

## 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](http://www.drngpasc.ac.in) | Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in) | Phone: +91-422-2369100

### REGULATIONS 2024-25 for Post Graduate Programme (Outcome Based Education model with Choice Based Credit System)

#### M.Com. Degree

(For the students admitted during the academic year 2024-25)

**Programme: M. Com.**

#### Eligibility

A candidate who has passed any UG Degree is eligible B.Com./ B.Com.(CA)/ BCS / B.Com (C.S) / BBM / BBA / B.Com. (C.S and C.A) shall be given preference, as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, course to such conditions as may be prescribed there to are permitted to appear and qualify for the **Master of Commerce Degree Examination** of this College after a programme of study of two academic years.

#### 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 occupy the leading positions in Manufacturing and Service Sectors.
2. To sparkle as professionals with cerebral associations and governing capacities in Accounting, Banking, Insurance and Taxation.
3. To unfold the challenges being versatile in managing finance and human resources in order to contribute to the national economy.





### PROGRAMME OUTCOMES

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

PO Number	PO Statement
P01	Learn up to date concepts in accounting.
P02	Handle business unit with better utilization of resources.
P03	Become as entrepreneurs and intrapreneurs in global business environment.
P04	Understand the methodologies for research and development in industries.
P05	Act as certified consultants and professionals.





*Guidelines for Programmes offering Part I& Part II for Two Semesters*

Part	Subjects	No. of Papers	Credit	Semester No.
III	Core (Credits 2,3,4)	15	(12x4 = 48 3 x 3 = 9) 57	I to IV
	Core Practical (Credits 2,3)	02	5	II to III
	Extra Departmental Course (EDC)	1	4	II
	Discipline Specific Elective (DSE)	4	16	I to IV
	Project	1	8	IV
	Industrial Training	1	2	III
<b>TOTAL CREDITS</b>			<b>92</b>	





## PG CURRICULUM

PROGRAMME NAME – M.Com.  
AY 24-25

Course Code	Course Category	Course Name	L	T	P	Duration		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
First Semester												
24IBP1CA	Core – I	Strategic Human Resource Management	5	-	-	5	60	3	25	75	100	4
24COP1CA	Core – II	Managerial Economics	5	-	-	5	60	3	25	75	100	4
24CRP1CB	Core –III	Advanced Corporate Accounting	5	1	-	6	72	3	25	75	100	4
24CRP1CC	Core –IV	Corporate Governance	5	-	-	5	60	3	25	75	100	4
24COP1CB	Core –V	International Business	5	-	-	5	60	3	25	75	100	3
24COP1DA	DSE - I	Consumer Behaviour	4	-	-	4	48	3	25	75	100	4
24COP1DB		Strategic Management										
24CMP1DB		Financial Markets and Services										
Total			29	1	-	30	360	-	-	-	600	23

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



Dr.NGPASC

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M.Com. (Students admitted during the AY 2024-25)



Course Code	Course Category	Course Name	L	T	P	Duration		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Second Semester												
24CMP2CA	Core –VI	Business Finance	5	-	-	5	60	3	25	75	100	4
24COP2CA	Core– VII	Direct Tax	5	1	-	6	72	3	25	75	100	4
24COP2CB	Core – VIII	Organizational behavior	4	-	-	4	48	3	25	75	100	3
24COP2CP	Core Practical: I	Computer Application in Business	-	-	6	6	72	3	40	60	100	3
24DAP2EA	EDC	Business Analytics	5	-	-	5	60	3	25	75	100	4
24IBP2DB	DSE - II	Digital Marketing	4	-	-	4	48	3	25	75	100	4
24COP2DA		Change Management										
24CMP2DB		Banking Services										
Total			23	1	6	30	360	-	-	-	600	22






Course Code	Course Category	Course Name	L	T	P	Duration		Exam (h)	Max Marks			Credits	
						Week	Total		CIA	ESE	Total		
Third Semester													
24CMP3CA	Core – IX	Applied Cost Accounting	5	1	-	6	72	3	25	75	100	4	
24CMP3CB	Core – X	Marketing Management	5	1	-	6	72	3	25	75	100	4	
24COP3CA	Core – XI	Business Research Methods	5	-	-	5	60	3	25	75	100	4	
24CRP3CD	Core – XII	Indirect Tax	5	-	-	5	60	3	25	75	100	4	
24COP3CP	Core Practical: II	Statistical Tools for Research	-	-	4	4	48	3	40	60	100	2	
24COP3CT	IT	Internship	-	-	-	-	-	3	40	60	100	2	
24COP3DA	DSE - III	Services Marketing	4	-	-	4	48	3	25	75	100	4	
24COP3DB		Credit Management											
24CMP3DB		Financial Derivatives											
Total			24	2	4	30	360	-	-	-	700	24	

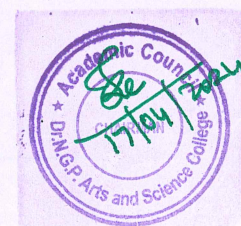




Course Code	Course Category	Course Name	L	T	P	Duration		Exam (h)	Max Marks			Credits	
						Week	Total		CIA	ESE	Total		
Fourth Semester													
24CMP4CA	Core -XIII	Accounting for Management	5	-	-	5	60	3	25	75	100	4	
24COP4CA	Core -XIV	Security Analysis and Portfolio Management	4	-	-	4	48	3	25	75	100	4	
24COP4CB	Core -XV	Industrial Relations and Personnel Management	5	-	-	5	60	3	25	75	100	3	
24COP4CV	Core- XVI	Project and Viva-Voce	-	-	12	12	144	-	80	120	200	8	
24COP4DA	DSE - IV	International Marketing	4	-	-	4	48	3	25	75	100	4	
24COP4DB		Project Management											
24CMP4DB		Fintech Services											
Total			18	-	12	30	360	-	-	-	600	23	
											2500	92	

  
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 <b>Dr.N.G.P. Arts and Science College</b>		
<b>APPROVED</b>		
BoS - 17/4 5.4.24	AC - 17/4 17.4.24	GB -



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M.Com. (Students admitted during the AY 2024-25)

### DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters I&IV

#### Semester I (Elective I)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	24COP1DA	Consumer Behaviour
2	24COP1DB	Strategic Management
3	24CMP1DB	Financial Markets and Services

#### Semester II (Elective II)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	24IBP2DB	Digital Marketing
2	24COP2DA	Change Management
3	24CMP2DB	Banking Services

#### Semester III (Elective III)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	24COP3DA	Services Marketing
2	24COP3DB	Credit Management
3	24CMP3DB	Financial Derivatives

#### Semester IV (Elective IV)

##### List of Elective Courses

S.No.	Course Code	Name of the Course
1	24COP4DA	International Marketing
2	24COP4DB	Project Management
3	24CMP4DB	Fintech Services





## 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	24COPSSA	Innovation and IPR
2	24COPSSB	Supply Chain Management





**SEMESTER I**  
**Strategic Human Resource Management**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24IBP1CA	<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>	<b>Core</b>	<b>60</b>	-	-	<b>4</b>

**Preamble** This course has been designed for students to learn and understand

- the relationship between strategic human resource management and corporate strategy.
- the importance of effective human resource strategy and how to manage the workforce diversity.
- various strategic human resource management issues.

