study courses offered by the department.

The candidate should register the self study course offered by the department only in the III semester.



### **Typewriting/Short hand**

A Pass in short hand / typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

### **CA/ICSI/CMA(Foundations)**

Qualifying foundation in CA/ICSI/CMA / etc.

### **Sports and Games**

The Student can earn extra credit based on their Achievement in sports in University/ State / National/ International.

### **Publications / Conference Presentations (Oral/Poster)**

Research Publications in Journals

Oral/Poster presentation in Conference

### **Lab on Project (LoP)**

To promote the undergraduate research among all the students, the LoP is introduced beyond their regular class hours. LoP is introduced as group project consisting of not more than five members. It consist of four stages namely Literature collection, Identification of Research area, Execution of research and Reporting / Publication of research reports/ product developments. These four stages spread over from III to V semester.

(Evaluation will be done internally)

### **Innovation / Incubation / Patent / Sponsored Projects / Consultancy**

Development of model/ Products /Prototype /Process/App/Registration of Patents/ Copyrights/Trademarks/Sponsored Projects /Consultancy

### **Representation in State/ National level celebrations**

State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.

### **Awards/ Recognitions/fellowships**

Regional/ State / National level awards/ Recognitions/Fellowships





**100 % CIA Courses :**

- AECC
- AECC

S.No	Type of Course
1	Environmental Studies (AECC)
2	Human Rights and Women's Rights, Basic Tamil / Advanced Tamil (AECC)
3	Innovation & IPR/ Innovation, IPR and Entrepreneurship (AECC)
4	Generic Elective (AECC)

**Modalities for Implementing Internal Assessment Marks:**

- Student pertaining to 2022 Batch (2022-25) UG programme for the above mentioned courses shall secure a minimum of 40% out of the maximum marks in the continuous internal assessment (CIA) i.e., 20 marks out of 50 marks.
- Students who have not acquired the minimum marks shall be allowed to reappear to improve their marks in the exam components only within the time duration of the programme, in the forthcoming semesters.

**Distribution of Internal Marks for AECC & AECC (Theory)**

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 <sup>th</sup> working day)	15
2	Model ( All 5 Units) (On completion of 85 <sup>th</sup> working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05

**Total****50**

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**Distribution of Internal Marks for Generic Elective (AEEC) (Practical)**

S.No.	Particulars	Distribution of Marks
1	CIA -I (1-5 Exercise)	5
2	CIA-II (6-10 Exercise)	5
3	Class Participation	10
4	Practical Record	10
5	Test-III & Viva -Voce(10+10)	20
<b>Total</b>		<b>50</b>

**Question paper pattern AECC & AEEC**

Test	MARKS	DESCRIPTION	TOTAL	Remarks
CIA Test I 1 Hour First 2.5 Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks
CIA test II/ Model test 1 Hour All five Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks

Question paper pattern		Total Marks - 50	
<u>Basic Tamil</u>		<u>Advanced Tamil</u>	
Section -A		Section -A	
Choose the correct answer	10x2=20	Choose the correct answer	10x1=10
Section -B		Section -B	
True or false	10x2=20	Fill in the blanks	10x2=20
Section -C		Section -C	
Answer in one page	1x10=10	Write an essay in two pages	2x10=20





**Question paper pattern for all other courses falling under Part I to Part III**

**CIA Test : [1 1/2 Hours-2.5 Units] - 25 Marks**

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	8 x 0.5 = 04 Mark	MCQ	25 Marks	Marks secured will be converted to 15 marks
Section - B	3 x 3 = 09 Mark	Answer ALL Questions Either or Type ALL Questions Carry Equal Marks		
Section - C	2 x 6 = 12 Mark			

**Model Test: [3 Hours-5 Units] - 50 Marks**

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	5 x 1 = 05 Marks	MCQ	50 Marks	Marks secured will be converted to 15 marks
Section - B	5 x 3 = 15 Marks	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Marks		
Section - C	5 x 6 = 30 Marks			

**End Semester Examination: [3 Hours-5 Units] - 50 Marks**

SECTION	MARKS	DESCRIPTION	TOTAL
Section - A	5 x 1 = 05 Marks	MCQ	50 Marks
Section - B	5 x 3 = 15 Marks	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Marks	
Section - C	5 x 6 = 30 Marks		



Course Code	Course Name	Category	L	T	P	Credit
221TL1A1TA	TAMIL- I : IKKALA ILAKKIYAM	LANGUAGE-I	4	1	-	03

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			✓
CO2			✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓		✓
CO5	✓		✓	✓	✓



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<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1TA	TAMIL- I: IKKALA ILAKKIYAM	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I மறுமலர்ச்சிக் கவிதைகள் 13 h

1. இலக்கிய வரலாறு - மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்
2. பாரததேசம் - பாரதியார்
3. படி - பாரதிதாசன்
4. தமிழரின் பெருமை - நாமக்கல் கவிஞர்
5. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
6. திரைத்தமிழ்
  - அ) 'விஞ்ஞானத்த வளர்க்கப் போறண்டி' எனத் தொடங்கும் பாடல் - உடுமலை நாராயண கவி
  - ஆ) 'சும்மா கிடந்த நிலத்தை' எனத் தொடங்கும் பாடல் - பட்டுக்கோட்டை கல்யாண சுந்தரனார்
  - இ) 'சமரசம் உலாவும் இடமே' எனத் தொடங்கும் பாடல் - மருதகாசி
  - ஈ) 'உன்னை அறிந்தால்' எனத் தொடங்கும் பாடல் - கண்ணதாசன்

## Unit II புதுக்கவிதைகள் 13 h

1. இலக்கிய வரலாறு - புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. கடமையைச் செய் - மீரா
3. மலையாளக் காற்று - சிற்பி
4. ஒப்பிலாத சமுதாயம் - அப்துல் ரகுமான்
5. கன்னிமாடம் - மு.மேத்தா
6. கரிக்கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. ஐந்தாம் வகுப்பு 'அ' பிரிவு - நா. முத்துக்குமார்





8. ஹைகூ கவிதைகள் - 10 கவிதைகள்

**Unit III பெண்ணியம்**

09 h

1. தொலைந்து போனேன் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தற்காத்தல் - பொன்மணி வைரமுத்து
4. ஏனிந்த வித்தியாசங்கள்? - மல்லிகா
5. புதையுண்ட வாழ்க்கை - சுகந்தி சுப்ரமணியன்

**Unit IV சிறுகதைகள்**

15 h

1. இலக்கிய வரலாறு - சிறுகதையின் தோற்றமும் வளர்ச்சியும்
2. கனகாம்பரம் - கு.ப.ராஜகோபாலன்
3. ஆற்றங்கரைப் பிள்ளையார் - புதுமைப்பித்தன்
4. பொம்மை - ஜெயகாந்தன்
5. காய்ச்சமரம் - கி. ராஜநாராயணன்
6. காட்டில் ஒருமான் - அம்பை
7. வேட்கை - சூர்யகாந்தன்

**Unit V பயிற்சிப் பகுதி**

10 h

**அ. இலக்கணம்**

1. வல்லின ஒற்று மிகும், மிகா இடங்கள் - ஒற்றுப்பிழை நீக்கி எழுதுதல்
2. ர,ற - ல,ழ,ள - ண,ந,ன வேறுபாடு - ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

**ஆ. படைப்பாக்கம்**

1. கவிதை - எழுதுதல் (15 வரிகள் முதல் 30 வரிகள் வரை)
2. சிறுகதை - எழுதுதல் (குறைந்தது 3 பக்கங்கள்)




## Text Book

- 1 தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை - 600 098.

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை - 600 108.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு - 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்னை-600 004.
- 3 இணையதள முகவரி: <https://www.tamilvu.org>

		
Dr.N.G.P. Arts and Science		
APPROVED		
BoS-13 <sup>th</sup>	AC-13 <sup>th</sup>	GB-18 <sup>th</sup>
30/7/22	6/9/22	10/9/22





Course Code	Course Name	Category	L	T	P	Credit
221TL1A1HA	HINDI- I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- The techniques for expansion of ideas and translation process

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability	K3
CO5	Expose the power of creative reading	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	✓	✓			✓
CO3	✓		✓	✓	✓
CO4	✓		✓		✓
CO5	✓	✓	✓		✓



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





221TL1A1HA	HINDI- I: MODERN LITERATURE	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

Unit I 13 h

गद्य – नूतनगद्यसंग्रह(जयप्रकाश)पाठ 1- रजियापाठ 2- मक्रीलपाठ 3- बहतापानीनिर्मला  
पाठ 4- राष्ट्रपितामहात्मागाँधी

Unit II 13 h

कहानीकुंज- डॉ.वी.पी. 'अमिताभ'(पाठ 1-4)

Unit III 12 h

व्याकरण : शब्दविचार ( संज्ञा, सर्वनाम,विशेषण)

Unit IV 12 h

अनुच्छेद लेखन

Unit V 10 h

अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में) (पाठ 1 to 10)

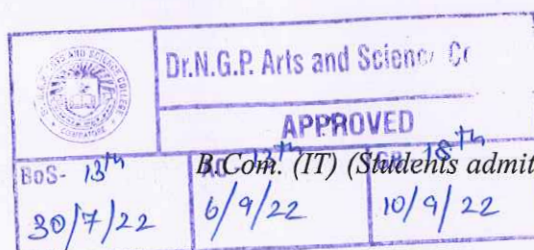
## Text Books

- 1 प्रकाशक: सुमित्रप्रकाशन 204 लीलाअपार्टमेंट्स, 15 हेस्टिंग्सरोड अशोकनगरइलाहाबाद-211001
- 2 प्रकाशक: गोविन्दप्रकाशनसदरबाजार, मथुराउत्तरप्रदेश-281001
- 3 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 टेगोर नगर इलाहाबाद-211024
- 4 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17



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Course Code	Course Name	Category	L	T	P	Credit
221TL1A1MA	MALAYALAM-I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	✓				✓
CO3	✓	✓	✓		✓
CO4	✓		✓	✓	✓
CO5	✓	✓	✓		✓





<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1MA	MALAYALAM- I: MODERN LITERATURE	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus


Unit I	Novel	14 h
	Pathummayude Adu	
Unit II	Novel	10 h
	Pathummayude Adu	
Unit III	Short Story	14 h
	Nalinakanthi	
Unit IV	Short Story	10 h
	Nalinakanthi	
Unit V	Practical Application	12 h
	Expansion of ideas, General Essay and Translation	

## Text Books

- 1 Vaikkam Muhammed Basheer, "Pathummayude Adu" (NOVEL), DC Books & Kottayam
- 2 T.Padmanabhan, "Nalinakanthi" (Short Story), DC Books & Kottayam.

## References

- 1 Malayala Novel Sahithyam.
- 2 Malayala Cherukatha Innale Innu.

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BoS- 13 <sup>th</sup> 30/7/22	AC - 13 <sup>th</sup> 6/9/22	GB -18 <sup>th</sup> 10/9/22





Course Code	Course Name	Category	L	T	P	Credit
221TL1A1FA	<b>FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION</b>	<b>LANGUAGE - I</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>3</b>

#### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills – Oral + Written – Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Evaluate the Plural, Articles and the Hobbies	K3
CO4	Measure the Cultural Activity in France	K3
CO5	Select the sentiments, life style of the French people and the usage of the conditional tense	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓				✓
CO3	✓		✓		✓
CO4	✓		✓		✓
CO5	✓		✓		✓



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





221TL1A1FA	FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I Salut I Page 10

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Saluer</li> <li>• Enter en contact avec quelqu'un.</li> <li>• Se presenter.</li> <li>• S'excuser</li> </ul>	En cours de cuisine, premiers contacts avec les members d'un groupe	<ul style="list-style-type: none"> <li>• Comprendre des personnes qui se saluent.</li> <li>• Échanger pour entrer en contact, se présenter, saluer, s'excuser.</li> <li>• Communiquer avec <i>tu</i> ou <i>vous</i>.</li> <li>• Comprendre les consignes de classe</li> <li>• Épeler son nom et son prénom.</li> </ul> <p>Computer jusqu'à 10.</p>

## Unit II Enchanté I Page 20

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Demander de se presenter.</li> <li>• Présenter quelqu'un.</li> </ul>	Dans la classe de français, se presenter et remplir une fiche pour le professeur.	<ul style="list-style-type: none"> <li>• Comprendre les informations essentielles dans un échange en milieu professionnel.</li> <li>• Échanger pour se presenter et présenter quelqu'un.</li> </ul>

## Unit III J'adore I Page 30

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>• Exprimer ses goûts.</li> </ul>	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation.	<ul style="list-style-type: none"> <li>• Dans une soirée de rencontres rapid comprendre des personnes qui échangent sur elles et sur leurs goût</li> <li>• Comprendre une personne qui parler des goûts de quelqu'un d'autre.</li> </ul>



## Unit IV J'adore I Page 30

14 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> <li>Présenter quelqu'un</li> </ul>	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	<ul style="list-style-type: none"> <li>Exprimer ses goûts.</li> <li>Comprendre une demande laissée sur un répondeur téléphonique.</li> <li>Parler de ses projets de week-end.</li> </ul>
Autoévaluation du module I Page 40 – Préparation au DELF A1 page 42		
Demander à quelqu'un de faire quelque chose. Demander poliment. Parler d'actions passées. Tu veux bien?	Organiser un programme d'activités pour accueillir une personne importante.	Comprendre une personne demande un service à quelqu'un. Demander à quelqu'un de faire quelque chose. Imaginer et raconter au passé à partir de situations dessinées.

## Unit V Practical Application


10 h

Make in Own Sentences

## Text Book

1

Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 9-55) (Methode de Français), Goyal Publisher & Distributors Pvt.Ltd., 86 UB Jawahar Nagar (Kamala Nagar), Delhi-7 Les Editions Dider, Paris, 2008- Imprime en Roumanie par Canale en Janvier 2012.

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Course Code	Course Name	Category	L	T	P	Credit
221EL1A1EA	PROFESSIONAL ENGLISH- I	LANGUAGE- II	4	-	1	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- any spontaneous spoken discourse and respond to them with proper sentence structure
- the transactional concept of English language

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the various aspects in poetry	K2
CO2	Infer linguistic and non-linguistic features of the context for understanding and interpreting	K3
CO3	Construct sentences and convey messages effectively in real life situations	K3
CO4	Apply different reading strategies with varying speed	K3
CO5	Prepare modules with their own ideas and present them coherently in a grammatically correct form	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2		✓			✓
CO3	✓	✓		✓	
CO4			✓		
CO5	✓	✓			✓



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<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





<b>221EL1A1EA</b>	<b>PROFESSIONAL ENGLISH- I</b>	<b>SEMESTER I</b>
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**Total Credits: 3**

**Total Instruction Hours: 60 h**

### **Syllabus**

#### **Unit I      Genre Studies      12 h**

Nissim Ezekiel: The Worm- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

Niyi Osundare: Our Earth Will Not Die- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

A. G. Gardiner: On Superstitions- Author's biography- Narrative structure- Exploration of the text- passage analysis- insight of ideas- cohesion and context- style- language techniques- Annotations

Nancy Bella: Clever Thief- Author's Biography- Plot Summary- Detailed summary and Analysis- Themes- Important Quotations- Characters- Description - analysis- Terms- Symbols- Critical analysis

H. G. Wells: The Truth about Pyecraft- Author's Biography- narrative structure- passage analysis- insight of ideas- cohesion and context- style- language techniques

#### **Unit II      Listening Skills      12 h**

Listening vs. hearing- Types of listening, Tips to enhance Listening Skills, Non-verbal and Verbal signs of active listening - Comprehensive Listening - Listening to pre-recorded audios on speeches, interviews and conversations - Listening Activities- Listening and responding to complaints (formal situation), Listening to problems and offering solutions (informal)

#### **Unit III      Speaking Skills      14 h**

Formal occasions- Introducing oneself, Introducing others, Enquiries and Seeking permission, Making short presentations - Informal occasions- Requests, Offering help, Congratulating, Farewell party, graduation speech - Giving instructions to do a task and to use a device, Giving and asking directions



10 h

**Unit IV Reading Skills**

Study Skills: Skimming and Scanning- Reading different kinds of texts- Types of reading-Developing a good reading speed, reading aloud, Referencing skill - Word Power (Denotation and Connotation) - Reading comprehension, Data interpretation -Charts, Graphs, Advertisements

**Unit V Writing Skills**

12 h

Sentence patterns, Note- making and note taking-Strategies - Paragraph writing: Structure and Principles - Academic Writing - Formal and Informal Letters, Report, Book /Movie Review

**Text Books**


- 1 Gardiner, A. G. 1926. Alpha of the Plough: Second series, J.M. Dent & Sons Ltd., London, United Kingdom. pg.no-151-156. (Unit I)
- 2 Ezekiel, Nissim. "The Worm," Crazy Romantic Love, [www.mianmawaisarain.live/2020/05/poem-worm-nissim-ezekiel.html](http://www.mianmawaisarain.live/2020/05/poem-worm-nissim-ezekiel.html). Accessed 3 Aug. 2022. (Unit I)
- 3 <<http://livros01.livrosgratis.com.br/ln000835.pdf/>>(Unit I)
- 4 Mithra,S.M. 1919. Hindu Tales from the Sanskrit, Macmillan & Co Ltd., London, United Kingdom. pg.no-127-142. (Unit I)
- 5 Nation, I. S. P and Jonathan Newton. 2009. Teaching ESL/EFLListening and Speaking. Routledge, New York, United States. (Unit II)
- 6 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education, Chennai, India. (Unit III- V)





## References

- 1 Our Earth Will Not Die By NiyiOsundare." Studocu.Com, studocu.com/in/document/bangalore-university/bachelor-of-computer-applications/1586771577-our-earth-will-not-die/27675462. Accessed 3 Aug. 2022.
- 2 OnSuperstitions."THEHISTORIAN,thehistorian1947.wordpress.com/2019/03/08/on-superstitions-by-a-g-gardiner. Accessed 3 Aug. 2022.
- 3 Swales, John M. & Feak, Christine B. 2012. Academic Writing for Graduate Students: Essential Tasks and Skills, University of Michigan Press, Michigan.
- 4 Rudzka, Brygida -Ostyn, 2003. Word Power: Phrasal Verbs and Compounds: A Cognitive Approach, Mouton de Gruyter, New York, United States.

		
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30/7/22	6/9/22	10/9/22



Course Code	Course Name	Category	L	T	P	Credit
225PA1A1CA	FINANCIAL ACCOUNTING	CORE	5	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of accounting, the final accounts, bank reconciliation statement and calculation of depreciation.
- the recording of transactions relating to bills, methods of preparation of account current and average due date.
- the knowledge about accounting treatment in the books of Consignor and Consignee and methods of recording sale or return transactions.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic knowledge about Accounting and preparation of final accounts.	K2
CO2	Know the preparation of bank reconciliation statement and methods of depreciation accounting.	K3
CO3	Know the features of bill of exchange, promissory note and recording transactions relating to bills.	K2
CO4	learn the knowledge about methods of preparation of account current and find out the average due date.	K3
CO5	acquire knowledge about accounting treatments in the books of consignor and consignee and methods of recording sale or return transactions.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2	✓	✓		✓	✓
CO3	✓		✓		✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	





<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



225PA1A1CA	FINANCIAL ACCOUNTING	SEMESTER I
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

#### **Unit I** Introduction to Accounting and Final Accounts 14 h

Accounting Definition – Objectives – Functions – Advantages – Limitations – Types of Accounts – Basis of Accounting – Accounting Principles: Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance. Final Accounts: Introduction – Trading Account, Profit and Loss Account, Balance sheet with adjustments.

#### **Unit II** Bank Reconciliation Statement and Depreciation 16 h

Bank Reconciliation Statement – Need – Preparation of Bank Reconciliation Statement. Meaning and Definition of Depreciation – Characteristics – Causes – Need – Methods (Straight Line, Written Down, Annuity, Sinking Fund, Insurance Policy and Machine Hour Rate method)

#### **Unit III** Bills of Exchange 15 h

Bills of Exchange - Definition – Features – Advantages – Types – Promissory Note- Definition – Features – Distinction between Bills of Exchange and Promissory Note – Recording transactions relating to bills – Retiring of bill under rebate – Dishonour of a Bill - Renewal of bills.

#### **Unit IV** Account Current and Average Due Date 12 h

Meaning of Account Current – Definition – Methods: Product, Red-ink Interest, Interest table, Periodical balance and Epoque method. Meaning of Average Due Date – Uses–Accounting treatment - Calculation of Interest.

#### **Unit V** Accounting for Consignments and Goods Sent on Sale or Return Basis 15 h

Meaning of Consignment – Distinction between consignment and sale – Accounting treatment in the books of Consignor and Consignee – Goods sent on consignment at cost and at Invoice price. Meaning of Sale or Return – Purpose – Methods of Recording Sale or Return Transactions





**Note:** The question paper shall cover 20% theory and 80% problem.

Case studies related to the below topics to be discussed (Examined internal only)


1. Case Study on Accounting Concepts
2. Case Study on Bank Reconciliation Statement
3. Case Study on Bills of Exchange

### Text Books

- 1 Reddy,T.S. and Murthy,A. 2016. Advanced Accountancy [Second Revised Edition]. Margham Publications, Chennai.
- 2 Jain,S.P., and Narang,K.L 2019, Advanced Accountancy - Principles of Accounting Including GST Volume I [Twentieth Revised Edition]. Kalyani Publishers, New Delhi.

### References

- 1 Shukla M.C Grewal T.S Gupta S.C. 2016. Advanced Accounts Volume I [Nineteenth Edition]. S.Chand & Company Pvt Ltd, New Delhi.
- 2 Hanif., and Mukherjee, 2015. Modern Accountancy, (Volume I) [Second Edition]. Tata Mcgraw Hill Publishing Co.Ltd., Chennai.
- 3 Arulandam. M.A and Ramaan.K.S, 2014. Advanced Accountancy. [Revised Edition]. Himalaya Publishing House, Mumbai.
- 4 Pillai. R.S.N and Bagavathi, Uma.S. 2012. Fundamentals of Advanced Accounting (Volume I). [Third Revised Edition]. Sultan Chand & Company Ltd, New Delhi.