**Prerequisite** Knowledge on basic human resource management concepts and process.

Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the importance of Strategic Human resource management in an organization.	K2
CO2	Explain the concept of workforce diversity and changing employment relationship	K2
CO3	Interpret the importance of competency mapping and talent management	K3
CO4	Analyse the challenges in strategic human resource management	K4
CO5	Argue the global dimension in adoption of strategic Human resource management .	K4

Mapping with Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓	✓			✓
CO3	✓	✓	✓	✓	
CO4	✓	✓		✓	✓
CO5	✓	✓	✓		





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<b>Introduction to Strategic Human Resource Management</b> Meaning- Evolution - Need, importance and types of strategic human resource management - A shift from traditional HRM to strategic HRM- Relationship Between Strategic Human Resource Management and Corporate Strategy- Challenges of Strategic HRM- HR architecture. Case study on HR Strategy.	12	Text Book, e-Resource & Article
II	<b>Human Resource Strategy</b> Introduction- Components of a well-designed HR strategy- Key steps in formulating an HR strategy - Strategic approach to human resources, planning, training and development, reward and compensation- Managing workforce diversity. Case study on Managing workforce diversity.	12	Text Book & e-Resource
III	<b>Competency and Potential Development</b> HR Competencies - Competency mapping. Potential development: The concept and importance of talent management- Talent acquisition- Attracting and retaining talent- Career Planning - Succession planning: Elements of succession planning- Challenges of succession planning. Case study on talent management.	12	Reference Book & e-Resource & Article
IV	<b>Strategic Human resource management issue:</b> Managing employee relations- Employee engagement- Investment in training and development- Learning organization- Skill based pay- Variable pay- HR outsourcing- Factors driving the need to outsource- Stages of outsourcing- Retrenchment and redundancy. Case study on HR outsourcing.	12	Text Book & e-Resource
V	<b>Global dimensions</b> Cross cultural management- Global competitive advantage- Employer branding and employee value proposition- Benchmarking and balanced scorecard- HR audit- Global ethical environment. Case study on HR audit.	12	e-Resource
	<b>Total</b>	<b>60</b>	





**Note:** Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question for case studies.)

<b>Text Book</b>	1.	Ananda Das Gupta, 2020, "Strategic Human Resource Management", 1st edition, Taylor and Francis group, New York.
	2.	Charles R. Greer, 2003, "Strategic Human Resource Management", 2nd edition, Pearson Education India.
<b>Reference Books</b>	1.	Aswathappa K, 2017, "Human Resource Management: Text and Cases", 8th edition, Tata McGraw Hill Education, New York, United States
	2.	Gary Rees, Paul Smith, 2021, "Strategic Human Resource Management", 3rd edition, SAGE Publications Ltd, New Delhi.
	3.	Jeffrey A. Mello, 2019, "Strategic Human Resource Management", 5th edition Cengage Learning, United States.
	4.	Garry Dessler & Varkey, 2009, "Human Resource Management", 15th edition, Pearson, New Delhi

<b>Journal and Magazines</b>	<ol style="list-style-type: none"> <li>1. Strategic human resource management: Employee involvement, diversity, and international issues by Gary C. McMahan, Myrtle P. Bell, Meghna Virick, Human Resource Management Review Volume 8, Issue 3, Autumn 1998, Pages 193-214.</li> <li>2. McKinsey article on Winning-with-your-talent-management-strategy</li> <li>3. The Power of Strategic Human Resource Management: Building a Thriving Workforce by Praveen Putti ( Talent Acquisition Specialist )</li> </ol>
<b>E-Resources and Website</b>	<ol style="list-style-type: none"> <li>1. <a href="https://ebooks.inflibnet.ac.in/mgmt01/chapter/history-and-environment-of-hrm-challenges-of-hrm-hrm-environment-strategic-hrm/">https://ebooks.inflibnet.ac.in/mgmt01/chapter/history-and-environment-of-hrm-challenges-of-hrm-hrm-environment-strategic-hrm/</a></li> <li>2. <a href="https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Strategic%20Human%20Resource%20Management%20MC-311(1).pdf">https://www.hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Strategic%20Human%20Resource%20Management%20MC-311(1).pdf</a></li> <li>3. <a href="https://www.otaru-uc.ac.jp/~js/downloads/SP2005-PDF/SP2005-Chapter2SHRM.pdf">https://www.otaru-uc.ac.jp/~js/downloads/SP2005-PDF/SP2005-Chapter2SHRM.pdf</a></li> <li>4. <a href="https://symbiosiscollege.edu.in/assets/pdf/TYBCOM/tybcom%20syllabus%20pdf%20files/Strategic%20Human%20Resource%20Management%20Special%20Paper%205.pdf">https://symbiosiscollege.edu.in/assets/pdf/TYBCOM/tybcom%20syllabus%20pdf%20files/Strategic%20Human%20Resource%20Management%20Special%20Paper%205.pdf</a></li> </ol>

<b>Learning Methods</b>	Lecture method using PPT, Blended learning, Gamification, Article discussion.
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<b>Focus of the Course</b>	Entrepreneurial development, Skill development and employability.
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**SEMESTER I**  
**Managerial Economics**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24COP1CA	MANAGERIAL ECONOMICS	CORE	60	-	-	4

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the importance of managerial economist.</li> <li>demand, cost, decide production and determine price.</li> <li>the influence of macroeconomic factors in managerial decision making.</li> </ul>
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**Prerequisite** Knowledge on cost, production and international trade

**Course Outcomes (COs)**

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	execute well the role of a managerial economist	K3
CO2	identify the concept of demand and consider them in business decision making.	K2
CO3	relate cost, production and price.	K4
CO4	be responsive to dynamic macroeconomic factors in business.	K3
CO5	analyze international trade considerations in business decisions.	K4

**Mapping with Program Outcomes:**

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





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Managerial Economics:</p> <p>Nature and Scope of Managerial Economics - Managerial Economics in Relation with other Disciplines - Goals of Corporate Enterprises - Social Responsibility - Decision Making in Business - Roles and Responsibilities of a Managerial Economist - Value of Enterprise.</p> <p>Case study on Goals of Corporate Enterprises</p>	9	Text Book/ e-Resource
II	<p>Demand Analysis and Forecasting:</p> <p>Demand Function - Demand Function for a Business Manager - Demand Distinctions - Law of Demand - Elasticity of Demand - Application of Price Elasticity of Demand - Overseas Demand Analysis: Need, Estimating Market Potential and Factors Affecting Overseas Demand - Demand Forecasting: General Considerations and Methods.</p> <p>Case study on Law of Demand.</p>	11	Text Book/ e-Resource
III	<p>Cost, production and Price Analysis:</p> <p>Cost Concepts - Cost-output Relation in Short-run and Long-run - Economies of Scale - Cost Control - Break-Even-Point (BEP) Analysis and its Application - Production Function and Managerial Use of Production Function - Pricing Policies - Pricing over Life Cycle of a Product - Export Pricing Strategy and Decisions.</p> <p>Case study on gold pricing.</p>	12	Text Book/ e-Resource Article
IV	<p>Macro Economics for Management:</p> <p>Macroeconomics: National Income, Inflation and Deflation, Business Cycle and Balance of Payments (BoP) - Consumer Price Index (CPI), Wholesale Price Index (WPI), Inflation Rate and Exchange Rate - Fiscal Policy and Monetary Policy.</p> <p>Case study analysis on changes made in Monetary policy instruments by RBI.</p>	14	Text Book/ e-Resource
V	<p>International Economics:</p> <p>International Trade: Features, Advantages and Disadvantages - International Trade Theories: Comparative Cost Theory, Opportunity Cost Theory and H.O. Theory - Gains from Trade - Terms of Trade - TRIPS, TRIMS and IPR.</p> <p>Case study on IPR</p>	14	e-Resource
<b>Total</b>		<b>60</b>	





**Note:** Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question for case studies.)

<b>Text Book</b>	1.	Sundharam K.P.L. & Sundharam E.L, 2020, "Business Economics", Sultan Chand and Sons.
<b>Reference Books</b>	1.	Maheswari, Maheswari and Sinha, 2015, "Business Economics", SPD Publishing House.
	2.	Dr. Sankaran. S, 2015, "Business Economics", Margham Publication..
	3.	Aryamala.T, 2013, "Business Economics", Vijay Nicole Imprints Pvt. Ltd, Chennai
	4.	Manab Adhikary, 2010, "Business Economics", Second Edition, Excel Books, New Delhi.

<b>Journal and Magazines</b>	Economic & Political Weekly, <a href="https://www.epw.in/">https://www.epw.in/</a>
<b>E-Resources and Website</b>	<a href="http://rguir.inflibnet.ac.in/bitstream/123456789/16820/1/9781978962514.PDF">http://rguir.inflibnet.ac.in/bitstream/123456789/16820/1/9781978962514.PDF</a>

<b>Learning Methods</b>	Lecture with PPT, Case study, Seminar, Flexitime Open Book Test & Flip Chart Presentation
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<b>Focus of the Course</b>	Critical thinking, analytical skills and employability
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**SEMESTER I**  
**ADVANCED CORPORATE ACCOUNTING**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24CRP1CB	ADVANCED CORPORATE ACCOUNTING	Core	60	12	-	4

- Preamble** This course has been designed for students to learn and understand
- Concepts, principles and practices of company accounts in accordance with statutory requirements.
  - The financial statements of Joint Stock Companies, Banking and Insurance companies
  - The emerging Accounting Practices

**Prerequisite** Knowledge on Corporate Accounting Practices and Accounting Standards.

Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Extend the principles, concepts and provisions relating to amalgamation of companies	K3
CO2	Illustrate the Accounting concepts of holding and subsidiary companies	K3
CO3	Analyze insurance and banking company accounts with due regard to the requirements	K4
CO4	Summarize the final accounts of companies	K5
CO5	Categorize the concept of consolidated inflation accounting statement.	K5

Mapping with Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓		✓		✓
CO3	✓	✓			✓
CO4	✓		✓	✓	✓
CO5		✓	✓	✓	✓





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<b>Amalgamation, Absorption and Reconstruction</b> Amalgamation and Absorption - Calculation of Purchase Consideration under various methods - Realization of Assets and Liabilities-Methods of accounting for Amalgamation - Reconstruction - Internal Reconstruction - Reduction of share capital - External Reconstruction - Inter-company holdings. Case studies relating to External Reconstruction.	14	Reference Book.
II	<b>Consolidated Balance Sheet As Per AS 21</b> Consolidated Balance Sheet as per AS 21 in the books of holding companies - Calculation of Goodwill - Capital Reserve - Minority Interest - Unrealized Profit -Capital and Revenue Profits - Mutual Owings - Bonus Share and Treatment of Dividend - Inter Company Owings. Case studies relating to Holding companies.	15	Text Book
III	<b>Accounts of Banking and Insurance Companies</b> Accounts of Banking Companies - Final accounts and Balance Sheet. Accounts of Insurance Companies - Final Accounts and Balance sheet of Life Insurance and General Insurance Businesses. Case studies relating to Banking Companies.	15	Reference Book.
IV	<b>Final Accounts of Companies</b> Preparation and Presentation of Final accounts of Companies - Form and Contents of Balance sheet and profit and loss account - Managerial remuneration. Case studies relating to Final Accounts of Companies.	14	Text Book
V	<b>Inflation and Emerging Accounting Practices</b> Inflation Accounting - CPP - CCA - COSA - MWCA - Gearing method - Hybrid method - Summaries of International Accounting Standards (IAS) 1, 2, 7, and 8 - Introduction to IFRS. Case studies relating to IFRS.	14	Text Book
	<b>Total</b>	<b>72</b>	





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

Case Studies related to the above topics to be discussed. Examined externally  
(Section D : Compulsory question for case studies.

<b>Text Book</b>	1.	Maheswari.S.N and Suneel.K.Maheshwari, 2020, "Corporate Accounting", 5th Edition,Vikas Publishing House, New Delhi.
	2.	Wilson.M, 2020, "Advanced Corporate Accounting" [Revised Edition], Scitech Publications India Pvt Ltd, Chennai .
<b>Reference Books</b>	1.	Shukla. M .C, Grewal .T. S and Gupta .S. C, 2021, "Advanced Accounts",18th Edition,Volume II, S. Chand and Company Ltd., New Delhi.
	2.	Gupta R. L. and Radhasamy, 2020,"Advanced Accountancy", Volume I and II, Sultan Chand and Sons, New Delhi.
	3.	Jain .S. P. and Narang. K. L, 2020, "Advanced Accountancy", Volume I and II, Kalyani Publishers, New Delhi.
	4.	Reddy T.S. and Murthy.A, 2020, "Corporate Accounting", Margham Publications, Chennai.