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Course Code	Course Name	Category	L	T	P	Credit
225CI1A1CA	PRINCIPLES OF MANAGEMENT	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the basic principles and elements of effective management.
- the managerial actions of planning, organizing and motivation.
- the leadership qualities and effective controlling.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Integrate the management principles into management practices.	K2
CO2	Understand the planning and decision making process in the organization	K4
CO3	Assess the organisational practices through proper delegation of authority and responsibility.	K2
CO4	Describe the recruitment process, motivational theory and leadership styles in the practice of management.	K2
CO5	Understand the techniques of direction and control to summarize the report.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2	✓		✓		✓
CO3	✓	✓		✓	✓
CO4		✓	✓	✓	✓
CO5	✓	✓		✓	✓





<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CI1A1CA	PRINCIPLES OF MANAGEMENT	SEMESTER I
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### Unit I Introduction to Management 10 h

Definition - Nature and Scope - Importance - Functions of Management - Management as an Art, Science and Profession - Scientific Management - Fayol's Principles of Management - Management By Objectives (MBO) - Management By Exception (MBE)- Organization culture and Environment - Current trends and issues in Management.

#### Unit II Planning 10 h

Definition - Nature - Objectives - Advantages and Disadvantages - Process - Types - Decision Making - Traditional and Modern Techniques - Steps involved in Decision Making- Rational Decision Making.

#### Unit III Organisation 10 h

Definition - Principles - Types - Importance - Elements of Organisation Process - Line & Staff- Overcoming Line-staff conflict, Committees, Organization Structures, Types, Advantages & Disadvantages. Directing - meaning & Definition - Principles - Techniques - Importance - Delegation - Process of Delegations- Barriers to Delegation, Span of Control - Centralization & Decentralization - Departmentation.

#### Unit IV Staffing 9 h

Meaning and Definition - Functions - Recruitment - Sources of Recruitment - Training- Performance Appraisal - 360 Degree Appraisal Method - Assessment Center Method- Motivation - Importance of Motivation - Maslow's Theory of Motivation - X, Y and Z Theories (McGregor Theory & William Ouchi Theory)- Goal Setting theory - Leadership - Types - Qualities of a Good Leader- Leadership styles- Group decision making

#### Unit V Controlling and Reporting 9 h

Meaning and Definition - Need and Significance of control - Process of Controlling - Types of control - Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality Control - Co-ordination - Need - Techniques - Reporting - meaning & Definition - Principles - Techniques - Importance





**Note:** Case studies related to the above topics to be discussed (Examined internal only)


1. Case Study in Management by Objectives
2. Case Study in Leadership Style
3. Case Study in Motivation

### Text Books

- 1 DinkarPagare ,2018, "Principles of Management", Sixth Edition, Sultan Chand & Sons, New Delhi
- 2 RamaswamyT, 2019, "Principles of Management", Eleventh Edition, Himalaya Publishing Home Pvt Ltd, Mumbai

### References

- 1 Govindarajan. M., 2019. "Principles of Management", Ninth Edition, PHI Publications, New Delhi
- 2 Prasad L.M., 2015, "Principles and Practice of Management", Eighth Edition, Sultan Chand & Sons, New Delhi
- 3 Tripathi P C&ReddyP N, 2017, "Principles of Management", Sixteenth Edition, McGraw Hill Education and New Delhi
- 4 Mitra J.K, 2017, "Principles of Management", First Edition, Oxford University Press

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<b>APPROVED</b>		
BoS- 13 <sup>th</sup> 30/7/22	AC - 13 <sup>th</sup> 6/9/22	GB - 18 <sup>th</sup> 10/9/22



225CI1A1CP	CORE PRACTICAL : SPREADSHEET APPLICATIONS - I	SEMESTER I
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Total Credits: 2

Total Instructions Hours: 48 h

S.No	Contents
1	Preparation of Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
2	Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
3	Create a form and use protection of cells option
4	Working with Worksheets, Inserting/ Deleting sheets, Moving between sheets, Link sheets with formula, Inserting Header & Footer
5	Working with macros, running macros, assigning macros to buttons.
6	Draw the different types of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
7	Preparation of Final Accounts by using formula.
8	Preparation of statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
9	Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.
10	Creating Pivot Table to analyse sales report.
11	Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data
12	Advanced filtering with Multi Criteria-including vlookup, hlookup






**Note:** Out of 12 exercises 10 mandatory

### References

- 1 Anshuman Sharma, 2016, "A Book of Fundamentals of Information Technology", First Edition, Lakhanpal Publications, Punjab
- 2 Rajaraman V, 2018, "Introduction to Information Technology", Third Edition, PHI Learning, New Delhi
- 3 Ramesh Paul, 2020, "Information Technology for Management", Third Edition, Tata McGraw-Hill Publishing Co Ltd, New York (USA)
- 4 Puneet Kumar, Sushil Bhardwaj, 2019, "Fundamentals of Information Technology", Fourth Edition, Kalyani Publishers, Hyderabad

		
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Course Code	Course Name	Category	L	T	P	Credit
222MT1A1IA	BUSINESS MATHEMATICS	IDC	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the characteristics of different types of matrices
- the basic concept of limits and continuity
- the formulation of linear programming problem

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	recognize the operations of a matrix	K2
CO2	Identify the types of discounts corresponding to a bill	K1
CO3	explain the methods for finding limits	K2
CO4	illustrate the applications of the differentiation	K3
CO5	compute the optimal solution of a linear programming problem	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		
CO2		✓	✓	✓	
CO3	✓	✓		✓	
CO4			✓		✓
CO5	✓	✓	✓	✓	✓





<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



222MT1A1IA	BUSINESS MATHEMATICS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Matrices 12 h

Definition - importance - types - Matrix operations - properties - system of linear equations - Determinants - Cramer's rule - properties of determinants - minor and cofactor - Inverse matrix method - Rank - consistency

**Unit II** Mathematics of Finance 9 h

Basic concepts - Simple interest - Compound interest - effective rate and nominal rate of Interest - Depreciation - Annuities - Sinking fund- discounting

**Unit III** Limits 8 h

Constants - variables - functions -types - variable tending to a limit - limit of a function - properties - methods of finding limits - factorisation - L' Hospital's rule - Method of substitution - rationalisation - Infinite limit

**Unit IV** Differentiation 9 h

Derivatives of standard functions - rules of differentiation - addition rule and the difference rule - product rule - quotient rule - functions of a function rule - uses of derivative - Elasticities - Increasing and decreasing functions - maxima and minima

**Unit V** Linear Programming Problem 10 h

Linear Programming - introduction - meaning, scope and limitation of operations research - formulation of linear programming problem - Graphical method - Simplex method

Note: Theory 20% and Problems 80%



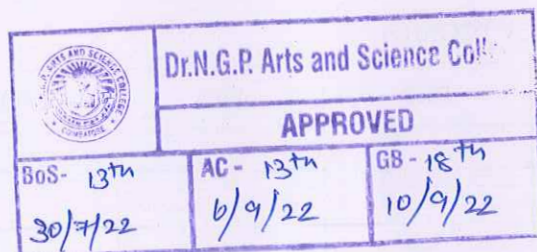


## Text Books

- 1 Navnitham.P.A, 2021, "Business Mathematics and Statistics", Jai Publishers ,Trichy.

## References

- 1 Asim Kumar Manna, 2018, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited , New Delhi.
- 2 Mariappan.S, 2017, "Business Mathematics" ,First Edition, Pearson Publisher ,New Delhi.
- 3 Das N.G & Das J.K, 2012, "Business Mathematics and Statistics" , First Edition, McGraw Hill Education Private Limited , New Delhi.
- 4 Sundaresan.V, Jayaseelan.S.D, 2011, "An introduction to Business mathematics" , Fourth Edition, Sultan Chand & Company, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
223MB1A1AA	ENVIRONMENTAL STUDIES	AECC	2	-	-	2

#### PREAMBLE

This course has been designed for students to learn and understand

- Multi disciplinary aspects of Environmental studies
- Importance to conserve the Biodiversity
- Causes of Pollution and its control

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of natural resources in order to conserve for the future.	K2
CO2	Infer on Natural resources and its conservation	K2
CO3	Apply the knowledge on Biodiversity and its conservation	K3
CO4	Relate effects, causes and control of air, water, soil and noise pollution etc.,	K2
CO5	Build awareness about sustainable development and Environmental protection	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2					✓
CO3					✓
CO4					✓
CO5					✓





<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



223MB1A1AA	ENVIRONMENTAL STUDIES	SEMESTER I
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**Total Credits: 2**

**Total Instruction Hours: 24 h**

### Syllabus

#### **Unit I** Introduction to Environmental studies & Ecosystems 5 h

Introduction to Environmental studies& Ecosystems: Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. Ecosystem- Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession.

#### **Unit II** Natural Resources: Renewable and Non-renewable Resources 5 h

Natural Resources: Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.

#### **Unit III** Biodiversity and Conservation 5 h

Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **Unit IV** Environmental Pollution, Environmental Policies & Practices 5 h

Environmental Pollution, Environmental Policies & Practices: Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Prevention & Control of Pollution Act – Air & Water. Wildlife Protection Act;





Forest Conservation Act;

**Unit V** Human Communities and the Environment & Field Work 4 h


Human Communities and the Environment & Field Work: Human population and growth: Impacts on environment, human health and welfares. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness. Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Population explosion – Family Welfare Programmes. Role of Information Technology in Environment and human health. Role of the Colleges, Teachers and Students in village adoption towards clean, green and make in villages in various aspects.

**Text Books**

- 1 Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- 2 Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

**References**

- 1 Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge
- 2 Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press
- 3 Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006
- 4 Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- 5 McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books
- 6 McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century
- 7 Odum, E.P., Odum, h.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.

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<b>APPROVED</b>		
BoS - 13 <sup>th</sup> 30/7/22	AC - 13 <sup>th</sup> 6/9/22 B.Com. (IT)	GB - 18 <sup>th</sup> 10/9/22 (Students admitted during the A.Y. 2022-23)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	LANGUAGE- I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம்,பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு (Tamil knowledge)	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2			✓	✓	✓
CO3					✓
CO4					✓
CO5	✓				✓

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

Unit I அற இலக்கியம் 13 h

1. இலக்கிய வரலாறு- பதினென்கீழ்க்கணக்குநூல்கள்

2. திருக்குறள்

அ. அறன்வலியுறுத்தல்- அ. எண் 04

ஆ. நட்பாராய்தல் - அ. எண் 80

இ. நாடு- அ. எண் 74

ஈ. குறிப்பறிதல்- அ. எண் 110

Unit II அற இலக்கியம் 13 h

1. நாலடியார் - அறிவுடைமை

2. மூதுரை - ஓளவையார் - 10 பாடல்கள்-6,7,9,10,14,16,17,23,26,30

3. இனியவைநாற்பது- பூதஞ்சேந்தனார் - முதல் 10 பாடல்கள்

Unit III அறநெறிக் கட்டுரைகள் 09 h

1. இலக்கியவரலாறு - தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

2. கலைகள்-உ.வே.சா

3. சங்க நெறிகள்- வ.சுப.மாணிக்கம்

Unit IV அறநெறிக் கட்டுரைகள் 15 h

1. வீர வணக்கம் - க.கைலாசபதி

2. தமிழர் பண்பாடு - டாக்டர் சோ.நா.கந்தசாமி

3. இணையத் தமிழ் வளர்ச்சி - முனைவர் ப.அர.நக்கீரன்

Unit V பயிற்சிப் பகுதி 10 h

1. இலக்கணம்-வழு, வழுவமைதி, வழாநிலை

2. அலுவலகம் சார்ந்த கடிதம் - விண்ணப்பங்கள், வேண்டுகோள், முறையீடு

3. படைப்பாக்கம்-பொதுத்தலைப்பில் கட்டுரைகள் எழுதுதல்



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## Text Book

- தமிழ் மொழிப்பாடம்-2022-2023,தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை  
1 அறிவியல் கல்லூரி,கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை.  
(Unit I to V)

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு-2014,தமிழ் இலக்கிய வரலாறு-  
மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு- 2013,இலக்கணம்- இலக்கிய  
வரலாறு- மொழித்திறன்- பூவேந்தன் பதிப்பகம்,சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY  
வலைதள முகவரி : <https://www.tamilvu.org>

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<b>APPROVED</b>		
Res- 14 <sup>th</sup>	AC - 14 <sup>th</sup>	GB - 14 <sup>th</sup>
3-12-2022	19-01-2023	30-01-2023



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Course Code	Course Name	Category	L	T	P	Credit
221TL1A2HA	HINDI - II: MODERN LITERATURE	LANGUAGE- I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2			✓		✓
CO3					✓
CO4		✓			✓
CO5		✓	✓		✓

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A2HA	HINDI - II: MODERN LITERATURE	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

Unit I	13 h
आधुनिकपद्य – शबरी(श्रीनरेशमेहता)	
Unit II	13 h
उपन्यास: सेवासदन-प्रेमचन्द	
Unit III	12 h
कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय	
पाठ 1.कफ़न, 3. चीफ़ की दावत	
Unit IV	12 h
पत्र लेखन: (औपचारिक या अनौपचारिक)	
Unit V	10 h
अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में) (पाठ 1 to 10)	

### Text Books

- 1 प्रकाशक: लोकभारती प्रकाशन पहली मंजिल, दरबारी बिल्डिंग, महात्मा गाँधी मार्ग, इलाहाबाद. (Unit I)
- 2 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड अशोक नगर इलाहाबाद. (Unit II)
- 3 प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली. (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद. (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई. (Unit V)





Course Code	Course Name	Category	L	T	P	Credit
221TL1A2MA	MALAYALAM - II: MODERN LITERATURE	LANGUAGE -I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1					✓
CO2			✓	✓	✓
CO3					✓
CO4					✓
CO5	✓				✓

#### COURSE FOCUSES ON:

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A2MA	MALAYALAM- II: MODERN LITERATURE	SEMESTER II
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**Total Credits: 3**

**Total Instruction Hours: 60 h**

### Syllabus

<b>Unit I</b>	<b>Novel</b>	<b>12 h</b>
Enmakaje: Chapter1- Chapter5		
<b>Unit II</b>	<b>Novel</b>	<b>10 h</b>
Enmakaje: Chapter 6- Chapter 10		
<b>Unit III</b>	<b>Novel</b>	<b>12 h</b>
Enmakaje: Chapter 11- Chapter 15		
<b>Unit IV</b>	<b>Autobiography</b>	<b>14 h</b>
Neermathalam Pootha Kalam :Chapter 1- Chapter 10		
<b>Unit V</b>	<b>Autobiography</b>	<b>12 h</b>
Neermathalam Pootha Kalam: Chapter 11- Chapter 20		

### Text Books

- 1 Ambika Suthan Mangad, Enmakaje (Novel), DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Madhavikkutty, Neermathalam Pootha Kalam (Autobiography), DC Books Kottayam, Kerala, India. (Unit IV & V)

### References

- 1 Malayala Novel Sahithyam, DC Books Kottayam, Kerala, India.
- 2 Malayala Sahithya Charithram, National Books Kottayam, Kerala, India.



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Course Code	Course Name	Category	L	T	P	Credit
221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	LANGUAGE- I	4	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills – Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		✓
CO2			✓	✓	✓
CO3					✓
CO4					✓
CO5	✓				✓

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



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221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

## Syllabus

## Unit I

12 h

Proposer, accepter, refuser une invitation. Indiquer la date.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre un message d'invitation sur un répondeur téléphonique. Inviter quelqu'un à accepter ou refuser l'invitation.
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## Unit II

12 h

Prendre et fixer un rendez-vous. Demander et indiquer l'heure.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre des personnes qui fixent un rendez-vous par téléphonique. Prendre un rendez-vous par téléphone
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## Unit III

12 h

Exprimer son point de vue positif et négatif. S'informer sur le prix. S'informer sur la quantité. Exprimer la quantité.	En groupes, choisir un cadeau pour un ami.	Exprimer son point de vue sur des idées de cadeau. Faire des achats dans un magasin
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B.Com. (IT) (Students admitted during the A.Y.2022-23)



## Unit IV

14h

Demander et indiquer une direction. Localiser (près de, en face de ....). Exprimer l'obligation l'interdit. Conseiller.	Suivre un itinéraire à l'aide d'indications par téléphone et d'un plan. Par courrier électronique, donner des informations et des conseils à un ami qui veut voyager.	Comprendre des indications de direction. Comprendre des indications de lieu. Comprendre une chanson. Comprendre de courts messages qui expriment l'obligation ou l'interdiction. Donner des conseils à des personnes dans des situations données.
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## Unit V

10 h

Make in Own Sentences

## Text Book

- 1 Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 56-101) (Methode de Français), Goyal Publisher & Distributors Pvt Ltd., 86 UB Jawahar Nagar (Kamala Nagar), New Delhi-7 Les Editions Dider, Paris, 2008- Imprimee en Roumanie par Canaleen Janvier 2012.( Unit I to IV)

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
P-3-14 <sup>th</sup> 3-12-2022	AC - 14 <sup>th</sup> 19-01-2023	GB - 19 <sup>th</sup> 30-01-2023



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*B.Com. (IT) (Students admitted during the A.Y.2022-23)*

Course Code	Course Name	Category	L	T	P	Credit
221EL1A2EA	PROFESSIONAL ENGLISH - II	LANGUAGE - II	4	-	1	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the language for specific purposes through various literary manuscripts
- the process of communicative competences in academics through authentic contexts
- the different formats of business correspondence with lucidity and accuracy via various media

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Relate and appreciate the eminent writers works of various genres	K1
CO2	Infer and comprehend complex situational talks	K2
CO3	Identify formal and informal communicative context to speak fluently	K3
CO4	Construct the denotative and connotative meanings while reading specialized texts	K3
CO5	Develop the skill of writing through descriptions, narrations and essays	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1				✓	✓
CO2	✓	✓		✓	✓
CO3		✓			✓
CO4			✓		✓
CO5	✓	✓	✓	✓	✓

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221EL1A2EA	PROFESSIONAL ENGLISH - II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

### Syllabus

#### Unit I Genre Studies 12 h

John Keats: La Belle Dame Sans Merci - Author's Note - title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

A.G. Gardiner: On Keyhole Morals- Author's Note- Title indications- Outline - Passage Analysis - context of the Prose - Narrative techniques- Style

Charles Lamb: A Dissertation upon Roast Pig- Author's Note - title indications- outline- paraphrasing the Essay- context of Essay- form-devices- Narrative techniques

John Galsworthy: The Silver Box- Author's Note- Plot Summary- Critical Analysis- Themes- Characters- Description - analysis- Terms- Symbols

#### Unit II Listening Skills 10 h

Listening to Talks/Lectures by Specialists on selected subject specific topics- Listening to Public Announcements- Listening to Instructions & Directions- Listening to Speeches- Listening to process/event descriptions to identify cause & effects

#### Unit III Speaking Skills 14 h

Small Talk- Mini Presentations and Making Recommendations- Group Discussions, Debates, and Expressing opinions through Role play- Picture Description- Giving Instruction to Use a Product- Presenting a Product- Summarizing a Lecture- Narrating Personal Experiences/ Events- Interviewing a Celebrity- Scientific Lectures- Educational Videos- Debates- Different Viewpoints on an Issue

#### Unit IV Reading Skills 12 h

Reading Biographies, Newspaper Reports, Technical Blogs- Reading Advertisements- Gadget Reviews - Newspaper Articles- Journal Reports- Reading Editorials & Blogs- Case Studies- Excerpts from Literary Texts

#### Unit V Writing Skills 12 h

Inferring & Interpreting- Predicting Reorganizing Material- Summary Writing Based on the Reading Passages- Writing - Emails & Essay Writing (Descriptive or narrative)- Grammar - Tenses- Question Types: Wh/ Yes or No/ and Tags






## Text Books

- 1 <<https://www.poetryfoundation.org/poems/44475/la-belle-dame-sans-merci-a-ballad/>> (Unit I)
- 2 <<https://sittingbee.com/on-keyhole-morals-a-g-gardiner/>> (Unit I)
- 3 <<https://www.gradesaver.com/charles-lamb-essays/study-guide/summary-a-dissertation-upon-roast-pig/>> (Unit I)
- 4 <<https://public-library.uk/ebooks/41/61.pdf>> The Silver Box- John Galsworthy/> (Unit I)
- 5 Hart, Steve, Aravind R.Nair, Veena Bhambhani. 2016. Embark: English for Undergraduates. Cambridge University Press, New Delhi, India. (Unit II)
- 6 Lakshminarayanan. 2012. A Course Book On Technical English. Scitech Publications Pvt. Ltd, New Delhi, India. (Unit III)
- 7 Raman, Meenakshi & Sangeeta Sharma. 2016. Technical Communication- Principles And Practice, Oxford University Press, New Delhi, India. (Unit IV)
- 8 Viswamohan, Aysha. 2017. English For Technical Communication (With CD), McGraw Hill (India) Private Limited, New Delhi, India.( Unit V)

## References

- 1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai, India.
- 2 Chellammal, V. 2003. Learning to Communicate. Allied Publishing House, New Delhi, India.
- 3 Krishnaswamy. N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi, India.
- 4 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers, Chennai, Tamil Nadu, India.

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Course Code	Course Name	Category	L	T	P	Credit
225BP1A2CA	ADVANCED FINANCIAL ACCOUNTING	CORE	5	1	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- procedures in Branch and Departmental Accounting.
- recording of transactions in Hire purchase and Instalment system of Accounting.
- accounting treatments in Admission, Retirement cum death and Insolvency of a Partnership Firm.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Apply the accounting practices in Branch and Departmental accounting.	K3
CO2	Interpret the Hire purchase and Instalment system of accounting.	K2
CO3	Understand the procedures related to calculation of ratios and Accounting Treatment of Admission of a Partner.	K2
CO4	Solve the accounting treatments at the time of Retirement and Death in the books of Partnership Firm.	K3
CO5	Analyze the Valuation of Assets and Liabilities in the case of Dissolution and Insolvency of Firms.	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓			✓	✓
CO3	✓			✓	✓
CO4	✓			✓	✓
CO5	✓			✓	✓

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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225BP1A2CA	ADVANCED FINANCIAL ACCOUNTING	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 72 h

### Syllabus

#### Unit I Branch and Departmental Accounting 15 h

Branch Accounting: Objects - Types of Branch Accounting - Dependent Branches - Features - Accounting in respect of Dependent Branches - Debtors System only - Cost Price and Invoice Price - Independent Branches (Theory only).

Departmental Accounting: Need - Advantages - Distinction between Branches and Departments- Methods and Techniques of Departmental Accounting.

Case Study on Branch Accounts.

#### Unit II Hire Purchase and Instalment Purchase Systems 14 h

Hire Purchase System - Features - Distinction between Hire Purchase System and Instalment System - Accounting treatment for Hire Purchase System - Model Journal Entries - Calculation of Interest - Hire Purchase Trading Account - Debtors Methods - Stock and Debtors System (Excluding Default and Repossession).

#### Unit III Partnership Accounting: Admission of a Partner 15 h

Partnership Deed - Division of Profits - Capital Accounts - Fixed and Fluctuating Capital - Interest on Capital and Drawings - Admission of a Partner - Calculation of New Profit sharing Ratios. Goodwill: Need for Valuation of Goodwill - Treatment of Goodwill - Revaluation of Assets and Liabilities.

Case Study on Admission of a Partner.

#### Unit IV Retirement and Death of a Partner 14 h

Retirement (Excluding Retirement cum Admission) and Death of a Partner: Calculation of New Profit sharing ratio - Treatment of Goodwill on Retirement/ Death of a Partner - Adjustment of Capital after Retirement - Death of a Partner: Mode of payment - Special Treatments.

#### Unit V Dissolution of a Firm 14 h

Meaning - Modes of Dissolution- Settlement of Accounts - Accounting Treatment - Normal Dissolution - Insolvency of a Partner (Excluding Insolvency of all Partners) - Garner vs. Murray - Capital Ratio Under Fixed Capital Method and Fluctuating Capital Method.

Case Study on Garner vs. Murray.



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**Note:** Distribution of marks 80% Problem and 20% Theory  
Case studies (Examined Internal only).

### Text Books

- 1 Reddy T.S. and Murthy A. 2020, Advanced Accountancy [Second Revised Edition], Margham Publications, Chennai.
- 2 Jain S.P and Narang K.L., 2019, Advanced Accountancy - Principles of Accounting Including GST Volume I [Twentieth Revised Edition], Kalyani Publishers, New Delhi.

### References

- 1 Pillai R.S.N., Bagavathi and Uma.S., 2012, Fundamentals of Advanced Accounting (Volume I), [Third Revised Edition], Sultan Chand & Company Ltd, New Delhi
- 2 R.L. Gupta & Radhasamy., 2018, Advanced Accountancy - Volume I, Thirteenth Edition, Sultan Chand & Sons, New Delhi.
- 3 Shukla M.C Grewal, T.S Gupta S.C., 2016, Advanced Accounts - Volume I, [Nineteenth Edition]. S.Chand & Company Pvt. Ltd, New Delhi.
- 4 Hanif and Mukherjee, 2015, Modern Accountancy, (Volume I) [Second Edition], Tata Mcgraw Hill Publishing Co. Ltd., Chennai.

		
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Course Code	Course Name	Category	L	T	P	Credit
225CI1A2CA	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CORE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the latest trends in the technological Developments.
- the business implications with Information Technology.
- the learning opportunities for students in challenged circumstances of Information Technology.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts of Computer organization and Arithmetic.	K2
CO2	Study the applied aspects of Computer Network.	K3
CO3	Understand how Internet and mailing system can be used for business world.	K2
CO4	Apply office automation concepts in the real world of Commerce.	K3
CO5	Understand the data handling concepts.	K2

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓	✓		
CO2		✓	✓		
CO3		✓	✓	✓	
CO4	✓	✓	✓		
CO5		✓	✓	✓	

#### COURSE FOCUSES ON:

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





225CI1A2CA	FUNDAMENTALS OF INFORMATION TECHNOLOGY	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Computer Organization 10 h

Introduction: Components of Information Technology - Types of Information Systems - Hardware and Software - Types of Software - Programming language: machine- assembly and high level languages - Language Processors: Assemblers - Interpreters - Compiler and Editors- Number System: Binary- Octal- Decimal and Hexadecimal number systems and their conversion

Case Study on Fundamentals of Computer

#### Unit II Fundamentals of Computer network 10 h

Introduction - Features - Architecture of computer networks - Components of network - computer network types - Topologies - Transmission modes - Network security: Introduction - Aspects of network security - Security - Privacy - Digital signature

Case Study on Networking Concepts

#### Unit III Introduction to Internet 10 h

Introduction to Internet -Intranets and Extranets - Working of Internet - Modes of connecting to Internet - Internet Terminologies - WWW - Search engine - Wireless System - Web Hosting Overview of E-Mail - E-Mail Message Components - Message composition - E-mail inner workings - E-mail management - MIME types - Newsgroups - Mailing lists.

#### Unit IV Office Automation 10 h

MS Word - Creating a new document - Editing - Working with margins - Pages and line spaces -Adding Headers, Footers and Page numbering - Printing documents - MS Excel - Creating a new workbook - Entering data into the worksheets - Editing worksheets - Adding Cell borders and shading working with ranges - Managing and printing workbook - Simple calculations - Copying formulas - Creating charts.



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**Unit V Data Handling**

08 h

MS PowerPoint – Creating a new presentation – working with slides in different views – Printing presentations - Inserting, Deleting and copy slides – Rearranging slides – adding and modifying slide text - Adding graphics to slide - MS Access – Creating a new database creating and editing table – Entering and editing data in table – Creating relationships between tables – Creating and modifying a form

Case Study on MS Access DB Connectivity.


**Note:** Case study (Examined Internal only)

**Text Books**

- 1 Ramesh Paul, 2020, "Information Technology for Management", Third Edition, Tata McGraw-Hill Publishing Co Ltd, New York (USA).
- 2 V.Rajaraman, 2018, "Introduction to Information Technology", Third Edition, PHI Learning, New Delhi.

**References**

- 1 Anshuman Sharma , 2016, "A Book of Fundamentals of Information Technology", First Edition, Lakhanpal Publications, Punjab.
- 2 Puneet Kumar, Sushil Bhardwaj , 2019, "Fundamentals of Information Technology", Fourth Edition , Kalyani Publishers, Hyderabad.
- 3 Pradeep K .Sinha, Priti Sinha , 2016," Information Technology Theory and Practice", First Edition, PHI Learning, New Delhi.
- 4 Ramesh Bangia, 2016, "Computer Fundamentals and Information Technology", Second Edition, Laxmi Publications, New Delhi

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225CI1A2CP	<b>CORE PRACTICAL : SPREADSHEET APPLICATIONS - II</b>	<b>SEMESTER II</b>
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**Total Credits:** 2  
**Total Instructions Hours:** 48 h

S.No	List of Exercises
1	<b>Text Functions:</b> Upper, Lower , ProperLeft, Mid, Right,Find, Substitute Trim, Len, Exact,Concatenate
2	<b>Applications of formula:</b> Use the Function Wizard, Common functions (Average, Min, Max, Count, CountA, Round, INT)
3	<b>Functions:</b> What-if-analysis, Goal Seek, Reporting, Character Functions, Age Calculations, Data Validation
4	<b>Data Analysis:</b> Sub Total Reports, Auto Filter, Password Protecting Worksheets, Linking Multiple Sheets, Sheet Referencing, Linking Between Word/Excel/PPT
5	<b>Mathematical Functions:</b> SumIf, CountIf, AverageIf, NestedIf, If Error, AND, OR, NOT
6	<b>Pivot Table:</b> Adding Slicers tool in Pivot and Table, Basic and Advanced Value Field Setting
7	<b>Sorting and Filtering:</b> Filtering on texts, numbers and colours, Sorting options
8	<b>Advanced Paste Special Techniques:</b> Paste formulas, paste formats, Paste validations, Transpose Tables
9	<b>Protecting Excel:</b> File Level Protection, Workbook, Worksheet Protection
10	<b>Printing Workbooks:</b> Setting up print area, Customizing header and footer, Designing the structure of templates
11	Finding Positive and Negative Number
12	Date and Time Functions

**Note:** Out of 12 exercises 10 mandatory

Software: MS Excel




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## References

- 1 Puneet Kumar, Sushil Bhardwaj, 2019, "Fundamentals of Information Technology", Fourth Edition, Kalyani Publishers, Hyderabad.
- 2 Rajaraman v, 2018, "Introduction to Information Technology", Third Edition, PHI Learning, New Delhi.
- 3 Ramesh Paul, 2020, "Information Technology for Management", Third Edition, Tata McGraw-Hill Publishing Co.Ltd, New York (USA).
- 4 Anshuman Sharma, 2016, "A Book of Fundamentals of Information Technology", First Edition, Lakhanpal Publications, Punjab.

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Course Code	Course Name	Category	L	T	P	Credit
222MT1A2IA	BUSINESS STATISTICS	IDC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the requirement of a good average and differentiate between average and dispersion
- the importance and the limitations of correlation and regression analysis
- the concept of probability and time series

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	identify the measures of average	K1
CO2	identify the measures of dispersion	K1
CO3	explain the concepts of probability	K2
CO4	determine the correlation and regression values	K2
CO5	analyze the components of time series	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2				✓	
CO3		✓		✓	
CO4				✓	✓
CO5	✓			✓	✓

### COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



222MT1A2IA	BUSINESS STATISTICS	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Measures of Central Tendency 10 h

Introduction- arithmetic mean- median - mode - comparison of the mean, median and mode- geometric mean- harmonic mean.

#### Unit II Measures of Dispersion 9 h

Introduction- importance - range - interquartile range - interfractile range - mean deviation- standard deviation- relative dispersion- co-efficient of variation.

#### Unit III Probability 8 h

Introduction - Probability theory - basic terminologies - three types - axioms - conditions of statistical independence and dependence - Baye's theorem.

#### Unit IV Correlation and Regression Analysis 12 h

Concept and importance - correlation and causation-types - graphic and algebraic methods -coefficient of determination-rank correlation-some limitations -regression model-estimation using the regression line- method of least squares-alternative approach-regression co-efficient.

#### Unit V Time Series Analysis and Forecasting 9 h

Introduction- components of a time series- trend- seasonal variation- cyclical variation- irregular variation - forecasting.

**Note:** Distribution of marks 80% Problem and 20% Theory



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## Text Books

1. Beri G C, 2010, "Business Statistics", Third Edition, McGraw-Hill Education Private Limited, New Delhi.

## References

1. Das, N.G & Das J.K, 2012, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited , New Delhi.
2. Asim Kumar Manna, 2018, "Business Mathematics and Statistics", First Edition, McGraw Hill Education Private Limited , New Delhi.
3. Pillai. R.S.N. and Bagavathi. V, 2002, "Statistics", Fourteenth Edition, Sultan Chand, New Delhi.
4. Navnitham. P.A, 2022, "Business Mathematics and Statistics", Fourth Edition, Jai Publishers, Trichy.

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221TL1A2AA	BASIC TAMIL	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022 – 23ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு இல்லை)

## Syllabus

Unit I தமிழ் மொழியின் அடிப்படைக் கூறுகள் 05 h

எழுத்துகள் அறிமுகம்

1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
3. உயிர்மெய் எழுத்துக்கள்
4. பயிற்சி

Unit II சொற்களின் அறிமுகம் 05 h

- 1.பெயர்ச்சொல்
- 2.வினைச்சொல் – விளக்கம் (எ.கா.)
- 3.பயிற்சி

Unit III குறிப்பு எழுதுதல் 05 h

1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள் (7)
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்

Unit IV குறிப்பு எழுதுதல் 05 h

1. ஊர்வன, பறப்பன, விலங்குகள்
2. மனிதர்களின் உறவுப்பெயர்கள்
3. ஊர்களின் பெயர்கள் (எண்ணிக்கை 10)

Unit V பயிற்சிப் பகுதி 04 h

பயிற்சிப் பகுதி (உரையாடும் இடங்கள்)

வகுப்பறை, பேருந்து நிலையம், சந்தை – பேசுதல், எழுதுதல்.



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**Notes:**

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை

மொத்த மதிப்பெண்கள் - 50

பகுதி - அ

சரியான விடையைத் தேர்வு செய்தல்

10x2=20

பகுதி - ஆ

சரியா? தவறா?

10x2=20

பகுதி - இ

ஒரு பக்க அளவில் விடையளிக்க

1x10=10

**குறிப்பு:**


- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அமைதல் வேண்டும்

**Text Book**

- அடிப்படைத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை
- 1 அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit I to IV)

**References**

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம், சென்னை.
- 2 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி : <https://www.tamilvu.org>.

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221TL1A2AB	ADVANCED TAMIL	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022- 2023 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது  
(10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)  
(பருவத் தேர்வு இல்லை )  
Syllabus

Unit I கவிதைகள் 06 h

- 1.தமிழ்நாடு - பாரதியார்
- 2.மனதில் உறுதி வேண்டும் - பாரதியார்
3. இன்பத்தமிழ் - பாரதிதாசன்
- 4.வேலைகளல்ல வேள்விகள் - தாராபாரதி
- 5.தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
6. நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

Unit II கட்டுரை 05 h

கட்டுரைத் தொகுப்பு - நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை
2. புலனடக்கம்
3. பண்பாடு

Unit III இலக்கணம் 04 h

- 1.வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
2. ர,ற,ல,ழ,ள,ந,ண,ன - வேறுபாடு அறிதல்

Unit IV கடிதங்கள் 05 h

1. பாராட்டுக் கடிதம்
2. நன்றிக் கடிதம்
3. அழைப்புக் கடிதம்
4. அலுவலக விண்ணப்பங்கள்

Unit V பயிற்சிப் பகுதி 04 h

படைப்பாக்கப் பகுதி

பொதுத் தலைப்புகளில் கவிதை, கட்டுரை எழுதச் செய்தல்



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## Notes

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை

மொத்த மதிப்பெண்கள் - 50

பகுதி - அ

சரியான விடையைத் தேர்வு செய்தல்

10x1=10

பகுதி - ஆ

கோடிட்ட இடங்களை நிரப்புக.

10x2=20

பகுதி - இ

இரண்டு பக்க அளவில் விடையளிக்க

2x10=20

குறிப்பு:


- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அமைதல் வேண்டும்

## Text Book

- 1 சிறப்புத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit- I to IV)

## References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு. 2014. தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை.
- 2 டாக்டர் மு.வரதராசன். 2010. நல்வாழ்வு, பாரி நிலையம், சென்னை.
- 3 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு. 2013. இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்
- 4 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி : <https://www.tamilvu.org>

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<b>APPROVED</b>		
<b>BoS-14th</b>	<b>AC - 14th</b>	<b>GB - 19th</b>
3-12-2022	19-01-2023	30-01-2023



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Course Code	Course Name	Category	L	T	P	Credit
225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	AECC	2	-	-	2

#### PREAMBLE

This course has been designed for students to learn and understand

- Concepts of Human Rights.
- human Right Violations and Redressal Mechanism.
- rights to Women and Child.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basic concepts of Human Rights	K1
CO2	Describe the Fundamental Rights	K2
CO3	Relate Human Right Violations and Redressal Mechanism.	K3
CO4	State the Rights to Women and Child	K2
CO5	Apply Civil and Political Rights of Women	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1				✓	✓
CO2	✓	✓		✓	✓
CO3		✓			✓
CO4				✓	✓
CO5			✓	✓	✓

#### COURSE FOCUSES ON:

<input type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



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225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	SEMESTER II
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**Total Credits: 2**

**Total Instruction Hours: 24 h**

### **Syllabus**

#### **Unit I Introduction to Human Rights 04 h**

Meaning - Definition - Nature - Content - Legitimacy of Human Rights - Origin and Development of Human Rights - Theories - Principles of Magna Carta - Modern Movements of Human Rights - The Future of Human Rights.

#### **Unit II Human Rights in India 05 h**

The Constitution of India - Fundamental Rights - Right to Life and Liberty - Directive Principles of State Policy - Fundamental Duties - Individual and Group Rights - Other facets of Human Rights - Measures for Protection of Human Rights in India.

#### **Unit III Human Right Violations and Redressal Mechanism 05 h**

Human Rights - Infringement of Human Right by State Machinery and by Individual - Remedies for State action and inaction - Constitutional Remedies - Public Interest Litigation (PIL) - Protection of Human Rights Act, 1993 - National Human Rights Commission - State Human Rights Commissions - Constitution of Human Right Courts.

#### **Unit IV Rights to Women and Child 05 h**

Matrimonial protection - Protection against dowry - Protection to pregnancy - Sexual offences - Law relating to work Place - Directive principles of Constitution (Article 39 a, d, e & Article 42, 43 & 46) - Trafficking of women - Constitutional Rights - Personal Laws - Protection of children against Sexual Offences Act 2012 (POCSO).

#### **Unit V Civil and Political Rights of Women 05 h**

Right of Inheritance - Right to live with decency and dignity - The Married women's Property Act 1874 - Women's right to property - Women Reservation Bill - National Commission for Women - Political participation - Pre independent political participation of women - Participation of Women in post independent period.



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### Text Books

- 1 Lalit Parmar, 1998, "Human Rights", Anmol Publications Pvt. Limited, New Delhi.
- 2 Krishna Pal Malik, 2009, "Women & Law ", Allahabad Law University, New Delhi.

### References

- 1 Mandagadde Rama Jois, 2015, "Human Rights", Bharatiya Values, Bharatiya Vidya Bhavan Publications, Mumbai.
- 2 Paras Diwan and Piyush Diwan, 1994, "Women and Legal Protection", South Asia Books, Andhra Pradesh.
- 3 Venkataram and Sandhiya. N, 2001, "Research in Value Education", APH Publishing Corporation, New Delhi.
- 4 Anand A S, 2008, "Justice for Women: Concerns and Expressions", Universal Law Publishing Co., New Delhi.

  
 BoS Chairman/HoD  
 Department of Commerce (IT)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore – 641 048

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Course Code	Course Name	Category	L	T	P	Credit
221TL1A3TA	TAMIL - III	LANGUAGE - I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம், பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு(Tamil knowledge)	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓			
CO2				✓	
CO3		✓			
CO4	✓				
CO5	✓			✓	✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A3TA	TAMIL - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

**Unit I காப்பியங்கள்** 10 h

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை

**Unit II காப்பியங்கள்** 10 h

1. கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்: பா. எண் : 60 முதல் - 100 வரை
2. பெரிய புராணம் - அதிபத்த நாயனார் புராணம்

**Unit III சிற்றிலக்கியங்கள்** 10 h

1. திருக்குற்றாலக்குறவஞ்சி - வசந்தவல்லி பந்தாடிய சிறப்பு (6: 4 கண்ணிகள்)
2. கலிங்கத்துப்பரணி- களம் பாடியது: போர்க்களக் காட்சி- பா.எண்: 472 முதல்- 502 வரை

**Unit IV இலக்கிய வரலாறு** 10 h

1. காப்பியங்களின் தோற்றமும் வளர்ச்சியும்
2. சிற்றிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்
3. நாடகத்தின் தோற்றமும் வளர்ச்சியும்

**Unit V இலக்கணம் & பயிற்சிப் பகுதி** 08 h

அ. இலக்கணம்

1. 'பா' வகைகள் : வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா - பொது இலக்கணம் மட்டும்.
2. அணி: உவமையணி, உருவக அணி, இல்பொருள் உவமையணி விளக்கம், உதாரணம்.

ஆ. பயிற்சிப் பகுதி

1. வாசகர் கடிதம் : நாளிதழ், வானொலி, செய்தி ஊடகங்களுக்கு



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B.Com. IT (Students admitted during AY 2022-23)



விமர்சனம் எழுதுதல்

2.திரைக்கதை : மத்திய மற்றும் மாநில அரசு விருது பெற்ற தமிழ்த் திரைப்படங்கள் மட்டும்

### Text Book

தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.