<b>Journal and Magazines</b>	<ol style="list-style-type: none"> <li>1. Journal of Accounting and Finance, Volume 24, No 1, 2024</li> <li>2. Journal of Corporate Accounting and Finance,</li> <li>3. Accounting Today Magazine - 2024</li> </ol>
<b>E-Resources and Website</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.accountingtoday.com/magazine/accounting-today-april-2024">https://www.accountingtoday.com/magazine/accounting-today-april-2024</a></li> <li>2. <a href="https://onlinelibrary.wiley.com/doi/full/10.1002/jcaf.22710">https://onlinelibrary.wiley.com/doi/full/10.1002/jcaf.22710</a></li> <li>3. <a href="https://onlinelibrary.wiley.com/doi/full/10.1002/jcaf.22371">https://onlinelibrary.wiley.com/doi/full/10.1002/jcaf.22371</a></li> <li>4. <a href="http://www3.interscience.wiley.com/journal/60500170/home">http://www3.interscience.wiley.com/journal/60500170/home</a></li> </ol>

<b>Learning Methods</b>	Chalk and Talk Method, Assignment, Seminar, PPT and Article Discussion
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<b>Focus of the Course</b>	Entrepreneurial development, Skill development and employability.
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**SEMESTER I**  
**CORPORATE GOVERNANCE**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24CRP1CC	<b>CORPORATE GOVERNANCE</b>	Core	60	-	-	4

**Preamble** This course has been designed for students to learn and understand

- Corporate Governance Concepts and Whistle blower policy
- Regulatory Framework of Corporate Governance in India
- various forum of Corporate Governance and Annual Report

**Prerequisite** Knowledge on corporate governance accountability, transparency, fairness and responsibility

Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Apply the code of corporate governance in any business concern	K3
CO2	Evaluate the Corporate Governance Structure in business enterprise	K5
CO3	Understand Regulatory Framework of Corporate Governance in Indian companies.	K2
CO4	Identify the Corporate Governance Forums in India and International Perspective.	K3
CO5	Dissect Annual Report and E – Governance of a business concern.	K2

Mapping with Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4				-	✓
CO5	✓	✓	✓	✓	





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<b>Introduction to Corporate Governance:</b> Corporate Governance – Concept – Need and Scope – Consequences of poor Corporate Governance – Evolution and Development – Principles of Corporate Governance – Whistle blower policy - Types of whistle blower - Management structure for Corporate Governance – Corporate Governance-Issues and Challenges. Case study: Corporate Governance Structure.	12	Text Book
II	<b>Structure and Composition of Board:</b> Board Composition – Role and Responsibilities of Board – Boards Charter – Meetings and its Process – Board Committees and their functions: Audit Committee, Legal Compliance Committee and Stakeholders Relationship Committee – Appraisal of Board performance – Transparency and Disclosure – Internal control system and Risk Management. Case study: Composition of Board.	12	Text Book & e- Resource
III	<b>Regulatory Framework of Corporate Governance in India:</b> Corporate Governance in Indian Companies – (Clause 49 of Listing Agreement) – Beneficiaries of Corporate Governance – Shareholders activism – Investors protection – Shareholders Rights – Role of institutional Investors – Corporate Social Responsibilities and Good Corporate Citizenship. Case study: Listing Agreement.	12	Reference Book
IV	<b>Corporate Governance Forums:</b> Various Corporate Governance Forums – Common Wealth Association for Corporate Governance (CACG) – National Foundation for Corporate Governance (NFCG) – Legislative framework of Corporate Governance in India – International Perspective. Case study: National Foundation for Corporate Governance.	12	Youtube
V	<b>Annual Report:</b> Contents of annual report - Corporate governance report - Audit committee - Nomination and remuneration - Stakeholders grievance committee - Review of audit report - E – Governance – Trends in E-Governance. Case study: Annual report	12	E- Resource
	<b>Total</b>	<b>60</b>	

**Note:** Case Studies related to the above topics to be discussed.

Examined externally (Section D: Compulsory question for case studies).





<b>Text Book</b>	1.	Bansal C L, "Corporate Governance", 2014, Anurag Jain for Excel Books, Delhi
	2.	Dr.M.Devarajan ,2018, "Corporate Governance", Narain Publications
<b>Reference Books</b>	1.	Sanjiv Agarwal, 2014, "Corporate Governance: Concept & Dimensions", Snowwhite Publications P Ltd.
	2.	Balasubramanian. N, 2011, "Corporate Governance and Stewardship", Tata Mc GrawHill
	3.	Fernando. A. C, "Business Ethics – An Indian Perspective", 3rd Edition, Pearsons Publications.
	4.	ICSI study material - <a href="https://www.icsi.edu/academic-corner/">https://www.icsi.edu/academic-corner/</a>

<b>Journal and Magazines</b>	<ol style="list-style-type: none"> <li>1. Indian Journal of Corporate Governance, bi-annual refereed journal</li> <li>2. <i>Corporate Governance: An International Review</i>, Online ISSN:1467-8683 ISSN:0964-8410 Edited By: Konstantinos Stathopoulos and Till Talaulicar</li> <li>3. <a href="https://www.corporatecomplianceinsights.com/global-corporate-governance-trends-2024/">https://www.corporatecomplianceinsights.com/global-corporate-governance-trends-2024/</a></li> <li>4. <a href="https://www.sfmagazine.com/articles/2024/january/sustainability-accounting-and-corporate-governance">https://www.sfmagazine.com/articles/2024/january/sustainability-accounting-and-corporate-governance</a></li> </ol>
<b>E-Resources and Website</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.researchgate.net/publication/367177865_Corporate_governance_framework_in_India_An_overview">https://www.researchgate.net/publication/367177865_Corporate_governance_framework_in_India_An_overview</a></li> <li>2. <a href="https://www.icsi.edu/media/webmodules/GOVERNANCE_RISK_MANAGEMENT_COMPLIANCES_AND_ETHICS.pdf">https://www.icsi.edu/media/webmodules/GOVERNANCE_RISK_MANAGEMENT_COMPLIANCES_AND_ETHICS.pdf</a></li> <li>3. <a href="https://www.india.gov.in/topics/industries/corporate-governance">https://www.india.gov.in/topics/industries/corporate-governance</a></li> <li>4. <a href="https://open.umn.edu/opentextbooks/textbooks/124">https://open.umn.edu/opentextbooks/textbooks/124</a></li> </ol>

<b>Learning Methods</b>	Lecture method using PPT, Blended learning, Group discussion, Company visit and Article discussion.
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<b>Focus of the Course</b>	Entrepreneurial development, Skill development, Innovations, Constitutional Rights/ Human Values/ Ethics and employability.
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**SEMESTER I**  
**INTERNATIONAL BUSINESS**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24COP1CB	INTERNATIONAL BUSINESS	CORE	60	-	-	3

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none"><li>the fundamentals of international business and economic relations.</li><li>the prospects of promoting exports.</li><li>the impact of international trade.</li></ul>	
Prerequisite	Knowledge on FOREX MARKET and international trade	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	demonstrate the dimensions in international business environment.	K3
CO2	identify fundamental concepts related to Globalization process.	K2
CO3	understand the principles of world trading system.	K2
CO4	interpret the legal environment and EXIM policy.	K4
CO5	value contemporary developments in international trade.	K4