- 1 ஜி. பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit I to V)

### References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு- மணிவாசகர் பதிப்பகம், சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்னை..
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி: <https://www.tamilvu.org>



Course Code	Course Name	Category	L	T	P	Credit
221TL1A3HA	HINDI - III	LANGUAGE-I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2		✓			
CO3	✓		✓	✓	
CO4					
CO5	✓	✓	✓		

### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A3HA	HINDI - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

Unit I 10 h

पद्य – काव्य पराशर (भोलानाथ)

(प्राचीन- कबीर, तुलसी, सुर, मीरा, आधुनिक- मैथिलीशरण गुप्त, अरूण कमल )

Unit II 10 h

हिन्दी साहित्य का इतिहास: (साधारण ज्ञान)

Unit III 10 h

अलंकार: अनुप्रास, यमक, श्लेष, वक्रोक्ति, उपमा, रूपक

Unit IV 10 h

संवाद लेखन

Unit V 08 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)  
(पाठ 10 to 20)

## Text Books

- 1 प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001 (Unit I)
- 2 आचार्य रामचन्द्र शुक्ल लोकभारती प्रकाशन इलाहाबाद. (Unit II)
- 3 प्रकाशक: विनोद पुस्तक मंदिर आगरा-282002 (Unit III)
- 4 पुस्तक: व्याकरण प्रदीप - रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (Unit V)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A3MA	MALAYALAM - III	LANGUAGE- I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓				
CO3		✓	✓		
CO4	✓			✓	
CO5	✓	✓	✓		

#### COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A3MA	MALAYALAM - III	SEMESTER III
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**Total Credits: 3**

**Total Instruction Hours: 48 h**

### Syllabus

<b>Unit I</b>	<b>Poetry</b>	10 h
	Kumaranasan	
<b>Unit II</b>	<b>Poetry</b>	10 h
	Kumaranasan	
<b>Unit III</b>	<b>Poetry</b>	10 h
	Kumaranasan	
<b>Unit IV</b>	<b>Poetry</b>	10 h
	Vayalar Ramavarma	
<b>Unit V</b>	<b>Poetry</b>	08 h
	Vayalar Ramavarma	

### Text Books

1. Kumaranasan. 1998. Chinthavishtayaya Sitha. DC Books Kottayam, Kerala, India. (Unit I to III)
2. Ayisha (Poem), National Book Stall Kottayam, Kerala, India. (Unit IV & V)

### Reference

1. Dr.M.Leelavathy. Kavitha Sahithya Charithram. Sahithya Academy Thrissur, Kerala, India.



Course Code	Course Name	Category	L	T	P	Credit
221TL1A3FA	FRENCH - III	LANGUAGE-I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills - Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓	✓			
CO3			✓	✓	
CO4	✓	✓			
CO5	✓		✓	✓	

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





221TL1A3FA	FRENCH - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I

10 h

<ul style="list-style-type: none"> <li>° Décrire un lieu.</li> <li>° Situer</li> </ul>	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
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## Unit II

10 h

Se situer dans le temps.	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
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## Unit III

10 h

Raconter. <ul style="list-style-type: none"> <li>° Décrire les étapes d'une action.</li> </ul>	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
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## Unit IV

10 h

Exprimer l'intensité et la quantité. <ul style="list-style-type: none"> <li>° Interroger.</li> </ul>	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
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## Unit V

08 h

Make in Own Sentences based on the above Lessons
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## Text Book

- 1 LATITUDES I (Méthode de français) Pages from 102-127, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Course Code	Course Name	Category	L	T	P	Credit
221EL1A3EA	PROFESSIONAL ENGLISH - III	LANGUAGE- II	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- the basics of English grammar and specific usage
- the importance of the vocabulary and use in different contexts
- the necessity of communication and composition writing skills

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Infer the specific usage of while-listening process	K2
CO2	Organize the various abilities and sub-skills involved in reading	K3
CO3	Utilize the importance of speaking skills and developing it through various practices	K3
CO4	Assume the sentence construction and paragraph development	K4
CO5	Acquire all-round mature outlook to function effectively in different context	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		✓
CO2	✓	✓		✓	
CO3	✓		✓		✓
CO4	✓		✓		]
CO5	[]	[✓]	[]	[✓]	[]

#### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





221EL1A3EA	PROFESSIONAL ENGLISH - III	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Listening and Reading 09 h

Listening in casual conversation, Small group and Conference setting - Listening for Factual Information, Detail and Situation - Developing Listening skills- Why do we avoid Listening- Poor Listening - Disadvantages - Poor listening vs Effective Listening - Basics of Reading- efficient and inefficient readers- Advantages - Benefits and Effective reading and comprehension skills- Need for Developing Efficient Reading skills- Four Basic steps of Effective Reading - Stumbling blocks in becoming an effective Reader- Improving Vocabulary power- Strategies for Comprehending and Retaining content- Effective Note Taking while Reading

#### Unit II Speaking 11 h

Purpose of General Conversations- Advantages, features of a good conversation- Tips for improving conversation- public speaking- importance of public speaking- Benefits, Tips, Overcoming fear of public speaking- Preparatory steps - Structuring the contents- Audience Awareness- Mode of Delivery

#### Unit III Writing Skills 10 h

CV and Job Applications- How to make your letter stand out?- Employers expectation - Organize the material - Useful suggestions- Cover Letter- Content to be included - Tone of the letter - Report Writing- importance - features- Types - main parts - Feasibility report- Accident report- Scientific report- Memos - Introduction - Structure- Proposal Writing- Key factors- Types- Contents- Format- Evaluation

#### Unit IV Effective Skills in Language 10 h

Using Word's Effectively- Mastering Spelling Techniques- Structuring Phrases and Clauses- Writing Effective Sentences- Building Effective paragraphs- Revising, Editing and Proof reading

#### Unit V Soft Skills 08 h

Introduction- What are soft skills?- Importance of soft skills- Attributes- Social soft skills- Thinking- Negotiating- Exhibiting- Identifying- Improving- Will formal training enhance your soft skills? - Soft Skills training -Train Yourself- Practicing soft skills- Measuring attitude - Self-Discovery: Importance of knowing yourself- Process - SWOT analysis - Benefits - Usage - SWOT Analysis grid



### Text Books

- 1 Camp and Satterwhite. 1998. College English and Communication. 7th Edition Glencoe Mchrawtill Publishers, New York, Unites States of America. (Unit I, II, III)
- 2 Kumar, Sanjay and Lata Pushp. 2018. Language and Communication Skills for Engineers. First Edition, Oxford University Press, India. (Unit I, II, III)
- 3 Mohan, Krishna and Banerji, Meera. 2009. Developing Communication skills. 2<sup>nd</sup> Edition, Macmillcan, India. (Unit I, II, III, IV)
- 4 Alex. Soft Skills. 2009. S. Chand Publishing, New Delhi, India. (Unit V)

### References

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw- Hill Education, Chennai, India.
- 2 Miles Craven. 2008. Cambridge English Skills Real Listening and Speaking. First Edition, Cambridge University Press, United Kingdom.
- 3 Mishra, Gauri and Ranjana Kaul. 2016. Language Through Literature. Primus Books, India.
- 4 Pillai G, Radhakrishna. 2000. English for Success. Emerald Publishers, Chennai, India.





Course Code	Course Name	Category	L	T	P	Credit
225CM1A3CA	COST ACCOUNTING	Core	5	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- The Costing terms in business
- Process of Cost Accounting Practice
- The concept of Operating cost

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the methods of cost accounting and know about cost sheet	K2
CO2	Apply different methods of material issue to analyze the level of material control	K3
CO3	Illustrate different methods of wage payment System and Absorption of overhead among departments	K3
CO4	Compute cost of each process and finished product	K3
CO5	Estimate the Operating Cost in Transport	K4

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	
CO2	✓	✓		✓	
CO3	✓	✓		✓	
CO4		✓		✓	
CO5	✓	✓		✓	✓

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CM1A3CA	COST ACCOUNTING	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I** Cost concept and Cost sheet 10 h

Cost Accounting: Meaning, Definition- Nature and Scope - Concept and Classifications - Costing an aid to Management - Differences between Cost and Financial Accounting - Types and Methods of Cost - Elements of Cost - Preparation of Cost Sheet- Case study on Concept and Classifications.

#### **Unit II** Material control and Issue 13 h

Material: Levels of material Control - Need for Material Control - Techniques of inventory control- EOQ- Stock Level-ABC Analysis - Perpetual inventory System. Purchase and stores Control: Purchasing of Materials - Procedure and documentation involved in purchasing - Requisition for stores - Stores Control - Methods of valuing material issue - LIFO - FIFO - Simple Average - Weighted Average -Case study on ABC Analysis.

#### **Unit III** Labour and Overheads Cost 13 h

Labour: System of wage payment - Idle time - Control over idle time - Labour turnover - Methods of Remuneration-Time rate system- Piece rate system-Incentive systems - Halsey Plan - Rowan Plan.

Overhead: Classification of overheads - Allocation of overhead- Absorption of overhead: Primary and Secondary distribution methods-Overhead rates - Computation of Machine Hour Rate -Case Study on Methods of Remuneration.

#### **Unit IV** Process costing 12 h

Process costing - Features of Process costing - Process losses, Wastage, Scrap, Normal process loss - Abnormal loss, Abnormal gain. (Excluding Inter process profits and Joint & Equivalent production)

#### **Unit V** Operating costing and Reconciliation statements 12 h

Operating Costing- Meaning- Features- Cost Unit in Operating Costing- Transport Costing- Reconciliation of Cost and Financial Statements- Need- Reasons for disagreement in Profit- Procedure of Reconciliation.

**Note:**Distribution of Marks: 20% theory and 80% problems





**Text Books**

- 1 Reddy. T. S and Hari Prasad Reddy Y, 2020,"Cost Accounting", Margham Publications, Chennai.
- 2 Pillai.R.S.N. and Bagavathi, 2020,"Cost Accounting", Sultan Chand and CompanyLtd., New Delhi.

**References**

- 1 Jain S.P and Narang K.L, 2020,"Cost Accounting", Kalyani Publishers, New Delhi.
- 2 Iyengar.S. P, 2019,"Cost Accounting: Principles and Practice", Sultan Chand & Sons, New Delhi.
- 3 Khan M. Y, 2017, "Cost Accounting", McGrawHill Education, New Delhi.
- 4 Saxena V, Vashist. C, 2015, "Advanced Cost Accounting", Sultan Chand and CompanyLtd.,New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225BI1A3CB	COMPANY LAW	Core	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- The formation , promotion and winding up procedure of a Company
- Company Management and its regulatory affairs
- The significant provisions of the Companies Act 2013

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Corporate rules and regulations for establishing the Company form of Organization	K2
CO2	Examine the contents of the Memorandum of Association & Articles of Association	K3
CO3	Describe the Concepts of Director Appointment, Removal and Remuneration	K2
CO4	Apply the requisites of meeting and resolution	K3
CO5	Analyse the modes of winding up	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓	✓		✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓		✓	✓

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225BI1A3CB	COMPANY LAW	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### Unit I Introduction 9 h

Companies Act 2013 - Definition of a Company, Characteristics of Company - Lifting or Piercing the Corporate Veil - Formation and Promotion of a Company - Company Distinguished from Partnership and Limited Liabilities Partnerships - Classification of Companies - Based on Incorporation, Liability, Number of Members, Control.

#### Unit II Registration of Companies 10 h

Introduction - Contents of Memorandum - Form of Memorandum-Alteration - Doctrine of Ultra vires - Definition of Articles of Association - Provision for Retrenchment - Contents - Difference between Memorandum and Articles of Association - Meaning of Prospectus - Contents of a Prospectus - Types of Prospectus- Doctrine of Indoor Management - Exception to the indoor Management rule - Shares and Debentures.

Case Law relating to Memorandum and Articles of Association

#### Unit III Company Management 10 h

Meaning- Structure of Company Management - Shareholders - Board of Directors - Legal Position of Directors - Composition of the Board of Directors - Number of Director - Appointment - Removal - Remuneration - Independent Director - Qualification and Disqualification - Powers - Duties and Liabilities - Distinctions between Managers and Managing Directors - Corporate Governance.

Case Law relating to Exercising Powers of Director

#### Unit IV Company Meetings 10 h

Statutory meeting - Annual General meeting - Extra ordinary General meeting - Board of Directors Meeting - Duties of a Company Secretary to all the company meetings - Drafting of Correspondence relating to the meetings - Notices - Agenda - Chairman's speech - Writing of Minutes-Resolution

#### Unit V Winding up of Company 9 h

Meaning, Modes of Winding up - Compulsory Winding up by the court - voluntary Winding up - Types of Voluntary Winding up - Members voluntary Winding up - Creditors voluntary Winding up - Winding up subject to supervision of the court - Consequences of Winding up (General).



## Case Law in Winding up of Company

**Note:** Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Kapoor N. D, 2019, "Elements of Company Law", Thirty First Edition, Sultan Chand and Sons, New Delhi.
- 2 Reena Chadha and Sumant Chadha, 2019, "Company Law", First Edition Cengage Learning Pvt.Ltd, New Delhi.

### References

- 1 Shanthi.J, 2017, "Company Law and Secretarial Practice", First Edition, Margham Publications, Chennai.
- 2 Gulshan .S and Kapoor .G.K , 2019, "Business Law" ,Twenty First Edition, New Age Publishers, New Delhi.
- 3 Sreenivasan M.R, 2017, "Company Law", Third Edition, Margham Publications, Chennai.
- 4 Gogna P .P .S ,2016, "Company Law" ,Eleventh Edition, Sultan Chand and Sons, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A3CA	C – PROGRAMMING	CORE	5	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the student familiar with components of C programming language.
- this course involves a lab component which is designed to give hands-on experience.
- the fundamental task in finding solutions to problems.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	identify the underlying logic that drives the execution of different applications.	K1
CO2	gain a comprehensive understanding of the fundamental concepts of the C programming language.	K2
CO3	perform analysis and identify errors in the program.	K3
CO4	create an application that focus on memory and storage management functions.	K2
CO5	apply the concepts to address a real-world problem.	K2

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓				
CO3	✓				
CO4	✓		✓		
CO5	✓		✓	✓	

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CI1A3CA	C - PROGRAMMING	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 60 h**

### Syllabus

#### **Unit I Introduction 10 h**

Basic structure of C programs. Constants, variables and data types: Character set - C Tokens - Keywords and identifiers - Declaration of storage classes - Assigning values to variables - Defining symbolic constants

#### **Unit II Operators and expressions 12 h**

Evaluation of expressions - Precedence of arithmetic operators - Type conversions in expressions - Operator precedence and associativity - Mathematical functions. Managing input and output operations: Reading and writing a character - Formatted input and output.

#### **Unit III Decision making and branching 12 h**

Simple IF, IF-ELSE, Nesting of IF-ELSE, ELSE-IF ladder, Switch statements - GOTO statements. Decision making and looping: WHILE statement - DO statement - FOR statement - Jumps in loops. Arrays: Definition & Declaration - One dimensional - Two dimensional - Multi dimensional arrays.

#### **Unit IV Character arrays and strings 13 h**

Introduction - Declaring and initializing string variables - Reading strings from terminal - Writing strings to screen - User Defined functions: Introduction - Needs & Elements of User Defined function - Definition - Return values and their types - Function calls - Function declaration- Category of functions- Error Handling Functions: `errno()`, `perror()`, `strerror()`, Divide by zero error.

#### **Unit V Structures and Unions 13 h**

Introduction - Defining a structure - Declaring structure variables - Accessing structure members - Structure initialization - Union. Pointers: Introduction - Understanding pointers - Accessing the address of a variable - Initializing of pointer variables. Pointers and arrays - Pointers and character strings - Pointers as function arguments. Files: Defining, opening, closing a file- IO operation on files - Error handling during IO operations.

Note: 100 % theory only





### Text Books

- Yaswanth kanetkar, .Let us C:Authentix guide to c programming language
- 1 18 th edition ,2021.
- Ashok N.Kamthane,2015 "Programming with ANSI and Turbo C",2nd
- 2 Edition, Pearson Education Asia

### References

- 1 Deitel & Deitel, 2014, "C How to Program", Third Edition, PHI/Pearson Education Asia.
- Katrhikeyan.E, 2008, "A Text Book On C : Fundamentals, Data Structures and
- 2 Problem Solving", Prentice Hall of India
- 3 Yashavant P Kanetkar., 2010, ANSI C Programming ,First Edition, BPB Publication& New Delhi.
- Mike Mcgrath., 2010, "C Programming", First Edition, Tata McGraw-Hill
- 4 Edition Pvt. Ltd & New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225CO1A3IA	BUSINESS ECONOMICS	IDC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the concept of demand and supply.
- cost and determine price.
- the integrate macroeconomic factors in business decision making.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	identify the concept of demand and consider them in business decision making.	K2
CO2	associate cost and supply.	K2
CO3	respond to dynamic macroeconomic factors in business.	K3
CO4	infer the impact of monetary and fiscal policy on the firm.	K2
CO5	examine a firm's contribution to national income.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2				✓	
CO3				✓	✓
CO4		✓		✓	✓
CO5		✓		✓	✓

### Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CO1A3IA	BUSINESS ECONOMICS	SEMESTER III
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### Unit I Demand Analysis 8 h

Business Economics: Meaning, Definition, Scope and Significance - Micro and Macroeconomics - Demand: Demand Determinants, Demand Schedules and Demand Curves - Law of Demand - Change in demand and Shift in demand - Types of Demand - Elasticity of Demand: Determinants, Types and Methods of Measuring Price Elasticity of Demand.

Case study on Law of Demand and Supply.

#### Unit II Cost, Supply and Business Cycle 9 h

Cost of Production - Cost Concepts and its Types. Supply: Determinants of Supply and Law of Supply - Elasticity of Supply and Types of Elasticity of Supply - Business Cycle: Characteristics and Phases - Controlling Business Cycle.

#### Unit III Price Analysis 10 h

Price and Output Decisions in Perfect and Imperfect Market Competition - Legal Constraints in Pricing - Competition Act 2002 - History and Features - Producer Price Index (PPI). Inflation and Deflation: Meaning, Definition, Causes and Consequences - Consumer Price Index (CPI) - Inflation Rate.

#### Unit IV Monetary and Fiscal Policy 9 h

Monetary Policy: Meaning and Objectives - Limitations of Monetary Policy - Instruments of Monetary Policy - Monetary Policy Committee (MPC) - Demonetization: Merits and Demerits, History of Demonetization in India - Fiscal Policy: Meaning, Objectives, Instruments and Limitations.

Case study analysis on Fiscal Policy.

#### Unit V National Income 12 h

National Income - Definition and Concepts: GDP, NDP, GNP, NNP, Personal Income (PI), Disposable Personal Income (DPI), Per Capita Income (PCI) and Transfer Payments. National Income Accounting - Methods of Computation - Difficulties in Computation of National Income.



## Case study on Gross Domestic Product (GDP).

Note: (Case studies Examined internal only)

### Text Books

- 1 Sundharam .K.P.M. & Sundharan. E. N., 2020, "Business Economics", Sultan Chand and Sons, New Delhi.
- 2 Varshney. R. L and Maheswari. K .L, 2019, "Managerial Economics", Sultan Chand and Sons, New Delhi.

### References

- 1 Radha, 2021, "Business Economics", Prasanna Publishers and Distributers.
- 2 Sankaran. S., 2015, "Business Economics", Margham Publications, Chennai.
- 3 Ahuja. H. L., 2014, "Business Economics", S. Chand and Company Pvt. Ltd., New Delhi.
- 4 Manab Adhikary, 2010, "Business Economics", Excel Books, New Delhi.





225CI1A3SP	SEC PRACTICAL : C - PROGRAMMING	SEMESTER III
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**Total Credits:** 2

**Total Instructions Hours:** 48 h

S.No	List of Programs
	Write a program to :
1	Demonstrate arithmetic operators. (+,-,*,/,%)
2	Demonstrate relational operators
3	Print the size of char, float, double and long double data types in C
4	Use of local, global and static variables
5	Use different control statements
6	Use different Looping statements
7	Use functions with call by value and call by reference
8	Demonstrate the use of pre-increment and post-increment operators
9	Perform various string manipulations using built-in functions
10	Print all the alphabets using a pointer
11	Introduce 2D Array manipulation
12	Find total marks of individual student and average marks for 10 students using structures



## References

- 1 Deitel & Deitel, 2014, "C How to Program", Third Edition, PHI/Pearson Education Asia.
- 2 Katrhikeyan.E, 2008, "A Text Book On C : Fundamentals, Data Structures and Problem Solving", Prentice Hall of India
- 3 Yashavant P Kanetkar., 2010, ANSI C Programming ,First Edition, BPB Publication& New Delhi.
- 4 Mike Mcgrath., 2010, & quot;C Programming&quot;, First Edition, Tata McGraw-Hill Edition Pvt. Ltd & New Delhi.





225CI1ASSA	Life Insurance Principles and Practices	SEMESTER III
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Total Credit: 1

## Syllabus

### Unit I Life Insurance

Life Insurance Contracts, Nature and Characteristics, Types of Life Insurance Policies.

### Unit II Risk & insurance

Introduction to concept of Risk, Management of Risk, Risk and Insurance, Risk differentiated from perils. Concept of insurable interest.

### Unit III Computation of Premiums

Premium - First Premium/ First year Premium/ Renewal Premium, Level Premium, Net Premium, Gross Premium

### Unit IV Policy Conditions

Premium Payment, Non-forfeiture Regulations, Lapsation of Policies, Revival of Policies, Nomination, Loan, Surrender, Suicide Clause, Foreclosure, Dividend options, Settlement options.

### Unit V Administering Claims

Overview of claim function, Types of claims, Maturity Claims, Survival Benefit Payments, Death Claims, Non-early claims, Early Claims.



## Text Books


- 1 Fundamentals of Insurance: Theories, Principles and Practices, Hargovind Dayal, Notion Press Publications, 2021
- 2 Principles and Practice of Insurance Dr. A. Moorthy, Margham Publication, 2022

## References

- 1 Law of Insurance, D. S.R. Myneni, third Edition, Asia law house publications, 2022
- 2 Fundamental Principles of Insurance – M. Easwari Karthikeyan, Sultan Sons Publications, 2021
- 3 Fundamental Principles of Insurance – M. Easwari Karthikeyan
- 4 Principles and practices of Insurance – Dr. JayaTripathy pandey and Dr. Saroj Kumar



BoS Chairman/HoD  
Department of Commerce (IT)  
Dr. N. G. P. Arts and Science College  
Coimbatore – 641 048

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS - 15 <sup>th</sup>	AC - 15 <sup>th</sup>	GB - 20 <sup>th</sup>
16/06/23	14/07/23	05/08/23



Dr.NGPASC

COIMBATORE | INDIA

B.Com. IT (Students admitted during AY 2022-23)



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4TA	TAMIL - IV	LANGUAGE-I	3	1	-	3

#### PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓	✓		✓
CO2	✓			✓	
CO3		✓			✓
CO4			✓		
CO5	✓			✓	✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A4TA	TAMIL - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

Unit I எட்டுத்தொகை 10 h

1. நற்றிணை – குறிஞ்சித் திணை

I.பா.எண் : 01 – கபிலர்

II.பா.எண் : 88 – நல்லந்துவனார்

III.பா.எண் : 102 – செம்பியனார்

2. குறுந்தொகை – முல்லைத்திணை

I.பா.எண் : 65 – கோவூர்கிழார்

II. பா.எண் : 167 – கூடலூர்கிழார்

மருதத்திணை

I.பா.எண் : 08 – ஆலங்குடி வங்கனார்

II.பா.எண் : 61 – தும்பிசேர்கீரனார்

III.பா.எண் : 196 – மிளைக் கந்தன்

நெய்தல் திணை

I.பா.எண் : 57 – சிறைக்குடி ஆந்தையார்

Unit II எட்டுத்தொகை 08 h

1. கலித்தொகை – பாலைக்கலி

I.பா.எண் : 09 – பெருங்கடுங்கோ

2. அகநானூறு – மருதத்திணை

I.பா.எண் : 86 – நல்லாழர்கிழார்

3. புறநானூறு -

I.பா.எண் : 188 – பாண்டியன் அறிவுடை நம்பி

II.பா.எண் : 192 – கணியன் பூங்குன்றனார்

III.பா.எண் : 279 – ஒக்கூர் மாசாத்தியார்

IV.பா.எண் : 312 – பொன்முடியார்

Unit III பத்துப்பாட்டு 10 h

1. பட்டினப் பாலை – கடியலூர் உருத்திரங் கண்ணனார் -1முதல் 218 வரிகள் வரை மட்டும்.

Unit IV இலக்கிய வரலாறு 10 h



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1. எட்டுத் தொகை நூல்கள்
2. பத்துப்பாட்டு நூல்கள்

### Unit V இலக்கணம் மற்றும் திறனாய்வுப் பகுதி

10 h

#### I. இலக்கணம்

1. அகத்திணை - அன்பின் ஐந்திணை - விளக்கம்
2. புறத்திணை - 12 திணைகள் - விளக்கம்

#### II. பயிற்சிப் பகுதி

சங்கப் பாடல்கள் குறித்து திறனாய்வு செய்தல்

**Note:** பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

#### Text Book

செய்யுள் திரட்டு - மொழிப் பாடம் - 2022- 23

- 1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, வெளியீடு : நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை - 600 098. (Unit I- V)

#### References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு -2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013, இலக்கணம் -இலக்கிய வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை.
- 3 தமிழ் இணையக் கல்விக்கழகம்.<<http://www.tamilvu.org/>>





Course Code	Course Name	Category	L	T	P	Credit
221TL1A4HA	HINDI - IV	LANGUAGE-I	3	1	-	3

**PREAMBLE**

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- the techniques for expansion of ideas and translation process

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2		✓			✓
CO3	✓		✓	✓	
CO4					✓
CO5	✓	✓	✓		✓

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A4HA	HINDI- IV	SEMESTER IV
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**Total Credits: 3**

**Total Instruction Hours: 48 h**

### Syllabus

<b>Unit I</b>	10 h
नाटक	
<b>Unit II</b>	10 h
एकांकी	
<b>Unit III</b>	10 h
काव्य मंजरी	
<b>Unit IV</b>	10 h
सूचना लेखन	
<b>Unit V</b>	08 h
अनुवाद अभ्यास- III	

### Text Books

- 1 लडाई – सर्वेश्वरदयाल सक्सेना प्रकाशक: वाणी प्रकाशन 21-A, दरियागंज नई दिल्ली-110002. (Unit I)
- 2 एकांकी पंचामृत – डॉ राम कुमार (भोर और तारा छोड़कर) प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001. (Unit II)
- 3 काव्य मंजरी- (डा मुन्ना तिवारी) मैथिलीशरण गुप्त- मनुष्यता, जयशंकर प्रसाद- बीती विभावरी जागरी सूर्यकान्त त्रिपाठी निराला- तोडती पत्थर और भिक्षुक. (Unit III)
- 4 सूचना लेखन पुस्तक: व्याकरण प्रदिप – रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद -211024. (Unit IV)
- 5 अनुवाद अभ्यास (केवल अंग्रेजी से हिन्दी में) (पाठ 10 to 20) प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (पाठ 10 to 20). (Unit V)





Course Code	Course Name	Category	L	T	P	Credit
221TL1A4MA	MALAYALAM- IV	LANGUAGE - I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam sentences into English and vice versa

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓				✓
CO3		✓	✓		
CO4	✓			✓	✓
CO5	✓	✓	✓		✓

### COURSE FOCUS ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





221TL1A4MA	MALAYALAM- IV	SEMESTER IV
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**Total Credits: 3**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I Drama 10 h**

Saketham- Sreekandan Nair

**Unit II Drama 10 h**

Saketham- Sreekandan Nair

**Unit III Drama 10 h**

Saketham- Sreekandan Nair

**Unit IV Screen Play 10 h**

Perumthachan- Vasudevan Nair

**Unit V Screen Play 08 h**

Perumthachan- Vasudevan Nair

### Text Books

- 1 Nair, Sreekandan C.N. 2023. Saketham, Drama. DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Nair, Vasudevan M.T. 1994. Perumthachan- Screenplay. DC Books Kottayam, Kerala, India. (Unit IV & V)

### Reference

- 1 Sankarapillai. 2005. Malayala Nataka Sahithya Charithram, Kerala Sahithya Akademi Publishers, Kerala, India.





Course Code	Course Name	Category	L	T	P	Credit
221TL1A4FA	FRENCH - IV	LANGUAGE-I	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the Competence in General Communication Skills - Oral + Written- Comprehension & Expression
- the Culture, life style and the civilization aspects of the French people as well as of France
- the students to acquire Competency in translating simple French sentences into English and vice versa

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents	K1
CO2	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓	✓			
CO3			✓	✓	
CO4	✓	✓			✓
CO5	✓		✓	✓	✓

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





221TL1A4FA	FRENCH - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

## Syllabus

## Unit I

10 h

° Décrire quelqu'un. ° Comparer	En milieu professionnel, recruter quelqu'un et justifier son choix.	S'exprimer sur les styles de vêtements. Reconnaître des personnes à partir de descriptions.	Comprendre la description de personnes dans un extrait de roman.
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## Unit II

10 h

Exprimer l'accord ou le désaccord. ° Se situer dans le temps.	En milieu professionnel, recruter quelqu'un et justifier son choix.	Décrire des personnes. Comprendre des personnes qui expérimentent leur accord ou leur désaccord.	Comprendre des différences de points de vue exprimés dans un message électronique. Raconter un souvenir.
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## Unit III

10 h

° Parler de l'avenir.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Comprendre une chanson. Échanger sur ses projets de vacances.	Comprendre le message d'une carte d'anniversaire.
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## Unit IV

10 h

° Exprimer des souhaits. ° Décrire quelqu'un.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Discuter du programme de la soirée à venir. Addresser des souhaits à quelqu'un.	Comprendre le message d'une carte d'anniversaire.
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## Unit V

08 h

Make in Own Sentences based on the above Lessons

## Text Book

- 1 LATITUDES 1 (Méthode de français) Pages from 128-151, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



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Course Code	Course Name	Category	L	T	P	Credit
221EL1A4EA	PROFESSIONAL ENGLISH - IV	LANGUAGE- II	3	1	-	3

### PREAMBLE

This course has been designed for students to learn and understand

- the skill-based learning for better communication
- the prevalent issues logically and present coherently
- the ideas accurately and clearly

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Develop the ability to appreciate ideas and think critically	K1
CO2	Integrate academic success into practical life skills	K2
CO3	Express challenges of a competitive environment and select the profession that best suits them	K2
CO4	Discuss with confidence in conversations, to initiate, sustain and close a conversation	K3
CO5	Identify a sense of social commitment	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
CO2	✓	✓		✓	
CO3			✓	✓	✓
CO4		✓			✓
CO5	✓		✓	✓	

### COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics





221EL1A4EA	PROFESSIONAL ENGLISH - IV	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

**Unit I** Career 08 h

Leadership- Everyday leadership- Everyday leaders motivation- Qualities of a good leader- Professionalism- Creativity- Practical Application- Ways to become more creative- Six Thinking hats techniques

**Unit II** Art of Promoting 11 h

Selling your skills- Neuromarketing as a tool for influencing leaders- Using neuromarketing and psychology to get ahead- Recruiters and Clients decision making skills- Three steps to use neuromarketing for a successful life- Attention-storytelling- Perception and reputation- Recognize opportunities and openings before the competition- observation- Matching yourself with your leaders

**Unit III** Facing Challenges 10 h

Introduction-Panicky people- Negative people- Positive people- Facing challenges and taking initiatives - Importance of youth to face challenges and take initiative Benefits of Facing challenges- Facing challenges in life

**Unit IV** Effective Decision Making 10 h

Decision Making Process- Methods of Decision Making- Steps in DM- Theoretical Approaches to individual Decision Making- Optimizing Decision Theory- The Subjective Expected Utility Model- Steps to Effective Decision- Making- Effective Decision Making in Terms- Methods for team decision making- Confusion and decision making- Decision making styles

**Unit V** Practising Corporate Social Responsibility (CSR) 09 h

Corporate Social Responsibility (CSR)- definitions- Goal- Areas- Need- Benefits - Argument in favour/against of CSR- Factors that promote CSR - Limitations for implementing- India and Corporate Social Responsibility- Activities carried out by Companies in India- List of projects for funding under CSR- Implementation of CSR commitments





### Text Books

- 1 Sharma, Prashant. 2022. Soft Skills. BPB Publications, 3<sup>rd</sup> Edition, New Delhi, India. (Unit I & II)
- 2 Alex. 2013. Managerial Skills. S. Chand Publishing, New Delhi, India. (Unit III to V)
- 3 Alex. 2009. Soft Skills. S. Chand Publishing, New Delhi, India. (Unit II)
- 4 E H McGrath S J. 2011. Basic Managerial Skills for All, 9<sup>th</sup> Edition, New Delhi, India. (Unit III)

### References

- 1 Adair J. 1986. Effective Team Building: How to make a winning team. Pan Books, London, United Kingdom.
- 2 Dhanavel S P. 2010. English and Soft Skills, Orient Blackswan, Hyderabad, India.
- 3 Singh S R. 2011. Soft Skills. APh Publishing Corporation, New Delhi, India.
- 4 Lakshminarayanan K R, Murugavel T. 2015. Managing Soft Skills. Scitch Publications, Chennai, India.





Course Code	Course Name	Category	L	T	P	Credit
225PA1A4CA	CORPORATE ACCOUNTING	CORE	5	1	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the basic knowledge about procedure for Issue, Redemption of Shares and Debentures and Profit Prior to Incorporation.
- practical applications of Final Accounts of Companies.
- the methods of valuation of Goodwill and Shares and modes of Liquidation of companies.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	know the Issue of Shares, Forfeiture, Re - issue, Surrender, Right Issue and Underwriting.	K1
CO2	obtain the knowledge of Redemption of Preference Shares, redemption of Debentures and Profit Prior to Incorporation.	K2
CO3	learn the Knowledge of Final Accounts Companies under Companies Act, 2013 which include Calculation of Managerial Remuneration.	K2
CO4	classify the methods of Valuation of Goodwill and Shares.	K3
CO5	acquire knowledge about Liquidation of Companies and modes of Winding-up.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
CO2	✓		✓		✓
CO3	✓	✓	✓		✓
CO4	✓	✓		✓	
CO5		✓	✓		✓

**COURSE FOCUSES**

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





225PA1A4CA	CORPORATE ACCOUNTING	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 72 h

## Syllabus

**Unit I** Issue of Shares 14 h

Issue of shares: Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Issue of Bonus shares - Right Issue - Underwriting.  
Case study on Underwriting

**Unit II** Redemption of Preference Shares and Debenture 16 h

Redemption of Preference Shares : Provisions of the companies Act - Debentures - Issue - Treatment of different items relating to debenture in final accounts - Redemption - Methods of redemption of Debenture - Sinking Fund Method - Insurance Policy method- Profit Prior to Incorporation.

**Unit III** Final Accounts of Companies 15 h

Final Accounts of Companies: Managerial Remuneration - Remuneration payable to different categories of managerial personnel - Calculation of Managerial remuneration. Trading Account - Profit and Loss Account - Profit and Loss Appropriation Accounts - Balance sheet.  
Case study on Managerial Remuneration

**Unit IV** Valuation of Goodwill and Shares 15h

Valuation of Goodwill and Shares: Need - Methods of valuation of Goodwill - Average Profit method - Super Profit Method - Capitalization Method - Methods of valuation of Shares - Net Asset Method - Yield Method - Fair value Method.

**Unit V** Liquidation of Companies 12 h

Liquidation of Companies: Modes of Winding up - Statement of Affairs - Deficiency Account or Surplus Account - Liquidator's Final Statement of Account.  
Case study on Liquidation of Companies

**Note:** The question paper shall cover 20% theory and 80% problems

Case studies related to the above topics to be discussed (Examined internal only)





**Text Books**

- 1 Reddy T.S. & Murthy A.,2020,“Corporate Accounting”, (6th Edn.), Margham Publicatuions,Chennai. .
- 2 Jain S.P. & Narang K.L.,2017, “Advanced Accounting”, (21stEdn.), Kalyani Publishers, NewDelhi

**References**

- 1 Hanif M. & Mukherjee A. “Advanced Accounting”, The McGraw - Hill Publishing Company Limited, NewDelhi.
- 2 Joseph T. “Corporate Accounting”,(Vol-1), The McGraw-Hill Publishing Company Limited, NewDelhi.
- 3 Dr. M.A. Arulanandam, & Dr. K.S. Raman, 2014, “Advanced Accountancy”, (19th Edn.), Himalaya Publishing House, New Delhi
- 4 Gupta R.L. & Radhaswamy M., 2021, “Corporate Accounting”, Sultan Chand & Sons., NewDelhi.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A4CA	Banking Law and Practice	Core	4	-	-	3

**PREAMBLE**

This course has been designed for students to learn and understand

- The provision of Banking Regulation Act 1949 applicable to banking companies including cooperative banks
- The central bank concept and prevalent central banking system around the world and their roles and function
- The practical banking systems relationship of bankers and customers, crossing of cheques, endorsement etc.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Aware of various provision of Banking Regulation Act 1949 applicable to banking companies including cooperative banks	K2
CO2	Analyse the evolution of Central Banking concept and prevalent Central Banking system in India and their roles and function.	K2
CO3	Gain knowledge about the Central Bank in India, its formation, nationalizing its organization structure, role of bank to government, role in promoting agriculture and industry, role in financial inclusion.	K2
CO4	Evaluate the role of capital fund of commercial banks, objectives and process of Asset securitization etc.	K2
CO5	Define the practical banking systems relationship of bankers and customers, crossing of cheques, endorsement etc.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓	✓	✓	✓
CO3			✓	✓	✓
CO4		✓		✓	✓
CO5	✓	✓	✓	✓	✓

**Course Focuses on**

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A4CA	Banking Law and Practice	SEMESTER IV
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Banking 10 h

History of Banking- Provisions of Banking Regulations Act 1949 - Components of Indian Banking - Indian Banking System-Phases of Development - Banking Structure in India - Payment Banks and Small Banks - Commercial Banking: Definition - Classification of Banks. Banking System - Universal Banking - Commercial Banking functions - Role of Banks in Economic Development. Central Banking: Definition - Need - Principles- Central Banking Vs Commercial Banking - Functions of Central Bank.

Case Studies on banking and Financial markets

#### Unit II RBI 10 h

Establishment - objective - Legal framework - Functions - SBI - Origin and History - Establishment Indian subsidiaries - Foreign subsidiaries -Non-Banking-Subsidiaries-Personal banking International banking-Trade Financing-Correspondent banking - Co-operative banks-Meaning and definition-Features-Co-operative banks Vs Commercial banks-Structure.-NBFC-Role of NBFC RBI Regulations-Financial sector reforms-Sukhmoy committee 1985-Narasimham committee I and II-Prudential norms: capital adequacy norms-classification of assets and provisioning - Meaning, Structure of Interest Rates - Short term and Long Term - Impacts of Savings and Borrowings. BASEL Committee recommendations.

#### Unit III Bank Account 10 h

Opening - Types of Accounts-FDR-Steps in opening Account-Saving vs Current Account-'Donatio Mortis Causa'-Passbook-Bank Customer Relationship-Special Types of currents -KYC norms. Bank Lending -Lending Sources-Bank Lending Principles-Forms of lending-Loan evaluation process-securities of lending-Factors influencing bank lending - Negotiable Instruments -Meaning -Characteristics-Types. Crossing -Definition -Objectives-Crossing and negotiability-Consequences of Crossing. Management of Non-performing assets in Banking Industry.

Case Studies on Banker Customer Relationship



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**Unit IV      Endorsement**

9 h

Meaning-Components-Kinds of Endorsements-Cheques payable to fictitious person  
Endorsement by legal representative -Negotiation bank-effect of endorsement-Rules  
regarding Endorsement - Paying banker-Banker's duty-Dishonouring of Cheques-  
Discharge of paying banks Payments of a crossed cheque payment. Collecting  
bankers-Statutory protection under section 85 - Refusal of cheques Payment.  
Collecting Banker-Statutory protection under section 131-Collecting bankers' duty -  
RBI instruction -Paying Banker Vs Collecting Banker- Customer grievances-  
Grievance Redressal -Banking Ombudsman.

**Unit V      E-Banking**

9 h

Meaning-Services-e-banking and Financial services- Initiatives-Opportunities-  
Internet banking Meaning-Internet banking Vs Traditional banking-Services-  
Drawbacks-Frauds in Internet banking. Mobile banking-Anywhere Banking-Any  
Time Banking- Electronic Mobile Wallets. ATM Evolution -Concept-Features -  
Types-. Electronic money-Meaning-Categories-Merits of e-money - National  
Electronic Funds Transfer (NEFT) Real Time Gross Settlement (RTGS) Difference  
between NEFT & RTGS- Meaning- Steps-Benefits- National Centre for Non -  
performing Assets (NCPA). Types of Mobile App. Loans Introduction to Crypto  
Currency, Advantage of using blockchain in Indian Banking Industry.

Case Studies on Digital Transformation in Banking Sector.

**Note:** Case studies related to the above topics to be discussed (Examined internal  
only)

**Text Books**

- 1 Gurusamy S, Banking Theory: Law and Practice, 2017, 3rd edition Vijay Nicole  
Publication, Chennai.
- 2 Muraleedharan, Modern Banking: Theory and Practice, 2019 Prentice Hall  
India Learning Private Ltd, New Delhi.

**References**

- 1 Gajendra, A Text on Banking Theory Law & Practice, 2017, Vrinda Publication,  
Delhi.
- 2 B. Santhanam, Banking & Financial System, 2017 Margam Publication,  
Chennai.
- 3 William Amasa Scott, Money And Banking: An Introduction To The Study Of  
Modern Currencies, 2020 Kesinger publication, USA.
- 4 Nektarios Michail, Money, Credit, and Crises: Understanding the Modern  
Banking System, 2020, Palgrave Macmillan, London





Course Code	Course Name	Category	L	T	P	Credit
225CI1A4CB	Database Programming Using .NET	Core	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- The student must be able to develop an application using Visual Basic.Net
- To enable the students to develop inventory control and produce reports..
- To acquaint practical knowledge about creating and manipulating data in Database..

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand and identify the fundamental concepts of object-oriented programming.	K1
CO2	Make use the concepts of control structures..	K2
CO3	Design, formulate, and construct applications with VB.NET.	K3
CO4	To understand the features of database management systems and Relational database.	K1
CO5	Solve Database problems using PL/SQL.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓	✓	✓	✓
CO3			✓	✓	✓
CO4		✓		✓	✓
CO5	✓	✓	✓	✓	✓

**Course Focuses**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A4CB	Database Programming Using .NET	SEMESTER IV
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### Unit I Introduction to .NET Framework 10 h

Introduction to .NET Framework.- Components of Microsoft .NET Platform-Advantages of .NET- Features of .NET Framework- NET Framework Base Class Library- Common Language runtime - Common type system-Common Language System- - Visual Studio.Net-IDE tools

Case Study: Software Application development

#### Unit II Programming in Visual Basic.Net 10 h

Data Types, Keywords, Declaring variables and constants, Arrays: Static and Dynamic, Built-in Functions: Mathematical and String Functions-User Defined Functions and Procedures. Control Flow Statements: Conditional Statements- If- Then, If -Then -Else, Nested-If, Select Case, Loop Statements- Do Loop, For Loop, For-Each-Next Loop, While Loop, Nesting of Loops.

#### Unit III Object Oriented Features and Windows Application 10 h

Classes and Objects: Building Classes, Reusability, Abstraction, Encapsulation, Inheritance, Polymorphism. Access Specifiers: Private, Public and Protected- Constructors and Destructors- Introduction to Window Applications, Using Form - Common Controls, Properties, Methods and Events

Case study: Windows Application

#### Unit IV Components of Windows Application 10 h

Interacting with controls - Textbox, Label, Button, List box, Combo box, Checkbox, Picture Box, Radio Button, , scroll bar, Timer, List View, Tree View, Date Time picker, Calendar, Dialog Controls- Creating and Using MDI applications, Creating Menus, Built-in Dialog Box- Open File Dialogs, Save File Dialogs, Font Dialogs, Color Dialogs, Print Dialog, Creating MDI parent and child form.

#### Unit V Procedural Language/Structured Query Language 8 h

Introduction to SQL- Working with Table: Data Management and Retrieval: DML - adding a new Row/Record -- Updating and Deleting an Existing Rows/Records - retrieving Data from Table - Arithmetic Operations - Restricting Data with WHERE clause - Sorting - Revisiting. Functions and Grouping: Built-in functions -Grouping Data. Multiple Tables: Join - Set operations- - Database system using SQL.

Case study: Real life data analysis using SQL database





Note: Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Dr.Pratiyush Guleria, 2022,"ASP .Net & VB.Net in 30 days: Acquire a solid foundation in the fundamentals of Windows and web application development", Kindle edition.
- 2 Itzik Ben-Gan, 2023,"T-SQL Fundamentals (Developer Reference)", 4th Edition, Microsoft press Publication.

### References

- 1 Abraham Silberschatz, Henry F. Korth, 2017, "Database System Concepts", 7th Edition, McGraw Hill Education.
- 2 Rajiv Chopra, 2016, Database Management System; S.Chand Publishing.
- 3 David I. Schneider, "An Introduction to Programming Using Visual Basic .Net", PHI.
- 4 Jeffrey R. Shapiro, "The Complete Reference Visual Basic .NET" ,Tata McGraw Hill Publishing





Course Code	Course Name	Category	L	T	P	Credit
226BM1A4IC	Auditing and Corporate Governance	IDC	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- To enable students to understand process of auditing and its classification.
- To impart knowledge on internal check and internal control.
- To help students understand the framework, theories and models of Corporate Governance.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define auditing and its process.	K1
CO2	Compare and contrast essence of internal check and internal control.	K2
CO3	Identify the role of auditors in companies.	K2
CO4	Define the concept of Corporate Governance.	K2
CO5	Appraise the implications of Corporate Social Responsibility	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓	✓	✓	✓
CO3			✓	✓	✓
CO4		✓		✓	✓
CO5	✓	✓	✓	✓	✓

### Course Focuses

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





226BM1A4IC	Auditing and Corporate Governance	SEMESTER IV
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I Introduction to Auditing 10 h**

Meaning and Definition of Auditing - Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audits - Audit of Banking, Insurance, Non-Profit Organizations and Charitable Societies, Trusts, Organizations - Social Audit - Cost Audit - An overview of Auditing and Assurance Standards.