**Mapping with Program Outcomes:**

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





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<p>Concepts and Dimensions:</p> <p>Concept of International Business - Types- nature and importance of international business - difference between domestic and international business. International business environment - nature - modes of entry in international business - theories of international trade - balance of payments. Types of markets - Forex Market - Cross Border Market.</p> <p>Case study on international business environment.</p>	10	Text Book, e-Resource & Article
II	<p>Globalization Process:</p> <p>An overview - Introduction to global marketing - nature and importance - process of international marketing - transition from domestic to transnational marketing - international investment - technology transfer.</p> <p>Case study on global marketing.</p>	15	Text Book & e-Resource
III	<p>World Trading System:</p> <p>World Trade Organization - Basic principles and frame work - IMF - top international trading currencies - World Bank - International Commodity Agreements - Multilateral Financial Institutions - Gold system.</p> <p>Case study on world trading.</p>	12	Reference Book & e-Resource & Article
IV	<p>Legal Environment, EXIM Policy:</p> <p>Legal Framework - objective of EXIM, FEMA - origin and objective - framework of FEMA - Commodity Market, Consumer Law - settlement of International Trade Disputes-CBOT.</p> <p>Case study on international trade disputes.</p>	10	Text Book/ e-Resource





V	Contemporary Developments: Contemporary developments - BRICS, SAARC, G20 - International Trade and Environment - International Business Ethics - Electronic Commerce - Instruments of Trade Policy. Case study on international trade policy.	13	e- Resource
	<b>Total</b>	60	

**Note:** Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question for case studies.)

<b>Text Book</b>	1.	Aswathappa K, 2020, 7th Edition. "International Business". Tata McGraw Hill Publishing Co. Ltd.
<b>Reference Books</b>	1.	Nag.A. 2021. 1st Edition "International Business: Concept, Analysis and Strategy", Atlantic Publishers and Distributors Pvt Ltd.
	2.	Wild John. J, L. Wild Kenneth, 2019. 9th Edition. "International Business: The Challenges of Globalization", Pearson Education Publication.
	3.	Charles W L Hill, G Tomas M Hult, 2021, 12th Edition. "International Business - Competing in the Global Marketplace ". McGraw Hill Publishers.
	4.	Tamer Cavusgil. S, Gary Knight, John Riesenberger, 2017. 4th Edition "International Business", HBR Book Press.

<b>Journal and Magazines</b>	The Anatomy of the Rise and Demise of the World Trading System, by Michael j. Trebilcock , Cambridge University Press, 2022.
<b>E-Resources and Website</b>	<a href="https://mu.ac.in/wp-content/uploads/2023/02/International-Business.pdf">https://mu.ac.in/wp-content/uploads/2023/02/International-Business.pdf</a>

<b>Learning Methods</b>	Lecture method using PPT, Group learning, Article discussion.
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<b>Focus of the Course</b>	Business development, Skill development, employability.
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**SEMESTER I**  
**CONSUMER BEHAVIOUR**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24COP1DA	CONSUMER BEHAVIOUR	DSE	48	-	-	4

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none"><li>the concept of consumer buying behaviour.</li><li>the theories of motivation and perception as applied in consumer behavior.</li><li>the process of consumer decision making.</li></ul>	
Prerequisite	Knowledge on basic consumer behaviour, decision making process	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand the concept of consumer behaviour and decision-making process.	K2
CO2	know about marketing implications on consumer behavioural decision.	K3
CO3	analyse psychographic factors of buying behaviour.	K4
CO4	examine consumer strategy towards store choice and shopping behaviour.	K4
CO5	sketch out the Global consumer behaviour.	K4

<b>Mapping with Program Outcomes:</b>					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓		✓
CO2		✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓	✓	
CO5	✓	✓			✓





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Consumer Behaviour: Theories of consumer behaviour - Consumer Behaviour and Marketing Action - An overview - consumer involvement - decision-making processes - Purchase behaviour and Marketing implications - Consumer behaviour models. Case study on Purchase Behaviour.	10	Text Book e-Resource & Article
II	Buying Behaviour: Personality - Psycho-analytical Neo-Freudian and social approaches to personality, understanding consumer diversity, Brand personality, Self and self-image. Psychological and Sociological influence on consumer decision making, imaginary risk, digital consumer behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations. Case study on influencing factors of buying behaviour.	10	Text Book e-Resource
III	Consumer Attitude: Attitude formation & change - Tricomponent and structural models of attitudes, sources of attitude formation, strategies of attitude change, cognitive dissonance, attribution, self-perception theories, Foot in the door phenomenon. Groups - types, Celebrities, Family, Socialization of family members, Function of family, Family decision-making and consumption - related roles, Family life cycle - Case study on consumer attitude.	8	Reference Book & e-Resource & Article
IV	Strategic Implementation: Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities. Case study on store choice strategy.	10	Text Book & e-Resource





V	Consumer buying habits: The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics. Case study on buying habits.	10	e- Resource
	<b>Total</b>	48	

**Note:** Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question for case studies.)

<b>Text Book</b>	1.	Leon G Shiffman, 2022, Consumer Behaviour, Pearson Education, New Delhi..
<b>Reference Books</b>	1.	David L Mothersbaugh, 2022, Consumer Behaviour: Building Marketing Strategy Special Indian Edition Mc Graw Hill, New Delhi.
	2.	Sarmistha Sarma, 2019, Consumer Behaviour, Wiley India, New Delhi..
	3.	Sangeetha Sahney, 2018, Consumer Behaviour, Oxford University Press Publishing House, New Delhi.
	4.	Joseph Wisenblit, S. Ramesh Kumar, 2017, Consumer Behaviour, Pearson, New Delhi..

<b>Journal and Magazines</b>	Leon G Shiffman, 2022, Consumer Behaviour, Pearson Education, New Delhi, 6th edition
<b>E-Resources and Website</b>	<a href="https://www.slideshare.net/prashantmehta(PDF) Consumer Attitude towards Online Shopping (researchgate.net)">https://www.slideshare.net/prashantmehta(PDF) Consumer Attitude towards Online Shopping (researchgate.net)</a>

<b>Learning Methods</b>	Lecture method using PPT, Group learning, Article discussion.
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<b>Focus of the Course</b>	Entrepreneurial development, Skill development, employability.
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SEMESTER I  
STRATEGIC MANAGEMENT

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24COP1DB	STRATEGIC MANAGEMENT	DSE	48	-	-	4

<b>Preamble</b>	This course has been designed for students to learn and understand <ul style="list-style-type: none"><li>the concept and process of strategic management.</li><li>how to formulate strategies and its implementation.</li><li>about strategic evaluation and control.</li></ul>	
<b>Prerequisite</b>	Knowledge on strategic management, strategic evaluation process.	
<b>Course Outcomes (COs)</b>		
<b>CO Number</b>	<b>Course Outcomes (COs) Statement</b>	<b>Bloom's Taxonomy Knowledge Level</b>
CO1	understand the concept and process of strategic management.	K2
CO2	know about strategic formulation and SWOT analysis.	K3
CO3	gain knowledge on corporate level generic strategies and BCG matrix.	K2
CO4	analyze strategic implementation and strategic positioning.	K4
CO5	understand the process of Strategic Evaluation and control.	K3

**Mapping with Program Outcomes:**

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





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Strategic Management: Strategic Management: Concepts-Difference between strategy and tactics - Three levels of strategy, strategic Management Process - Benefits, TQM and strategic management. Case study on Total Quality Management.	10	Text Book, e- Resource & Article
II	Strategic Formulation: Strategic formulation - Corporate mission - need - formulation - objectives : classification - guidelines, Goals: features - types. Environmental scanning and Industrial analysis - need - approaches - SWOT analysis - ETOP - value chain analysis - Organizational changes and competitive advantage. Case study on SWOT analysis.	10	Text Book & e- Resource
III	Choice of Strategy: Choice of strategy: BCG matrix - The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies. Case study on BCG matrix.	8	Reference Book & e- Resource & Article
IV	Strategic Implementation: Strategic Implementation: Role of top management - Process - approaches, Resource allocation - factors - approaches, Mckinsey's 7s framework, Strategic Positioning- Four routes to competitive advantage. Case study on Mckinsey's framework.	10	Text Book e- Resource
V	Strategic Evaluation and Control: Meaning of strategic evaluation - importance - criteria - quantitative and qualitative factors. Strategic control - process - criteria - types - essential features of effective evaluation and control, Du pont's control model and other quantitative and qualitative tools. Balanced score card M.Porter's approach for globalization - future of strategic management. Case study on strategic control.	10	e- Resource & Article
<b>Total</b>		<b>48</b>	

**Note:** Case Studies related to the above topics to be discussed. Examined externally.  
(Section D : Compulsory question for case studies.)





<b>Text Book</b>	1.	Subba Rao. P, 2022, Business Policy and Strategic Management: Text and Cases Himalaya Publishing House, Mumbai.
<b>Reference Books</b>	1.	Srinivasan.R, 2021, Strategic Management, PHI Learning, New Delhi.
	2.	Rao V.S.P. 2019, Strategic Management Text and Cases, Excel Books, New Delhi.
	3.	Mamoria and Mamoria, 2018, Business Planning and Policy- Himalaya Publishing House, New Delhi.
	4.	Srivastava, 2018, International Strategic Management, Himalaya Publishing House, New Delhi.

<b>Journal and Magazines</b>	Relating the strategic role of technology orientation in organizational TQM performance by Rohit Raj,Vimal Kumar, Elizabeth A. Cudney, Total Quality Management & Business Excellence,2024
<b>E-Resources and Website</b>	<a href="https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/strategic_mgmt.pdf">https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/strategic_mgmt.pdf</a>

<b>Learning Methods</b>	Lecture method using PPT, Group learning, Article discussion.
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<b>Focus of the Course</b>	Strategic Planning & Implementation , Skill development, employability.
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**SEMESTER I**  
**FINANCIAL MARKETS AND SERVICES**

Semester	Course Code	Course Name	Category	L	T	P	Credits
I	24CMP1DB	FINANCIAL MARKETS AND SERVICES	DSE	48	-	-	4

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>• the Intricacies of Indian financial system for better financial decision making</li> <li>• functioning of various segments of the financial markets</li> <li>• various instruments traded in the financial markets</li> </ul>
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<b>Prerequisite</b>	Knowledge on Indian Financial System
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**Course Outcomes (COs)**

CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the financial system in India	K2
CO2	Describe various concepts of money markets	K2
CO3	Analyse the activities undertaken in stock exchange and SEBI guidelines	K4
CO4	Interpret various innovative financial services and instruments	K3
CO5	Evaluate the performance of mutual funds and venture capital	K4

<b>Mapping with Program Outcomes:</b>					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓				
CO3	✓	✓	✓	✓	✓
CO4	✓			✓	
CO5	✓	✓	✓		✓





## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	Financial System in India Functions of Financial system- Financial concepts Financial assets- Financial Intermediaries-Financial markets- Foreign Exchange Market- Financial instruments - Development of financial system in India - Financial system and Economic Development. Case Study on Indian Financial System.	10	Text Book
II	Money Market: Definition - Money market Vs. Capital Market - Features, Types- Importance & Composition of Money market - Call money market - Treasury bill markets - commercial papers - Certificates of Deposits-Deficiencies of Indian money market. Case Study on Money Market Operations.	10	Reference Book
III	Capital Market: New Issue Market - Distinction between new issue market and Stock Exchange - Functions of New Issue Market - Methods of Floating New Issues - Guidelines for new issue market- Instruments of Issue - Players in the New Issue Market. Secondary Market: Introduction - Functions of Stock Exchanges - Listing of Securities - Listing procedure - Registration of stock Brokers- Functions- Kinds of brokers- Methods of trading in stock exchange. Online Trading-BSE-BOLT system- BSE and NSE - OTCEI. Case Study Capital Market Operations.	10	Text Book
IV	Merchant Banking and Depositories: Merchant banking in India - Merchant Banking Services - Guidelines (SEBI) for merchant bankers. Depository- Meaning-Objectives- Functions of Depository- SEBI (Depositories and Participants) Regulations Act 1996 - National Securities Depository Limited (NSDL) - Central Depository Services Limited (CDSL) - Custodial Services. Case Study on Indian Merchant Banking System.	8	Reference Book





V	Mutual Fund, Venture Capital and Credit Rating Services: Mutual Funds - Classification and types of Mutual Funds - Advantages and Limitations of Mutual Funds -Evaluation of Mutual Fund performance - Guidelines for Mutual Funds - SEBI (Mutual Funds) Regulation. Venture Capital Financing: Definition - Venture capital Financing Vs. Conventional Financing - Characteristics of Venture capital - Stages of Venture Capital Financing. Credit Rating Agencies: Process of Credit Rating - Advantages and Limitations of Credit Rating - Credit Rating Agencies in India. Case Study on Operations of Mutual Funds.	10	Text Book/ E- Resources
<b>Total</b>		<b>48</b>	

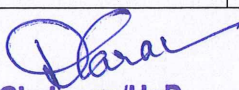
Note: Case Studies related to the above topics to be discussed. Examined externally.  
(Section D Compulsory question for case studies.)

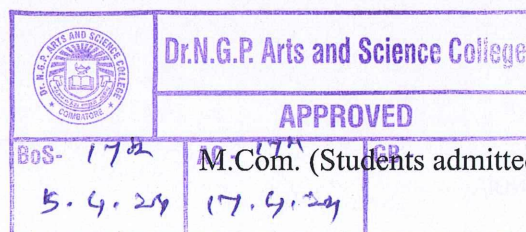
<b>Text Book</b>	1.	E.Gordon , K. Natarajan, 2020, "Financial Markets and Services", Himalaya Publishing House Pvt Ltd , Mumbai..
<b>Reference Books</b>	1.	N.K Gupta, Monika Chopra, 2021,"Financial Market Institutions and Services", Himalaya Publishing House Pvt Ltd, New Delhi.
	2.	Shashi K Gupta, Nisha Aggarwal and Neeti Gupta, 2017, "Financial Institutions and Markets", Kalyani Publishers, New Delhi..
	3.	L.M Bhole, 2015," Financial Institutions and Markets", Mcgraw-Hill education.
	4.	Dr.L. Natarajan,2016,"Financial Markets and Services", Margham publications, Chennai.