#### **Unit II Audit Procedures and Documentation 8 h**

Audit Planning - Audit Programme - Procedures - Internal Audit - Internal Control - Internal Check - Features of a good Internal Control System, Methods of recording - Audit of working papers. Vouching - Cash and Trade Transactions - Verification and Valuations of Assets and Liabilities.

Case Study : Internal Control System

#### **Unit III Company Auditor 12 h**

Appointment and Removal of Auditors - Rights, Duties and Liabilities of Auditor - Professional Conduct and Ethics in Auditing - Audit Report - Recent Trends in Auditing - Information Systems Audit (ISA) - Impact of Computerization on Audit Approach - Online Computer System Audit - Types of Online Computer Systems - Procedure of Audit under ISA System.

Case Study : Professional Conduct

#### **Unit IV Introduction to Corporate Governance 10 h**

Conceptual Framework of Corporate Governance: Theories & Models, Broad Committees: Audit Committee, Risk Management Committee and Stakeholder Relationship Committee. - Corporate Governance Reforms. Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance.

Case Study: Major Corporate Scandals in India and Abroad

#### **Unit V Corporate Social Responsibility 8 h**





Concept of CSR, Corporate Philanthropy, Strategic Relationship of CSR with Corporate Sustainability - CSR and Business Ethics, CSR and Corporate Governance - CSR Provisions under the Companies Act, 2013. CSR Reporting guidelines.

Note: Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Dinkar Pagare, (2021) Principles and Practice of Auditing, Sultan Chand & Sons, New Delhi
- 2 Dr.T.R. Sharma, Dr.Gaurav Sankalp, (2022) Auditing & Corporate Governance, Sahithya Bhawan Publications, Agra

### References

- 1 B. N. Tandon, S. Sudharsanam & S.Sundharabahu, (2020) Practical Auditing, S.Chand& Sons New Delhi..
- 2 ArunaJha, Auditing & Corporate Governance, (2022) Taxmann Publication Pvt. Ltd, New Delhi.
- 3 Kevin Keasey, Steve Thompson & Mike wright,(2019) Governance & Auditing, Emerald Group Publishing Limited, Bingley
- 4 Dr.T.R. Sharma, (2020) Auditing, Sahithya Bhawan Publications, Agra





225CI1A4SP	Database Programming Using .Net	SEMESTER IV
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**Total Credits:** 2  
**Total Instructions Hours:** 24

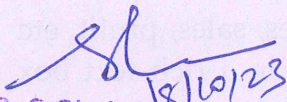
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1	Develop a VB.Net application using the File and Directory controls to implement a common dialog box.
2	Designing a form to calculate capital budgeting technique by declaring finance function and variable) declaration using option button (Radio button).
3	Designing a form to compute cost of capital using finance function using check box and radio button
4	Designing a form to perform working capital analysis by declaring finance function using grid control.
5	Develop a VB.Net application using Data grid and list view to display records
6	Design a form to present product details like purchases, sales, profit, etc by declaring array, functions and present the details in a rich text box (RTF).
7	Design a VB.Net application using Multiple Document Interface (MDI).
8	Develop a VB.Net application to implement the loop control statements.
9	Make a simple menu with the Menu Editor
10	Designing a supermarket bill by connecting a database using OleDb Connection..
11	Designing a Pay Slip for an organization by connecting a database using sql Connection.
12	Designing the form to create a bank customer database.




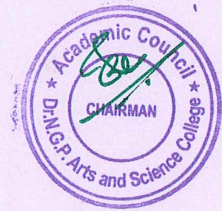


## References

- 1 Dr.Pratiyush Guleria, 2022,"ASP .Net & VB.Net in 30 days: Acquire a solid foundation in the fundamentals of Windows and web application development", Kindle edition.
- 2 Itzik Ben-Gan, 2023,T-SQL Fundamentals (Developer Reference), 4th Edition, Microsoft press Publication.
- 3 Rajiv Chopra, 2016, Database Management System; S.Chand Publishing.
- 4 Jeffrey R. Shapiro, "The Complete Reference Visual Basic .NET", Tata McGraw Hill Publishing

  
 BoS Chairman/HoD  
 Department of Commerce (IT)  
 Dr. N. G. P. Arts and Science College  
 Coimbatore – 641 048

 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS- 16th 18/10/23	AC- 16th 13/12/23	GB- 5/0/24 21st



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Course Code	Course Name	Category	L	T	P	Credit
225CI1A5CA	Management Accounting	Core	5	1	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- The Management Accounting concepts, methods, techniques and types of ratios
- To Know about Fund Flow, Cash flow, Break even Analysis and Marginal costing
- Acquiring Knowledge about budgeting concepts and Budgetary control techniques

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge in management accounting and understand its concepts	K1
CO2	Obtain knowledge to analyse the financial statement by applying ratio and Working Capital	K2
CO3	Evaluate cash and fund flow of the company	K3
CO4	Know the managerial applications of marginal costing and Break Even Analysis	K2
CO5	Demonstrate different capital budgeting techniques used by management in decision making	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3		✓			✓
CO4			✓	✓	✓
CO5	✓	✓	✓	✓	✓

**Course Focuses on**

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





225CI1A5CA	Management Accounting	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 72h**

### Syllabus

**Unit I** Introduction to Management Accounting 14 h

Management accounting – Meaning - Definition – Characteristics – Scope - Objectives - functions - Distinction between financial accounting and management accounting - Distinction between management accounting and cost accounting - Tools and techniques of management accounting - Advantages and limitations

**Unit II** Ratio Analysis and Working Capital 15 h

Ratio Analysis – Meaning-Advantages - Limitations-Classification of ratios -Analysis of Liquidity, Solvency, Profitability. Analysis and interpretation of financial statement.

Working Capital -Meaning – Definition – Determinants -Working capital requirements and its computation

**Unit III** Fund Flow Analysis and Cash Flow Statement 15 h

Fund flow statement – Meaning – Importance - Limitations – Preparation of schedule of changes in working capital - Calculation of funds from operation - Preparation of fund flow statement.

Cash flow statement -Meaning – Importance – Difference between fund flow and cash flow analysis – Advantages – Limitations – Computations of cash from operations – Preparation of Cash flow statement. (Revised format AS3)

**Unit IV** Marginal costing & Break Even Analysis 14 h

Marginal costing – Meaning – Significance - Limitations -Break Even Analysis – Managerial applications - Absorption costing - difference between marginal costing and absorption costing. Key factors - Make or Buy - Pricing decision -Effect of changes in sales price.

**Unit V** Budgeting and Budgetary control 14 h

Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets -Master Budget- Material Budget - Purchase Budget- Sales Budget - Cash Budget - Flexible Budget- Theoretical concept of Zero Base Budgeting.

**Note :** 60%problem and 40% theory





### Text Books

- 1 Sharma and Gupta. S.K, 2019, "Management Accounting", 13th Edition, Kalyani Publishers, New Delhi.
- 2 Jain. S.P and Narang. K.L, 2016, "Cost and Management Accounting", Revised Edition, Kalyani Publishers, New Delhi.

### References

- 1 Ramachandran & Srinivasan. R, 2019, "Management Accounting", 17th Edition, Sriram Publications, Trichy.
- 2 Maheswari. S.N, 2014, "Management Accounting", Revised Edition, Sultan Chand & Sons, New Delhi.
- 3 Reddy T.S and Reddy H.P, 2013, "Management Accounting", VIII Edition, Margham Publications, Chennai.
- 4 Khan M Y, Jain P. K, 2017, "Management Accounting", 7th Edition, McGraw Hill Publications, Noida, India





Course Code	Course Name	Category	L	T	P	Credit
225AT1A5CA	INCOME TAX LAW AND PRACTICE	CORE	5	1	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the basic concepts of Income Tax Act 1961.
- the provision and procedure to compute total income under various heads of income.
- the computation of Income from other sources and Set off and Carry forward of losses.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	remember the basic concepts of income and residential status.	K1
CO2	understand the calculation of Income from Salary and Income from House Property.	K2
CO3	apply the Provisions related to Profits and Gains from Business or Profession	K3
CO4	analyze the Capital Gains, Deemed capital gains and Exempted capital gains.	K4
CO5	examine the Income from other sources.	K4

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓	✓	✓		✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓

**COURSE FOCUSES ON:**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225AT1A5CA	INCOME TAX LAW AND PRACTICE	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 72 h**

### Syllabus

#### **Unit I** Introduction to Income Tax 15 h

Meaning of Tax - History - Features of Income Tax - Meaning of Income - Definitions - Person - Assessment Year - Previous Year - Assessee - Basis of charge: Residential Status - Scope of Total Income - Types of Incomes - Exempted Incomes under Section 10.

#### **Unit II** Income from Salary and Income from House Property 15 h

Computation of Salary Income - Features of Salary - Allowances - Types of Allowances - Perquisites - Kinds of Perquisites - Profit in lieu of salary - Types of Provident Fund - Gratuity - Pension - Commutation of Pension - Deductions under Sec 16.  
Income from House Property - Basis of Charge - Annual Value - Gross Annual Value, Net Annual Value of Let-out Property, Self-Occupied Property - Amenities.  
Case Study: Income from House Property

#### **Unit III** Profits and Gains from Business or Profession 15 h

Income from Business or Profession - Allowable Expenses - Not Allowable Expenses - General Deductions - Provisions Relating to Depreciation - Computation of Income from Business or Profession

#### **Unit IV** Capital Gains 15 h

Capital Gains: Short term and Long term Capital Gains - Capital Assets - Transfer of capital assets - Transactions not regarded as transfer - Deemed capital gains - Computation of capital gain - Cost of Acquisition - Cost of Improvement - Indexation of cost - Capital gains under different circumstances - Exempted capital gain.  
Case Study: Capital Gains

#### **Unit V** Income from other sources and Set off and Carry forward of losses 12 h

Income from other sources: General Income u/s 56(1)- Specific Income u/s 56(2)- Deductions u/s 57- Expenses disallowed u/s 58. Deductions from Gross Total Income- Deduction u/s 80C to GGA, 80IA to 80U.  
Set off and Carry forward of losses: Speculation loss - Capital losses- Carry forward of losses. Computation of Tax liability - Relief and Rebates - Assessment of Individuals.  
Case Study : Total Income





**Note:** The question paper shall cover 20% theory and 80% problem.

Case Study (Examined Internal Only)

### Text Books

- 1 V.P. Gaur, Narang, Puja Gaur and Rajeev Puri - Income Tax Law and Practice, Kalyani Publishers, New Delhi. (Latest Revised Edition)
- 2 T.S. Reddy and Hariprasad Reddy, Income Tax Law and Practice, Margham Publications, Chennai. (Latest Revised Edition)

### References

- 1 H.C. Mehrotra, Dr.Goyal S.P, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra. (Latest Revised Edition)
- 2 Hariharan N, Income Tax Law & Practice, Vijay Nicole Imprints Pvt. Ltd. Chennai. (Latest Revised Edition)
- 3 DinkarPagare, Income Tax Law and Practice, Sultan & Chand Sons, New Delhi. (Latest Revised Edition)
- 4 Dr.Vinod K Singhania, Dr. Monica Singhania, Taxmann's Students' Guide to Income Tax, New Delhi. (Latest Revised Edition).





Course Code	Course Name	Category	L	T	P	Credit
225CO1A5CB	RESEARCH METHODOLOGY	CORE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the fundamentals of Research.
- the art of using different research methods and techniques planning and writing of research proposals
- the necessity for research ethics and guidelines to pursue research.

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	learn the basics of the research methods and techniques.	K1
CO2	remember the hypothesis, laws related to research problem.	K1
CO3	understand about data collection and techniques.	K2
CO4	illustrate the concept of editing and data analysis.	K3
CO5	analyze the data and present a report.	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2		✓	✓	✓	✓
CO3	✓	✓			✓
CO4	✓	✓	✓		
CO5	✓	✓		✓	✓

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CO1A5CB	RESEARCH METHODOLOGY	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I** Introduction to Research 10 h

Research Meaning, Scope and Objectives - Types of Research - Research Vs. Research Methodology - Research Process - Relevance of Research for Decision Making in Various Functional Areas of Management.

Case study on formulation of research problem

**Unit II** Research Design, Research Hypothesis 12 h

Meaning - Choosing the Appropriate Research Design - Empirical Research Design - Problem Definition- Techniques - Formulation of Research Hypothesis - Types of hypothesis - Sampling Design - Techniques - Steps - Sample Size Determination - Justification of Sample Size - Errors.

Case study on Research Design

**Unit III** Data Collection and Techniques 10 h

Introduction - Data Collection - Primary Data and Secondary Data - Methods of Collection - Questionnaire Design - Essentials of a Good Questionnaire - Pre Testing a Questionnaire - Pilot Study - Merits and Demerits of Questionnaire - Use of Schedules - Structured and Unstructured Interviews - Observation Method.

Case study on data collection techniques.

**Unit IV** Processing and Analysis of Data Editing 8 h

Meaning - Types of Editing - Coding - Classifications - Tabulation - Need, Nature and Guidelines - Ungrouped and Grouped Frequency Tables, Charts and Diagrams - Use of Computer Packages for Data Analysis - Application of Statistical Tests and Interpretation of Test of Results.

**Unit V** Presentation of Research Results 8 h

Writing skills in Research Report - The Significance of Report - Steps in Writing Report - The Integral Parts of a Report - Types of Reports - Precautions for Writing Research Reports.





**Note:** Question paper shall contain 100% theory only.

Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Kothari C. R., 2022, "Research Methodology: Methods and Techniques", New Age International Publishers, New Delhi.
- 2 Joy Joseph Puthussery, 2021, "Business Research Methods", 1st edition, ANE Books, New Delhi.

### References

- 1 Pamela S. Schindler, 2022, "Business Research Methods", 13th edition, McGraw Hill Education India Pvt. Ltd., Chennai.
- 2 William G. Zikmund, 2021, "Business Research Methods", 9th edition, Cenage, New Delhi.
- 3 Rouger Bougie, 2021, "Research Methods for Business", 8th edition, Wiley, New Delhi.
- 4 Naval Bajpai, 2020, "Business Research Methods", 2nd edition, Pearson India Education Services Pvt. Ltd., Noida.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A5CB	Web Development and PHP programming	Core	4	-		3

**PREAMBLE**

This course has been designed for students to learn and understand

- The student must be able to develop an application using PHP
- To enable the students to develop E-commerce and CRM applications.
- To acquaint practical knowledge about creating and manipulating data in Database..

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand and identify the fundamental concepts of PHP programming.	K1
CO2	Make use the concepts of control structures..	K2
CO3	Design, formulate, and construct applications using PHP.	K3
CO4	To understand the features of database management systems and Relational database.	K2
CO5	Solve Database problems using PL/SQL.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓	✓	✓	✓
CO3			✓	✓	✓
CO4		✓		✓	✓
CO5	✓	✓	✓	✓	✓

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A5CB	Web Development and PHP programming	SEMESTER V
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Total Credits: 3

Total Instruction Hours: 48 h

### Syllabus

#### Unit I HTML and form Interaction 10 h

Introduction to HTML, HTML and the World Wide Web, HTML elements, basic structure elements of HTML, creating HTML pages, HTML tags, colour and fonts, formatting the body section, creating links. Adding graphics with image elements, using image as links, image maps, image files

#### Unit II Overview of CSS 10 h

Presenting information in tables, Understanding the use of frames- Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling(Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables

#### Unit III Introduction to PHP 10 h

Introduction to PHP History of PHP, Features Merits and Demerits of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, Comments, Variables – (Declaring, Assigning, Destroying), Datatypes, Setting and Testing Datatypes – Constants -Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation) – Superglobal variables

#### Unit IV Programming in PHP 10 h

PHP Basics Control structures – Looping structures - 1-D Array & its manipulation (Storing Data, Assigning, Accessing Array Elements, Displaying) - User-Defined Functions, Function Scope.

#### Unit V Database programming with PHP 8 h

Introduction to MySQL: Features, Merits and Demerits - MySQL data types and constraints -Working with Forms PHP and MySQL Integration – Basic SQL Commands (Insert, Update, Delete, Select) – MySQL functions (mysql\_connect, mysql\_select\_db, mysql\_query, mysql\_num\_rows, mysql\_fetch\_array, mysql\_fetch\_field, mysql\_close) –Generating reports using PHP and MySQL





### Text Books

- 1 Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication.
- 2 Terry Felke-Morris , 2018," Web Development and Design Foundations with HTML5 ", 9th Edition, Pearson Publication.

### References

- 1 Robin Nixon , 2021, Learning PHP, MySQL & JavaScript ", 6th Edition, O'Reilly Media.
- 2 Joel Murach ,2022,"Murach's PHP and MySQL",4th edition, Mike Murach and Associates Inc publisher.
- 3 Jennifer Robbins ,2018, "Learning Web Design", 5th Edition, O'Reilly Media publisher.
- 4 Terry Felke-Morris, "Basics of Web Design: HTML5 & CSS " ,fifth edition,Pearson Publishing





225CI1A5SP	Web Development and PHP programming	SEMESTER V
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Total Credits: 2  
Total Instructions Hours: 48 h

S.No	Contents
1	Get name of the user from a form and show greeting text
2	Implement a program using control statements
3	To write a program for display our personal information using various tags.
4	Develop a program using string functions
5	Create a php program to manipulate arrays.
6	Design mathematical calculator using PHP
7	To write a program for display the date and time.
8	Write a php program using function
9	Write a code for html webpage which displays a list .
10	To write a PHP program for software company web page using Hyperlink
11	Design a TRAVEL AGENCY WEBSITE using Php and HTML
12	To create a php page for login using SQL connection





## References

- 1 Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication
- 2 Terry Felke-Morris , 2018," Web Development and Design Foundations with HTML5 ", 9th Edition, Pearson Publication.
- 3 Jennifer Robbins ,2018, "Learning Web Design", 5th Edition, O'Reilly Media publisher
- 4 Terry Felke-Morris, "Basics of Web Design: HTML5 & CSS " ,fifth edition, Pearson Publishing





Course Code	Course Name	Category	L	T	P	Credit
225CM1A5DA	FINANCIAL MANAGEMENT	DSE	4		-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- The sources and utilization of fund.
- The various concepts and techniques for better financial decisions
- Capital structure and leverage theories in the business firm

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the sources and utilization of fund.	K2
CO2	Discuss cost of capital and techniques in capital budgeting	K2
CO3	Apply appropriate capital structure	K3
CO4	Analyze the methods of leverages and Dividend policy	K4
CO5	Appraise Working Capital Management for expected returns.	K4

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2			✓		
CO3	✓	✓		✓	✓
CO4					
CO5		✓	✓		

**COURSE FOCUSES ON:**

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics





225CM1A5DA	FINANCIAL MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

- Unit I** Financial management and sources of finance 10 h  
 Financial Management - Meaning, Nature, scope, objectives and functions -  
 Financial decisions - Relationship between Risk and Return - Sources of finance -  
 Short-term and Long-term finance. Corporate Strategy - Financial Policy - Decision  
 making framework - Functions. (Theory Only)  
 Case Study on Risk and Returns on Investment
- Unit II** Capital structure and Cost of Capital 10 h  
 Capital Structure -Theories- Traditional Approach, Net Income Approach, Net  
 Operating Income Approach and MM Approach - Determinants of Capital  
 Structure. (Theory Only)  
 Cost of Capital - Meaning and importance - Cost of Debt, Preference, Equity and  
 Retained Earnings - Weighted Average Cost of capital. (Theory and Problems)  
 Case Study on Formation of capital structure
- Unit III** Capital Budgeting 10 h  
 Capital budgeting - Techniques: Payback Period, Accounting Rate of Return, Net  
 Present Value, Internal Rate of Return and profitability index. (Theory and  
 Problems)
- Unit IV** Leverage and Dividend 10 h  
 Leverage - Meaning - Types - Operating, Financial and Combined Leverages -  
 EBIT and EPS analysis. (Theory and Problem).  
 Dividend Theories: Walter's model - Gordon and MM's models - Dividend policy -  
 Forms of Dividend - Determinants of a stable dividend policy. (Theory only).
- Unit V** Working Capital Management 8 h  
 Working Capital - Meaning - Importance - Types - Determinants of Working  
 Capital - Sources of Working Capital - Estimation of Working Capital (Theory  
 only).  
 Case Study on Estimation of Working Capital

**Note:** Distribution of Marks: Theory 40% and Problem 60%.  
 Case studies related to the above topics to be discussed (Examined internal only).





**Note:** Distribution of Marks: Problem 60 % and Theory 40 %

Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Shashi K. Gupta, R. K. Sharma, Neeti Gupta. Financial Management theory and practice (9th Revised Edition.) New Delhi: Kalyani Publishers.
- 2 Maheswari ,S.N (2019). Financial Management.( 15th Revised & Enlarged Edition) Sultan Chand & Sons, New Delhi

### References

- 1 Prasanna Chandra, (2017). Financial Management. (4th Edn.) New Delhi: Tata McGraw-Hill Publishers
- 2 Pandey,I.M (2009). Financial Management. (10th Edn.) New Delhi: Vikas Publishing House Pvt.Ltd
- 3 Murthy.,A (2010). Financial Management. (1st Edn.) Chennai: Margham Publications..
- 4 Rama Gopal,C (2008). . Financial Management. (1st Edn.) New Delhi :New age of International (P) Ltd.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A5DA	E-BUSINESS TECHNOLOGY	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the concepts and technologies in E-Business
- the knowledge of the business models and evaluation strategies for E-Business
- the electronic modes of commercial operations

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of E Business and its Types	K1
CO2	Understand the Security of Network and Privacy	K2
CO3	Apply the knowledge of Electronic Payment System	K2
CO4	Learn E-business marketing technologies	K2
CO5	Understand the concepts of E Business EDI.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1		✓		✓	✓
CO2		✓	✓	✓	✓
CO3			✓	✓	✓
CO4		✓		✓	✓
CO5	✓	✓	✓	✓	✓

#### Course Focus on

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A5DA	E-BUSINESS TECHNOLOGY	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I** Introduction to e-business 10 h

Electronic Business, Traditional Commerce Vs Electronic Commerce, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based E-Commerce Architecture.