<b>Journal and Magazines</b>	Journal of Finance, Review of Financial Studies, The Financial Times and Outlook money
<b>E-Resources and Website</b>	Financial Markets and Services Notes, PDF   BBA BCOM 2024 (geektonight.com)

<b>Learning Methods</b>	Chalk and Talk/Assignment/ Seminar
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<b>Focus of the Course</b>	Skill Development, Employability and Entrepreneurial Development
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**BoS Chairman/HoD**  
**Department of Commerce**  
**Dr. N.G.P. Arts and Science College**  
**COIMBATORE, INDIA**



M.Com. (Students admitted during the AY 2024-25)



Semester – II CORE: BUSINESS FINANCE							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24CMP2CA	BUSINESS FINANCE	CORE	60	-	-	4

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the fundamental concepts and source of finance.</li> <li>the risk in investment proposals and evaluate capital budgeting techniques.</li> <li>the formation of capital structure and techniques of cost of capital.</li> </ul>
<b>Prerequisite</b>	Knowledge in acquiring and utilization of finance.

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Recognize the basics of financial management including time value of money and the relationship between risk and return.	K2
CO2	Interpret different ways to raise money and able to judge their pros and cons for making smart financial choice.	K3
CO3	Analyse income changes due to fixed costs and earnings potential along with debt risk.	K4
CO4	Assess overall cost of capital based on their proportions in the capital structure.	K5
CO5	Appraise cash flow for projects and evaluate their profitability using capital budget technics.	K5

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓	✓	✓		
CO3	✓	✓			
CO4			✓	✓	✓
CO5	✓		✓	✓	✓





24CMP2CA

## CORE: BUSINESS FINANCE

## Syllabus

Unit	Content	Hrs	Resources
I	<b>Introduction of Business Finance</b> Business Finance: Definition - significance- Goals - Objectives - Factors influencing financial decisions - Key areas of finance: personal, corporate, and public finance. Financial Markets - Types of financial markets: Money and Capital markets. Financial institutions: Banks, Investment firms, etc. Time Value of money: Meaning- Concept - Causes - Calculating present and future values (Theory and problem). Case Study on Time value of money.	10	Text Book
II	<b>Sources of Finance</b> Equity Shares, Preference Shares, Bonds, Debentures and Fixed Deposits - Features - Advantages and Disadvantages. (Theory only). Lease Financing: Meaning - Features - Forms - Merits and Demerits (Problem only). Case Study on selection of sources of finance.	12	Text Book
III	<b>Leverage and Capital Structure</b> Leverage: Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage. (Problem only). Capital Structure: Concept of Capital Structure - Determinants - Theories of Capital Structure - Relevance and Irrelevance - Problems of Optimal Capital Structure (Theory only). Case Study on formation of Capital Structure.	13	Text Book
IV	<b>Cost of Capital</b> Meaning- Definition- Concepts - Importance - Computation of Cost of Equity - Cost of Debt-Cost of Preference Capital-Cost of Internal Reserve - Weighted Average Cost of Capital. (Theory and Problem). Case Study on Cost of capital Techniques.	11	Text Book
V	<b>Capital Budgeting and Capital Rationing</b> Capital Budgeting: Meaning- Steps - Complexities - Factors to be considered - Techniques to evaluate capital expenditure proposals: Discounted Pay Back Period, NPV, Profitability Index, Net Profitability Index and Internal Rate of Return - Capital rationing: Meaning - Techniques of Risk analysis in Capital Budgeting. (Theory and Problem). Case Study on Capital budgeting complexities.	14	Text Book
<b>Total</b>		<b>60</b>	

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



Dr. NGPASC

COIMBATORE | INDIA

M.Com. (Students admitted during the A.Y.2024-25)



Case Studies related to the above topics to be discussed. Examined externally. (Section D: Compulsory question for case studies.)

<b>Text book</b>	1.	Shashi k.Gupta and Anuj k.Gupta. Business Finance, (Reprinted 2017), Kalyani publishers, New Delhi.
	2.	Maheshwari S.N., (2019), "Financial Management Principles and Practices", 15th Edition, Sultan Chand & Sons, New Delhi.
<b>Reference Books</b>	1.	Prasanna Chandra, (2017). Financial Management. (4th Edn.) New Delhi: Tata McGraw-Hill Publishers
	2.	Pandey,I.M (2021). Financial Management. (Twelfth Edn.) Delhi: Pearson Publishing Pvt.Ltd
	3.	Arokiamary Geetha Rufus, Ramani N. & Others, (2017), "Financial Management", 1st Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
	4.	RustagiR.P., (2022), "Financial Management, Theory, Concept, Problems", 6thEdition, Taxmann Publications Pvt. Ltd, New Delhi.

<b>Journal and Magazines</b>	
<b>E-Resources and Website</b>	<a href="https://resource.cdn.icaai.org/66674bos53808-cp8.pdf">https://resource.cdn.icaai.org/66674bos53808-cp8.pdf</a> <a href="https://resource.cdn.icaai.org/65599bos52876parta-cp16.pdf">https://resource.cdn.icaai.org/65599bos52876parta-cp16.pdf</a>

<b>Learning Method</b>	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study.
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<b>Focus of the Course</b>	Skill Development/ Employability/ Entrepreneurial Development.
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Semester – II CORE : DIRECT TAX							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24COP2CA	DIRECT TAX	CORE	60	12	-	4

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the provisions of direct tax with regard to IT Act, 1961.</li> <li>the provisions and procedure to compute total income under five heads of income.</li> <li>the deductions to be made from gross total income U/s 80-C to 80-U in computing total income.</li> </ul>
<b>Prerequisite</b>	Knowledge on basic Tax

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand income tax laws and determine the residential status of an assessee.	K2
CO2	compute total income of an assesses under the head salary and house property.	K4
CO3	calculate total income in business and profession.	K4
CO4	ascertain the total income of an individual and computation of tax liability.	K4
CO5	Articulate the powers and functions of income tax authority and procedures in filing of return.	K3

Mapping with Program Outcomes:					
Cos / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	✓
CO2	✓	✓	✓		✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓			✓