#### **Unit II** Security Threats to e-business 10 h

Security Overview, Electronic Commerce Threats, Encryption, Decryption, Cryptography Methods, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, HTTP, SSL, Firewall, VPNs

Case study on Cryptography

#### **Unit III** E-payment systems 10 h

Types of E- payment system – Credit card payment, debit cards, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol, RFID Concepts.

Case study on e-payment system

#### **Unit IV** E-business marketing technologies 10 h

Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

#### **Unit V** Electronic Data Interchange and E-Business Application 8 h

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security- E-Business Applications: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce.

Case study on Digital commerce





Note: Case Studies related to the above topics to be discussed (Examined Internal only)

### Text Books

- 1 Bernd W.Wirtz ,2021, Digital Business and Electronic Commerce Strategy, Business Models and Technology, Springer Publication
- 2 RaviKalakota and Andrew B.Minsfon(2013) ,"Frontiers of Electronic Commerce" Fourteenth Edition, Dorling Kindersley (India) Pvt Ltd.

### References

- 1 Kenneth Laudon & Carol Traver,2016, "E-Commerce Technology",12th Edition, Prentice Hall.
- 2 Chaffey,Dave, 2014,Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6 th Edition, Pearson Education
- 3 Joseph,P.T.(2010).E-Commerce an Indian Perspective.[3rdEdition]. PrenticeHall of India Pvt. Ltd., New Delhi, Indi
- 4 Schneider Gary. P., and Perry., James, T. (2005). Electronic Commerce [1st Edition]. Thomson Learning Press, NewDelhi.





Course Code	Course Name	Category	L	T	P	Credit
225CO1A5DA	HUMAN RESOURCE MANAGEMENT	DSE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- realize the importance of human resource management.
- the human behaviour process.
- analyze the grievance procedures for solving conflict.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	understand the concept and importance of Human Resource Management.	K2
CO2	summarize about human resource planning.	K2
CO3	contrast the human behaviour process.	K3
CO4	assess the organizational discipline and behaviours.	K4
CO5	analyze the qualities required for a leader and directing	K4

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
CO2	✓			✓	
CO3	✓	✓			✓
CO4	✓	✓	✓	✓	✓
CO5	✓		✓		✓

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CO1A5DA	HUMAN RESOURCE MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 48 h

## Syllabus

**Unit I** Human Resource Management 8 h

Meaning - Importance - Evaluation - Objectives - Scope - Hawthorn Studies - Its implications - Organization structure, difference between 'hard' and 'soft' HRM, applications of Artificial Intelligence (AI) in HRM.

**Unit II** Human Resource Planning 8 h

Human Resource Planning - Job analysis, Job description, psychological and behavioural issues in Human Resource Planning - Role analysis - Selection and Recruitment - virtual recruitment - virtual selection - virtual assessment - Training - Promotion.

Case study on Recruitment and Selection

**Unit III** Human Resource Development 10 h

Human Resource Development - Performance appraisal - Job evaluation and merit rating. Human behaviour process - Perception - Personality development - Main determinants of Personality - Theories of personality.

Case study on human behaviour process

**Unit IV** Organizational Discipline 12 h

Organizational Discipline: Meaning - Causes of Indiscipline - Acts of Indiscipline - Procedure for Disciplinary Action - Organization conflict- Individual aspect of conflict - Management of conflict - Grievance - Meaning - Characteristics of Grievances - Causes of Grievance - Grievance Redressal Procedure.

Case study on conflict in organizational behaviour.

**Unit V** Job Satisfaction and Employee Relations 10 h

Job Satisfaction - Concept - Measurement - Determinants. Quality of work life - Concept - Measure - Dimension - Principles. Employee Relations: Building Positive Employee Relations - Safety, Health and Risk Management..

**Note:** Question paper shall contain 100% theory only.

Case studies related to the above topics to be discussed (Examined internal only)





### Text Books

- 1 Prasad, L.M., 2019, Organizational behavior, 6th Edition, S. Chand Publishing, New Delhi.
- 2 Aswathappa, K., 2016, Organizational Behaviour, 12th Edition Himalaya Publishing Home Pvt Ltd., Mumbai.

### References

- 1 Balaji. C.D., 2018, Human Resource Management, 1st Edition, Margham Publication, Chennai.
- 2 Gupta, C.B., 2018, Human Resource Management, 19th Edition, S.Chand Publishing, New Delhi.
- 3 Fred Luthans., 2015, Organizational Behaviour, 10th Edition, Tata Mc Graw-Hill Education, New Delhi.
- 4 Memoria, C.B., 2014, Personnel Management, 24th Edition, Himalaya Publishing House Pvt. Ltd., Mumbai





Course Code	Course Name	Category	L	T	P	Credit
225BA1A5DA	SERVICE MARKETING	DSE	4			4

#### PREAMBLE

This course has been designed for students to learn and understand

- the concepts of service marketing .
- the concept of channel of distribution and marketing of services.
- the knowledge on service and quality development

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the basic knowledge of service marketing.	K1
CO2	Analyze the Consumer behavior in service marketing.	K2
CO3	Classify the different forms of channel of distribution.	K1
CO4	Develop skills to build and maintain customer relationship management.	K2
CO5	Evaluate on Service Development and Quality Improvement.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		
CO2	✓			✓	✓
CO3		✓	✓	✓	
CO4		✓		✓	✓
CO5	✓		✓		✓

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225BA1A5DA	SERVICE MARKETING	SEMESTER V
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I Introduction to Service Marketing 9 h**

Meaning and Definition - Components of services marketing - Characteristics - Scope of service marketing - Classifications of services - Difference between Goods & Services - Nature of service Act - Challenges and issues of service marketing - Reasons for growth in Service Sector - Role of Services in Economy.

**Unit II Consumer Behavior in Services Marketing 10 h**

Consumer Behavior in Services Marketing - Customer Expectations on Services - Factors influencing customer expectation of services. - Service costs experienced by Consumer - The Role of customer in Service Delivery - Conflict Handling in Services - Customer Responses in Services - Concept of Customer Delight.

**Unit III Channel of Distribution and Marketing of services 10 h**

Channels - Methods of distributing services - Advantages and Disadvantages of direct distribution - Franchising - Location of franchise - Factors - Benefits - Disadvantages of Franchising - Financial Services - Banking - Characteristics of financial services - Health Service - Types of hospitals - Marketing mix of hospitals - Tourism service - Users tourism services - Marketing mix of tourism.

Case study on Franchising

**Unit IV Customer Relationship Management 10 h**

[Customer Expectation and Perception of service understanding - Customer requirements and building relationship - Marketing implications - Relationship management - Concept - Need - Importance - Characteristics - Customer Relationship Management (CRM) and e-CRM - Customer relationship process.

Case study on CRM

**Unit V Service Development and Quality Improvement 9 h**

Service Development - Need - Importance - Types of New Services - Stages in development of new services - Service Quality Dimensions - Service Quality Measurement and Service Mapping - Improving Service Quality and Service Delivery - Service Failure and Recovery.

Case study on Service Quality Dimensions





**Note:** Case studies related to the above topics to be discussed (Examined internal only).

### Text Books

- 1 Dr.L.Natarajan, 2018, "Services Marketing", Margham Publications, Chennai.
- 2 Valarie A. Zeithaml, 2022, "Services Marketing: Integrating Customer Focus Across the Firm", 6th Edn., McGraw Hill, New York.

### References

- 1 R. Srinivasan, 2014, "Services Marketing: The Indian Context" PHI Learning Pvt. Ltd.
- 2 Priyanka B. Joshi, 2015, "Services Marketing", Everest Publishing House, Pune.
- 3 Harsh, V. Verma, 2013, "Services Marketing: Text and Cases", Pearson Education, New Delhi.
- 4 K Rama Mohana Rao, 2011 "Services Marketing" Pearson Education, New Delhi.





225CI1A5GP	DIGITAL MARKETING	SEMESTER V
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**Total Credits:** 2  
**Total Instructions Hours:** 24 h

S.No	Contents
1	Digital Marketing implementation in Business Scenario.
2	Create a landing page using HTML and CSS
3	Make a business portfolio website.
4	Keyword Analysis on Google Keyword Planner Tool.
5	Optimization of Multi-media files optimization like image, video, and Info graphics.
6	Create Google My Business Profile (GBM).
7	Create a Strong Profile account on Social Media (Facebook, Google+, Linked in, Instagram.
8	Google Ads Account creation and setup.
9	Content creation on Social Media Post.
10	E-Mail Marketing using HubSpot platform.
11	Creating YouTube channel for Marketing.
12	Creating Promotional Banner through canva.




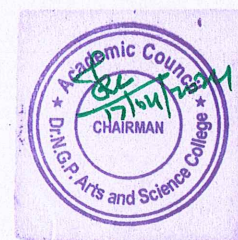


## References

- 1 Simon Kingsnorth. Digital Marketing Strategy: An integrated approach to online marketing, Kogan Page, 2016.
- 2 Dave Chaffey, PR Smith, Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, 6th edition, 2023 Routledge publisher
- 3 Kevin Hartman, Digital Marketing Analytics: In Theory and in Practice, Amazon Digital Services LLC - KDP Print US, 2020

  
 BoS Chairman/HoD  
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 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS- 4/4/24	AC - 17/4/24	GB -





Course Code	Course Name	Category	L	T	P	Credit
225FI1A6CA	BUSINESS TAXATION	CORE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- business taxation in modern economies.
- the legal provision related to GST and procedure for Registration.
- the overview of Supply under GST.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	know the fundamentals about Taxation.	K1
CO2	understand the Constitutional amendment of GST.	K2
CO3	understand Supply under GST.	K2
CO4	analyze the tax liability and Input tax credit.	K3
CO5	gain knowledge in GST Registration process.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓		✓		✓
CO3	✓	✓		✓	✓
CO4	✓				✓
CO5	✓				✓

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225FI1A6CA	BUSINESS TAXATION	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

**Syllabus**

**Unit I** Introduction to Business Taxation 09 h

Definition of tax - Features of business taxation - Objectives - Canons of taxation - Distinction between direct tax and indirect tax - Indirect tax in India.

**Unit II** Goods and Services Tax 10 h

Introduction to GST - Objectives of GST- Constitutional amendment of GST-Types of GST in India - Enactment of GST bills - GST Council and its functions - Imports are taxed under GST- GST bill.

Case Study on various GST rates in India.

**Unit III** Concept of Supply under GST 10 h

Meaning of supply - Taxable event under supply - Significance of consideration - Import of services - Taxability of imported services - Time of supply of goods - Time of supply of services - Value of supply - Inter state and Intra state supply. Case Study on Place, Time of supply of goods and services.

**Unit IV** Levy and Collection of GST 10 h

Provision relating to levy and collection of CGST - The Liability of composite supply and mixed supply - Computation of levy - Input Tax Credit - Eligibility and conditions for availing Input Tax Credit - Reversal and reclaim of Input Tax Credit - Zero rated supply.

Case study on Provision relating to levy.

**Unit V** GST Registration Procedures 09 h

Importance of registration - Procedure for registration - Credit and Debit note under GST- Records maintained by registered persons - Types of GST returns and due dates - Inward Supplies - Payment of Tax - provision relating to Refund of Tax - E-Way Bill.

Note: Case studies related to the above topics to be discussed (Examined internal only)





**Text Books**

- 1 Reddy.T.S & Hariprasad Reddy.Y, 2023, "Business Taxation", Third Edition, Margham Publications, Chennai.
- 2 Mehrotra H.C and Agarwal V.P, 2023,"Good and Services Tax", Twelfth Revised Edition, Sahitya Bhawan Publications, Uttar Pradesh.

**References**

- 1 Balachandran V, 2023, "Indirect Taxation", Nineteenth Edition, Sultan Chand & Sons, New Delhi.
- 2 Nikhil Gupta.CA, Anoop Modi & Mahesh Gupta, C A, 2023,"Indirect Tax Goods and Services Tax (GST)", SBPD Publications, Uttar Pradesh.
- 3 Parameswaran R. & C A. Viswanathan P., 2018, "Indirect Taxes GST and Customs Laws", Kavin Publications, Coimbatore.
- 4 CA Raman Kumar Gupta, 2022, "Proceedings and Penalty under GST", Second Edition, Commercial Law Publishers (India) Pvt. Ltd, New Delhi.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A6CA	JAVA PROGRAMMING	CORE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- How to implement object-oriented designs with Java.
- Design and program stand-alone Java applications.
- How to use exception handling in Java applications.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding the basic concept of Java Programming	K1
CO2	Apply the knowledge of OOPS	K2
CO3	Understanding the concepts of packages and exception handling	K3
CO4	Analyze the Exceptions and Thread Handling	K3
CO5	Understanding the concept of JDBC	K2

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2				✓	✓
CO3	✓	✓		✓	✓
CO4	✓			✓	✓
CO5	✓				✓

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A6CA	JAVA PROGRAMMING	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

**Unit I** Java Fundamentals 8 h

Introduction - Java Tokens - Data Types - Variables - Operators - Input and Output  
- Expressions-Control Statements: Branching and Looping Statements.

**Unit II** Classes, Objects and Methods 10 h

Classes, Objects and Methods - Constructors-Methods Overloading - Inheritance -  
Overriding Methods - Finalizer and Abstract Methods - Visibility Control - Arrays,  
Strings and Vectors - String Buffer Class.

**Unit III** Packages and Exception Handling 10 h

Introduction: Creating Packages-Accessing a Package- Class Importation - Static  
Imports - Adding classes into Packages -Package Access - Exception Handling  
Fundamentals-Methods of Exception Object - Using Finally Statement - Tips for  
using Exceptions

**Unit IV** Threads and Event Handling 10 h

Multithreaded Programming - Creating Threads - Stopping and Blocking a Thread  
- Life Cycle of a Thread - Using Thread Methods-Thread Priority - Introduction:  
Event Listeners - Event Classes - Mouse Event Class-Key Event Class.

**Unit V** Java Data Base Connectivity 10 h

Introduction to JDBC - Types of JDBC Drivers -Java Database connectivity Steps - JDBC  
Create Table - JDBC Insert Data into SQL Tables - JDBC Select Data - JDBC Update  
Table.

### Text Books

- 1 BalagurusamyE, 2023,"Programming with JAVA",6th Edition,Tata Mc Graw-Hill Publishing Co.Ltd.
- 2 Cay S Horstmann, 2020," Core Java Volume -1 Fundamentals", 11th





Edition, Pearson Indian Education Services Pvt.Ltd, India..

### References

- 1 Sagayaraj, Denis, Karthick and Gajalakshmi, 2018, "Java Programming for Core and advanced learners", 5th Edition, Universities Press (INDIA) Private Limited.
- 2 Paul Deitel, Harvey Deitel, 2017, "Java 9 for Programmers", 6th Edition, Deitel Developer
- 3 P.Naughton and H.Schildt, 2017, " Java 2 - The Complete Reference", Third Edition, Tata Mc Graw
- 4 Sagayaraj, Denis, Karthik, Gajalakshmi , 2012, "Java Programming:, University Press, Hyderabad.





225CI1A6SP	JAVA PROGRAMMING	SEMESTER VI
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**Total Credits:** 2

**Total Instructions Hours:** 48 h

S.No	Contents
1	Program to demonstrate Looping Statement.
2	Programs to demonstrate the Classes, Objects and Constructors in Java.
3	Program to distinguish the different types of Constructors.
4	Usage of calendar class and manipulation.
5	Program to implement the Method and Constructor Overloading.
6	Program to implement using Array.
7	Programs to demonstrate String Manipulation.
8	Substring removal from a string using String Buffer
9	Programs to demonstrate Packages in Java.
10	Program to implement Exception Handling.
11	Implementing Thread based application.
12	Program to implement JDBC Connectivity.
13	
14	
15	

**Note:** Any 10 Programs have been done.





## References

- 1 Balagurusamy E, 2023, "Programming with JAVA", 6th Edition, Tata Mc Graw-Hill Publishing Co. Ltd.
- 2 Cay S Horstmann, 2020, "Core Java Volume -1 Fundamentals", 11th Edition, Pearson Indian Education Services Pvt. Lt, India.
- 3 Sagayaraj, Denis, Karthick and Gajalakshmi, 2018, "Java Programming for Core and advanced learners", 5th Edition, Universities Press (INDIA) Private Limited.
- 4 Paul Deitel, Harvey Deitel, 2017, "Java 9 for Programmers", 6th Edition, Deitel Developer





Course Code	Course Name	Category	L	T	P	Credit
225FI1A6DA	INVESTMENT MANAGEMENT	DSE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- theories and concepts of investment management.
- functions of market and valuation.
- the listing procedures of securities in stock markets.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	know the basic concept of investment.	K1
CO2	learn about the investment market.	K2
CO3	apply the risk and return concepts for investment.	K3
CO4	identify the values of stocks and bonds.	K3
CO5	understand listing procedures and stock brokers roles.	K2

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2			✓	✓	✓
CO3	✓	✓	✓		
CO4		✓	✓	✓	✓
CO5	✓	✓		✓	

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225FI1A6DA	INVESTMENT MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

## Syllabus

**Unit I** Investment Alternatives

09 h

Meaning - Comparison of Investment, Gambling and Speculation - Investor classification-Investment in Debt instruments: Bonds, Debentures- Investment in Equity shares, Preference shares, Investment in real estate - Factors favorable for investment - Features of investment - Investment process.  
Case study on Investment and Gambling.

**Unit II** Securities Market

10 h

Meaning - Types - Primary market - Features - Mode of new issue- Function of new issue market - Guidelines - Secondary market - Difference between primary market and secondary market - SEBI - Structure of stock exchange -Functions - BSE - NSE.

**Unit III** Security Analysis

10 h

Risk and return - Risk-free rate and its influencing factors and risk premium. Fundamental analysis: Economic analysis - Industry analysis - Company analysis. Technical analysis: Types of charts -Market indicator- Fundamental Vs Technical analysis.  
Case study on Fundamental Analysis - Assessing the Value of Investments.

**Unit IV** Valuation of Securities

09 h

Valuation of securities: Bond - Features -Types, Determinants of interest rates- Bond Valuation - Equity shares- Concept, Valuation, and Dividend Valuation Models.

**Unit V** Listing of Securities

10 h

Meaning - Listing Procedures -SEBI Guidelines for listing - Advantages of listing - Types - Demat Account: Meaning, Importance, Benefits - Procedure to Open Account - Registration of Stock brokers - Function of brokers - Kinds of brokers - Opening Account with Broker - Rights and Obligations of stock broker.  
Case Study on Stock Market Listing and Demat Accounts.

**Note:** Case studies related to the above topics to be discussed (Examined internal only)



**Text Books**

- 1 Bhalla V.K., 2020, "Fundamentals of Investment Management", Second Edition, Sultan Chand & Sons, New Delhi.
- 2 Preethi Singh, 2023 "Investment management", Himalaya Publishing House, NewDelhi.

**References**

- 1 Rustagi R. P, 2023, "Investment Management", Sultan Chand & Sons, New Delhi.
- 2 Avadhani, V.A., Investment Management, Himalaya Publishing House, NewDelhi, 2022.
- 3 Prasanna Chandra, 2017, "Investment Analysis and Portfolio Management", Fifth Edition, MC Graw Hill, Chennai.
- 4 Securities Market Foundation, National Institute of Securities Markets, Mumbai.





Course Code	Course Name	Category	L	T	P	Credit
225CI1A6DA	ENTERPRISE RESOURCE PLANNING	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.
- To Enhance the Evaluation of ERP systems, Business Analytics, Future trends in ERP systems.
- 

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the key implementation issues of ERP.	K2
CO2	To know the different ERP solutions and functional modules.	K3
CO3	To understand the implementation process of ERP system.	K3
CO4	To analyze the post implementation process and maintenance of ERP.	K4
CO5	To know the future implications of ERP.	K4

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2				✓	✓
CO3	✓	✓		✓	✓
CO4	✓				✓
CO5	✓				✓

#### COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A6DA	ENTERPRISE RESOURCE PLANNING	SEMESTER VI
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**Total Credits: 4**

**Total Instruction Hours: 48 h**

### Syllabus

#### **Unit I INTRODUCTION 10 h**

Overview of Enterprise systems – Evolution - Structure of ERP Architecture- Risks and benefits of ERP - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems- Growth of ERP Market, E-Commerce and E-Business.

#### **Unit II ERP SOLUTIONS AND FUNCTIONAL MODULES 10 h**

Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP Functional modules -Sales, Marketing, Purchase Control, Financial Accounting, Materials and Production management.

#### **Unit III ERP IMPLEMENTATION 10 h**

Planning Evaluation and selection of ERP systems- Implementation life cycle - Steps in ERP implementation, Methodology and Frame work- Training and Data Migration- People Organization in implementation-Consultants, Vendors and Employees.

#### **Unit IV POST IMPLEMENTATION 10 h**

Planning Evaluation and selection of ERP systems- Implementation life cycle - Steps in ERP implementation, Methodology and Frame work- Training and Data Migration- People Organization in implementation-Consultants, Vendors and Employees

#### **Unit V EMERGING TRENDS ON ERP 08 h**

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics etc- Future trends in ERP systems-web enabled, Wireless technologies - Cloud Computing.)

### Text Books

- 1 Alexis Leon, Enterprise resource planning, Third Edition Tata McGraw-Hill, 2017.





- 2 Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2012.

### References

- 1 Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009..
- 2 Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008.
- 3 Vinod Kumar Grag and N.K. Venkita krishnan, ERP- Concepts and Practice, PHI, 2006.
- 4 Vinod Waiker , 2023, Monograph on ERP Implementation Issues and Challenges, Notion press;





Course Code	Course Name	Category	L	T	P	Credit
225CO1A6DA	ORGANIZATIONAL BEHAVIOR	DSE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the key concepts of organizational behavior, motivation and attitudes.
- about perception, leadership, and group dynamics.
- the impact of organizational culture on employee engagement.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	understand the organizational behavior model.	K2
CO2	infer the emotional self-attitude and motivation.	K2
CO3	articulate the leadership style and perception.	K3
CO4	interpret the interpersonal relationship and group behavior.	K3
CO5	assess conducive organizational culture.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	
CO2			✓	✓	✓
CO3	✓	✓	✓		✓
CO4	✓	✓			
CO5	✓	✓	✓	✓	✓

**COURSE FOCUSES ON:**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CO1A6DA	ORGANIZATIONAL BEHAVIOR	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Organizational Behavior 10 h

Definition, need and importance of organizational behavior – Nature and scope – Frame work – Organizational behavior models – Application in Management Contributions of other disciplines to OB–Emerging issues in Organizational Behavior.

#### Unit II Learning, attitudes and motivation 10 h

Learning: Types of learners – Learning process – Learning theories – Organizational behavior modification. Emotions: Emotional Labour – Emotional Intelligence.

Attitudes: Characteristics – Components – Formation – Measurement- Values.

Motivation: Importance – Types – Theories of motivation- Hierarchy model, Two factor theory, David McClelland theory.

Case study on Employee Motivation and Retention Strategies in a Remote Work Environment.

#### Unit III Perception and Leadership 10 h

Perception: Meaning and definition - Basic stages of Perceptual Process, Perceptual Selection, Perceptual Organization, Perceptual Interpretation.

Leadership: Meaning – Importance – Leadership styles – Theories.

Case study on paradoxical leadership.

#### Unit IV Group Behavior 10 h

Organization structure: Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building – Interpersonal relations – Communication – Control.

#### Unit V Organization Culture 8 h

Definition of organizational culture-Culture as a descriptive term- Strong versus Weak culture - Functions, Creating and Sustaining culture-Learning and adopting to workplace culture by employees -Creating positive organizational culture.

Case study on The Impact of Organizational Culture on Employee Engagement and





Innovation.

**Note:**Case Studies related to the above Topics to be discussed Examined Internally.

### Text Books

- 1 Debra L. Nelson & James Campbell Quick, 2020, "Organizational Behavior: Science, The Real World, and You", 9th Edition, Cengage Learning.
- 2 Mary Uhl-Bien, Ronald F. Piccolo, & John R. Schermerhorn, 2021, "Organizational Behavior", 14th Edition, Wiley.

### References

- 1 Stephen P. Robbins, Timothy A. Judge and Neharika Vohra (2019), 18th Ed. Organizational Behaviour. Pearson Education Asia.
- 2 Fred Luthans (2017). Organizational Behavior: An Evidence - Based Approach, 12th Ed. McGraw Hill Education.
- 3 Ricky W. Griffin - 2016, "Organizational Behavior: Managing People and Organizations", 12th Edition, Cengage Learning.
- 4 K. Aswathappa, 2016, "Organizational Behaviour", 12th Edition, Himalaya Publishing House.





Course Code	Course Name	Category	L	T	P	Credit
225BI1A6DA	RETAIL MARKETING	DSE	4	-	-	4

### PREAMBLE

This course has been designed for students to learn and understand

- the theoretical knowledge on Retail Marketing system
- the ways that retailers use marketing tools and techniques to interact with their customers
- the visual merchandising and Emerging Trend in International retailing strategies

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the retail operations ,strategies and industry trends	K2
CO2	express the crucial role of location in retail success	K2
CO3	demonstrate the elements of Communication process and Various Techniques of Retail Logistics	K3
CO4	identify the Various Key areas in Merchandise management	K3
CO5	determine the global aspects of retail operations and strategy	K3

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2			✓		✓
CO3		✓	✓		✓
CO4			✓		✓
CO5		✓	✓	✓	✓

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225BI1A6DA	RETAIL MARKETING	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Retailing 9 h

Definition , Features, Importance and Functions of Retailing - Types of Retailer - Differences between Retailing and Marketing - Differences between Product Retailing and Service Retailing - Issues and Challenges in Retailing - Consumerism and Ethics in Retailing- Legislations for Consumer Protection.

#### Unit II Retail location strategies and Branding in Retailing 9 h

Introduction - Types of Retail Location- Factors determining Retail Location - Steps to choose right retail location - Measuring success of Location.

Branding in Retailing- Definition - Advantages and Disadvantage - Objectives of Brand Positioning Strategy-Brand Loyalty-Types of Store and Consumer loyalty.

#### Unit III Retail Communication and Promotion 10 h

Meaning- Elements of Retail Communication process - Retail Communication Mix- Steps in Developing Effective Communication. Retail Promotion: Definition - Promotional objectives - Promotional Advertising - Window display, Interior Display, Showrooms and Exhibition. Retail Logistics: Introduction, Functions and Techniques of Retail Logistics.

Case Study on Retail Communication

#### Unit IV Merchandise Management and Retail Pricing 10 h

Definition of Merchandise Management-Importance of Visual Styling & Merchandising-Elements of Visual Merchandising. Retail pricing: Meaning - Retail price mix - Factors influencing Retail pricing - Consumer behaviour and Retail operations - Retail buying roles - Need for studying Consumer behaviour in the retail context.

Case study on Retail Pricing

#### Unit V International Retailing 10 h

Definition - International Retail Structure - Factors involved in Retailing - Reasons for International Retailing - Factors contributing to the growth of International Retailing - Various Strategies for entering Common Market and Foreign Markets - Emerging Trends in IT- Future of Retailing.

Case study on International Retailing





**Note:** Case studies related to the above topics to be discussed (Examined Internal only)

### Text Books

- 1 Srinivasa Rao, 2020, "Retail Marketing", Global Vision Publishing House, New Delhi
- 2 David Gilbert, 2010, "Retail Marketing", Sixth Edition, Pearson Education Limited Publishers, New Delhi.

### References

- 1 Arunangshu Giri, Pradip Paul and Satakshi Chatterjee, 2022, "Retail Management", PHI Learning, New Delhi
- 2 Barry Berman, 2017, "Retail Management a strategic Approach", Dorling-Kindersley (India) Pvt Ltd, New Delhi
- 3 Suja R Nair, 2015, "Retail Management", Revised Edition, Himalaya Publishing House, Mumbai
- 4 <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>





Course Code	Course Name	Category	L	T	P	Credit
225FI1A6DB	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DSE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the basic concept of security valuation.
- functions of derivatives market.
- the portfolio analysis, portfolio selection, creation and management.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	understand the security analysis and valuation.	K1
CO2	analyses using Markowitz Diversification Models.	K3
CO3	develop the ability to use diversification strategy and CAPM to reduce risk in investment decisions.	K2
CO4	develop skills to evaluate and measure Portfolio performance using various indexes.	K3
CO5	apply the principles of portfolio management and construct an efficient portfolio.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2					
CO3	✓	✓	✓		
CO4		✓		✓	✓
CO5				✓	✓

**COURSE FOCUSES ON**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225FI1A6DB	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

## Syllabus

**Unit I** Introduction to Securities Valuation 10 h

Security - Portfolio - Investment Vs Speculation - Security analysis - Markets for securities - Functions. Valuation of equity securities: Need of equity valuation- Methods of equity valuation - Basics of technical analysis - Recap of various valuation methodologies - DDM - DCF - Introduction to Relative Valuations. Case study on Dividend discount model.

**Unit II** Portfolio Analysis 08 h

Portfolio Analysis. Traditional Vs Modern - Assumption of Markowitz theory - Markowitz diversification - Parameters - Criteria of dominance - Markowitz model - Portfolio risk - Arbitrage pricing theory. Case study: Arbitrage pricing theory.

**Unit III** Portfolio Selection 10 h

Portfolio Selection - efficient set of Portfolios - Optimal portfolio (theory only). Capital Asset Pricing Model: Assumptions - Security Market Line (SML) - Capital Asset Pricing Model (CAPM) - Assumptions of CAPM - Testing the CAPM - Limitations of CAPM. (Simple Problems). Case study: Capital Asset Pricing Model.

**Unit IV** Portfolio Evaluation 10 h

Measures of portfolio performance - Reward to variability and rewards to volatility - Sharpe's performance index - Asset selection - components of expected return - empirical testing - Sharpe model - Optimal portfolio of Sharpe's. (Simple Problems).

**Unit V** Portfolio Revision 10 h

Passive management - Active management - The Formula plans for the purchase and sale of securities - Rupee cost averaging - Constant rupee plan - Constant ratio plan - Portfolio revision and cost.

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

Case studies related to the above topics to be discussed (Examined internal only)





### Text Books

- 1 Avadhani V.A, 2015, "Security Analysis and Portfolio Management", Second Revised Edition, Himalaya Publishing House, New Delhi.
- 2 Punithavathy Pandian, 2015, "Security Analysis and Portfolio Management", Sixth Reprint, Vikas Publishing House Pvt Ltd., New Delhi.

### References

- 1 Prasanna Chandra, 2021, "Investment Analysis and Portfolio Management", Sixth Edition, MC Graw Hill, Chennai.
- 2 Donald E. Fischer and Ronald J. Jordan, 2018, "Security Analysis and Portfolio Management", Pearson Prentice Hall, New Delhi.
- 3 Sudhindra bhat, 2015, "Security Analysis and Portfolio Management", Excel book, New Delhi.
- 4 Gurusamy S, 2018, "Security Analysis and Portfolio Management", Vijay Nicole imprints Private Limited, Chennai.



Course Code	Course Name	Category	L	T	P	Credit
225CI1A6DB	FUNDAMENTALS OF INFORMATION SECURITY	DSE	4	-	-	4

### Preamble

This course has been designed for students to learn and understand

- the elements of effective information security.
- the basic legal and ethical issues in information security.
- risk management and authentication techniques.

### Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	discuss the basics of information security	K1
CO2	Illustrate the legal, ethical and professional issues and risk management in information security	K2
CO3	become aware of various security technologies like Firewalls and IDS.	K2
CO4	enhance knowledge pertaining to compliance regulations	K3
CO5	know the best practices for securing e-commerce websites	K3

### Mapping with Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2	✓	✓			
CO3	✓	✓	✓	✓	
CO4		✓	✓		
CO5	✓	✓			✓

### Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CI1A6DB	FUNDAMENTALS OF INFORMATION SECURITY	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Information Security 10 h

History and Meaning of Information Security - Critical Characteristics of Information, NSTISSC (National Security Telecommunications and Information Systems Security Committee) Security Model, Components of an Information System, Securing the Components - Balancing Security and Access- SDLC (Secure Software Development Life cycle).

#### Unit II Need for Security and Risk Management 10 h

Need for Security, Business Needs, Threats, Attacks, Legal, Ethical and Professional Issues - An Overview of Computer Security, Policy-Security policies, Confidentiality policies, Integrity policies and Hybrid policies, Risk Management: Identifying and Assessing Risk, Assessing and Controlling Risk.

Case study on Risk Management

#### Unit III Access Control and IDS 10 h

Access control: Access control mechanisms - Fire walls: Viruses and worms- Digital Rights Management- - Types of Fire Walls-Design Principles of Firewall-VPN (Virtual Private Network) -IDS (Intrusion Detection System) and Prevention System- Honeypots - Honeynets and Padded cell systems - Scanning and Analysis tools.

#### Unit IV Data Protection and Security 8 h

Data classification and handling-Data backup and recovery-Compliance Regulations- GDPR (General Data Protection Regulation)- PCI-DSS (Payment Card Industry Data Security Standard) - Business continuity planning - Incident response management- Security awareness and training

Case study on incident response management

#### Unit V Security in E-Commerce 10 h

E-Commerce security threats - Types - Consequences of e-commerce security breaches - Overview of secure payment system - Digital certificates and PKI (Public Key Infrastructure) - Best practices for securing e-commerce websites

Case study on best practices of e-commerce websites





Note: Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 Michael E Whitman and Herbert J Mattord, 2017, "Principles of Information Security", Sixth Edition, Course Technology Inc
- 2 Sanil Nadkarni , 2020, " Fundamentals of Information Security", First Edition, BPB Publications

### References

- 1 Glen Sagers , Bryan Hosack , 2015, " Information Security: Principles and Practice", Business Expert Press
- 2 Mrs Mrunalp Fatangare, 2019, " Network and Information Security", First edition , Nirali Prakashan;
- 3 Roberta Bragg, Mark Rhodes-Ousley, Keith Strassberg, 2017, "Network Security: The Complete Reference ", First edition , McGraw Hill Education;
- 4 Mark Stamp , 2018, " Information Technology Security Fundamentals", Second edition , Wiley;





Course Code	Course Name	Category	L	T	P	Credit
225CO1A6DB	INDUSTRIAL RELATIONS AND LABOUR LAW	DSE	4	-	-	4

**PREAMBLE**

This course has been designed for students to learn and understand

- the conceptual knowledge of industrial relations.
- labour legislations in India and women employees' problems.
- labour laws and labour economic problems.

**COURSE OUTCOMES**

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

CO Number	CO Statement	Knowledge Level
CO1	understand the concept of Industrial relations.	K2
CO2	infer the industrial disputes and labour welfare.	K2
CO3	Sketch out the labour legislation and legal provisions of wage payment.	K3
CO4	outline the women employee's problems in India.	K2
CO5	Summarize the legal provisions for EPF, ESI.	K3

**MAPPING WITH PROGRAMME OUTCOMES**

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓				✓
CO2	✓				
CO3					
CO4				✓	✓
CO5				✓	✓

**COURSE FOCUSES ON:**

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225CO1A6DB	INDUSTRIAL RELATIONS AND LABOUR LAW	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Industrial Relations

9 h

Concept of Industry and Industrial Relations- Meaning of Employee Relations and its difference with Industrial Relations- Tripartite Scheme of Industrial Relations - Approaches to Industrial Relations-Sociological Approach - Psychological Approach -Marxian Approach -Trusteeship Approach.

#### Unit II Industrial Conflicts and Labour Welfare

9 h

The Industrial Disputes Act, 1947-Disputes - Impact - Causes - Strikes - Prevention - Industrial Peace - Government Machinery - Conciliation -Arbitration - Adjudication. Labour welfare: Statutory provisions - Voluntary welfare funds- Welfare of unorganized labour. Industrial relations: Meaning of Good and Poor Industrial Relations - Causes for poor industrial relations - Indicators of Poor Industrial Relations.

Case study on Industrial Disputes

#### Unit III Labour Legislations and Trade Union

10 h

Origin and growth of labour legislation in India - Principles of labour legislations- Factories Act, 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965- Trade Unions Act,1926(recent amendments). Trade union movement in India- Objective -Role - Functions and procedures for registration of trade unions- Rights and responsibilities- Problems- Employee relations in IT sector.

#### Unit IV Labour Welfare and Women Employees

10 h

Introduction - Various statutory and non - statutory agencies in India. Women Employees: Problems of women employees - Need and importance of women employees welfare - Legislative measures protecting women employees- International Labour Organization (ILO)- ILO standards for Women Employment.

Case study on challenges of Women Employees.

#### Unit V Labour Laws and Labour Economic Problems

10 h

Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- New Pension Scheme - Maternity Benefit Act, 1961-





Contract Labour Regulation and Abolition Act, 1970 -The Child Labor Prevention and Regulation Act, 1986- Building and Other Construction Workers Act, 1996 - Occupational and economic classification of labour force - Equal remuneration - Socio-Economic background of Indian labour- Economic problems of labour- Wages and Standard of Living, Social Security and State Policy.

Case Studies related to the Economic Problems of migrant laborers.

**Note:** Case Studies related to the above Topics to be discussed Examined Internally.

### Text Books

- 1 Dinkar Pagare, 2020, "Industrial Relations and Labour Laws", Edition, Sultan Chand & Sons, New Delhi.
- 2 Dr. J. Mahalakshmi, 2024, "Industrial Relations & Wage Laws (Labour Law)", 1st edition, Allahabad Law Agency, New Delhi.

### References

- 1 S.C. Srivastava, 2022, "Industrial Relations and Labour Laws", 8th Edition, Vikas Publishing., Noida- 201301.
- 2 Dr. Sharmila Ghuge., 2024, "Labour Law and Industrial Relations", 1st Edition, Himalaya Publishing House Pvt. Ltd., New Delhi.
- 3 Parul Gupta, 2023" Industrial Relations & Labour Laws for Managers", 2nd Edition, Taxmann Publications, New Delhi,
- 4 Dr. Sathish Kumar Saha, Anju Agarwal, 2020, "Industrial Relations and Labour Laws", SBPD Publications, Agra.





Course Code	Course Name	Category	L	T	P	Credit
225BA1A6DB	SOCIAL MEDIA MARKETING	DSE	4	-	-	4

#### PREAMBLE

This course has been designed for students to learn and understand

- the basic concepts of Social Media Marketing and its Strategies.
- the importance of SEO and Social Media Marketing Channels.
- the Digital technology in achieving Social Media Advertising marketing field.

#### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the evolution, significance, and strategic implementation of social media marketing	K2
CO2	classify SEO techniques, search engine marketing, content strategies and effective use of digital marketing metrics across various channels.	K3
CO3	cognize email marketing, automation, lead generation, and mobile marketing strategies.	K2
CO4	effectively use social media platforms like Facebook, Instagram, Twitter, LinkedIn, and blogs for advertising, including paid promotions, influencer marketing	K3
CO5	consummate social media marketing strategies for different online industries, while covering consumer protection, privacy, and product warranties.	K3

#### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	-		✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	-	✓	✓
CO4			✓	✓	✓
CO5	✓		✓		✓

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics

Dr.NGPASC

COIMBATORE | INDIA

B.Com. IT (Students admitted during AY 2022-23)





225BA1A6DB	SOCIAL MEDIA MARKETING	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

### Syllabus

#### Unit I Introduction to Social Media Marketing | 8 h

Introduction to Social Media Marketing: Origin and Development and its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Ethical and Legal Framework - Skills Required - Different types of Social Media Platforms.

#### Unit II SEO and Social Media Marketing Channels | 10 h

Search Engine Optimization (SEO) : The Concept of SEO - On-Page and Off-page Optimization - Search Engine Marketing - Blogs - Social Media Reach- You Tube Marketing - Website Design and Hosting - Pay per Click and Search Engine Marketing- Metrics and Digital Marketing Channels.

#### Unit III Email Marketing and Mobile Marketing | 10 h

E- Mail Marketing: Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness. Content marketing - Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

Case study on mobile marketing

#### Unit IV Social Media Advertising Platforms | 10 h

Social Media Advertising: Blogs - Blogger, Tumblr, WordPress, Influencers - Facebook and Instagram- Creating groups and pages- Posts, Paid Promotion Ads, Contests -Twitter - Set-up and usage. LinkedIn - Guides Review of profiles. Visual Social Media and Bookmarking, Set-up and Management -Collaborative Marketing - New Technologies - Chat Bots/Messenger Bots and Artificial Intelligence

Case Study on use of Instagram and Influencer Marketing

#### Unit V Strategies and Services | 10 h

Social Media Marketing Strategies and Services - Online Retail Sector - Online Financial Services - Online Travel Services - Online Career Services - Online Publishing - Online Entertainment - Consumer Protection Privacy and Information Rights - Warranties and New Products.

Case study on Social Media Marketing Strategies





**Note:** Case studies related to the above topics to be discussed (Examined internal only)

### Text Books

- 1 | Seema Gupta, 2020. Digital Marketing, 2nd Edition, McGraw Hill.
- 2 | Dan Zarrella, 2009. The Social Media Marketing, First Edition, "O'Reilly Media.

### References

- 1 | Puneet Bhatia, 2019. Fundamentals of Digital Marketing, 2nd Edition, Pearson Education.
- 2 | Prashant Kadukar, 2020. The Power of Digital Marketing for Career & Business Success, 1st Edition, Digital Trainee Publications Pvt. Ltd.
- 3 | Tracy Tuten. Michael R. Solomon, 2014. Social Media Marketing 2nd Edition SAGE Publications.
- 4 | Sameer Deshpande, Nancy R. Lee 2013, Social Marketing in India 1st Edition SAGE Publications





Course Code	Course Name	Category	L	T	P	Credit
225BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

### PREAMBLE

This course has been designed for students to learn and understand

- basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Patents
- ethical and professional aspects related to intellectual property law context.
- Intellectual Property (IP) as a career option

### COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the concept of Creativity, Invention and innovation	K2
CO2	know the value, purpose and process of Patent	K2
CO3	understand the basics of trademarks and industrial designs	K2
CO4	acquire knowledge about copyright and copyright law	K2
CO5	identify Geographical Indications	K2

### MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓		✓	✓	
CO3	✓	✓	✓	✓	✓
CO4	✓	✓		✓	
CO5		✓	✓	✓	

### Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics





225BI1A6AA	INNOVATION AND IPR	SEMESTER VI
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Total Credits: 2

Total Instruction Hours: 24 h

## Syllabus

## Unit I Introduction

5 h

Meaning of Creativity, Invention and Innovation - Types of Innovation - Relevance of Technology for Innovation - Need for Intellectual Property Right (IPR) - Kinds of IPR - National IPR Policy.

## Unit II Patents

5 h

Introduction and origin of Patent System in India - Conceptual Principles of Patent Law in India - Process for obtaining patent - Rights granted to a Patentee - Infringement of Patent

Case Study: Patent Infringement the Apple vs Samsung.

## Unit III Trademarks

5 h

Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark - Difference between Patents and Trademarks

Case Study: A trademark infringement the Coca-Cola Company vs Bisleri International Pvt. Ltd.

## Unit IV Copyright

5 h

Introduction and Evolution of Copyright - Objectives and fundamentals of Copyright Law - Requirements for Copyrights - Works protectable under Copyrights - Authorship and Ownership - Rights of Authors and Copyright owners - Infringement of Copyright

Case Study: Vanilla Ice vs David Bowie & Queen.

## Unit V Geographical Indications

4 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.

**Note:** Case studies related to the above topics to be discussed (Examined Internal only)





**Text Books**


1. Nithyananda K. V. 2019, "Intellectual Property Rights Protection and Management India", First Edition, Cengage Learning India Private Limited, New Delhi.
2. Ghawlarhs, 2020, "Introduction to Intellectual Property Rights", CBS, New Delhi.

**References**

1. Ahuja V. K. 2017, "Law relating to Intellectual Property Rights and India", Lexis Nexis, Mumbai.
2. Neeraj P, Khusdeep D. 2014, "Intellectual Property Rights", First Edition, PHI learning Private Limited, New Delhi.
3. <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>.
4. <https://knowledgentia.com/knowledgeate>.


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<b>APPROVED</b>		
BoS- 08.11.2024	AC - 26.11.2024	GB -





		DC N. B. Arts and Science College	
APPROVED			
Date 20.11.2021	By [Signature]	Date 20.11.2021	By [Signature]

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