24COP2CA

## CORE: DIRECT TAX

## Syllabus

Unit	Content	Hrs	Resources
I	<b>Introduction to Income Tax</b> Income Tax Act – Definition – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes. Case study on exempted incomes.	13	Text Book
II	<b>Income from Salaries and House Property</b> Income from Salaries: Characteristics of salary-Allowances-Perquisites-Profit in lieu of salary-Deductions u/s 16- Income from House Property: Types of Rental value- Determination of Annual Value-Let-out house-Self occupied house-Deductions out of Annual Value. Case study on allowances given to employees.	17	Text Book & e-Resource
III	<b>Profits and Gains of Business</b> Profit and Gains of Business: Business- allowed and disallowed expenses - Expenses disallowed in certain cases – Deemed profits –Valuation of stock - Profession: Receipts and Payments. Capital Gains: Types of capital gains – Determination of cost of acquisition and improvement. Case study on allowed and disallowed expenses.	15	Text Book
IV	<b>Income from Other Sources</b> Income from Other Sources: General incomes –Specified Incomes-Deductions U/S 57 – Set-Off and Carry Forward of Losses - Deductions from Gross Total Income (80C – 80U)– Assessment of Individuals, Partnership Firms. Case study on assessment of individuals.	15	Text Book & e-Resource
V	<b>Income Tax Authorities</b> Income Tax Authorities – Powers – Functions - Procedure for Assessment: Income tax returns - Filing of Returns – Belated returns – Forms of returns of income – PAN-Types of Assessment - Collection of Tax. Case study on filing of returns.	12	Text Book & Journal
	<b>Total</b>	<b>72</b>	

Note: 80 % Problem, 20 % Theory.

Case Studies related to the above Topics to be discussed Examinated Externally.  
(Section D : Compulsory question for Case Studies)

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Text book	1.	Gaur, and Narang, 2024-2025. Income Tax Law & Practice [Forty Third Editions]. Kalyani Publishers, Chennai.
	2.	Mehrotra, H.C., and Goyal, S.P. 2024-2025. Income Tax Law & Accounts [Fifty Sixth Edition]. Sahitya Bhawan Publication, Agra.
Reference Books	1.	Vinoth K. Singhanian, and Kapil Singhanian, 2024-2025. Direct Taxes Laws & Practices [Fifty Second Edition]. Taxmann Publication Pvt. Ltd., New Delhi.
	2.	Hariharan.N, 2024-2025, Income Tax Law &Practices , [Eleventh Edition], Vijay Nicole Imprints Pvt Ltd, Chennai.
	3.	Jeevarathinam, M., and Vijay Vishnu kumar, C. 2024-2025. Income Tax Law & Practices Scitech Publications India Pvt. Ltd., Chennai.
	4.	Kapil Singhanian, Income Tax Law & Practices 2024-2025, [Sixth Edition], Taxmann Publication Pvt. Ltd., New Delhi.

Journal and Magazines	<a href="http://journalpressindia.com/vision-journal-of-indian-taxation">journalpressindia.com/vision-journal-of-indian-taxation)</a>
E-Resources and Website	<a href="https://www.ebcwebstore.com/index.php?cPath=10003_10190_8053">https://www.ebcwebstore.com/index.php?cPath=10003_10190_8053</a>

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Development	Employability/	Entrepreneurial
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Semester – II CORE: ORGANIZATIONAL BEHAVIOR							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24COP2CB	ORGANIZATIONAL BEHAVIOR	CORE	48	-	-	3

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the individual needs, feelings and aspirations.</li> <li>skills needed to plan for the implementation of change in an organization.</li> <li>developing effective motivational and leadership skills.</li> </ul>
<b>Prerequisite</b>	Knowledge on Organizational Behavior

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	develop an Organizational Behavior model for any type of organization..	K2
CO2	understand the behavior relationship.	K2
CO3	analyze group decision making.	K3
CO4	interpret the responsibilities and powers of leadership.	K3
CO5	explain the different types of stress at work place.	K4

Mapping with Program Outcomes:					
Cos / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓		✓	
CO5	✓	✓	✓		





24COP2CB

## CORE: ORGANIZATIONAL BEHAVIOR

## Syllabus

Unit	Content	Hrs	Resources
I	<b>Introduction, Personality, Perception</b> Introduction to Organizational Behavior – Historical background – Relevance of Organizational Behavior to management function – contributing disciplines – challenges. Personality: Determinants – Assessment – Trait theories – Psychological and social learning- Personality – Job fit. Perception: Process – Distortions – Factors influencing perception. Case study on Organizational behavior towards recent development..	10	Text Book
II	<b>Learning Attitudes and Values</b> Learning: Classical, Operant and Social Cognitive approaches – Managerial implications. Emotions and Emotional Intelligence. Attitudes and Values: Attitude – Behavior relationship – Sources of Attitude – work related Attitudes. Motivation: Early theories and Contemporary theories – Motivation at work – Designing Motivating Jobs. Case study on behavioral relationship and motivation at work place.	10	Text Book & e- Resource
III	<b>Group Dynamics</b> Group Dynamics: Foundation of Group Behavior – Group and Team – Stages of Group development – Factor affecting Group and Team Performance – Group Decision making –Inter group relations. Interpersonal Communication: Communication process – Barriers to communication – Guidelines to effective communication. Case study on Team building.	12	Reference Book & e-Resource & Article
IV	<b>Leadership, Powers and Politics</b> Leadership – Trait theory, Behavioral theory and Contingency theory-paradoxical leadership. Power and Politics: Sources of power – Political behavior in organizations – Managing politics. Conflict and Negotiation: Sources and types of conflict – Negotiation Strategies – Negotiation Process. Case study on hybrid leadership styles.	8	Text Book & e-Resource
V	<b>Work Stress</b> Work Stress: Stress in work place – Individual differences on experiencing stress – Managing work place stress. Organizational culture and climate: Concept – creating and sustaining culture – Types of organizational culture, Organization's citizenship. Case study on organisational culture.	8	e-Resource
<b>Total</b>		<b>48</b>	



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	Note: Case Studies related to the above topics to be discussed. Examined externally. (Section D : Compulsory question for case studies.)
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<b>Text book</b>	1.	Stephen. P. Robbins, 2022, "Organizational Behaviour", 18th edition Pearson Publication, New Delhi.
	2.	Aswathappa. K.2018. Organizational Behaviour. Himalaya Publishing House.
<b>Reference Books</b>	1.	Amandeep Nahar. Rao. P.C.K. Rajesh Kumar Nigah. 2021, Organizational Behavior, (First Edition), Sultan Chand and Sons. New Delhi
	2.	Newstrom.J.W. 2017, Organizational Behavior: Human Behavior At Work. [Twelveth Edition]. Tata McGraw Hill., New Delhi
	3.	Abhishek Mishra, 2017, "Organizational Behaviour", 1st Edition, Jnanada Prakshan, New Delhi.
	4.	Robbins Stephen, 2016, Organizational Behaviour, [Sixteen Edition], Pearson Publications, New Delhi.

<b>Journal and Magazines</b>	Journal of organizational behaviour management Annual review of organizational psychology and organizational behaviour. ISSN: 2327-0608, eISSN: 2327-0616)
<b>E-Resources and Website</b>	<a href="https://alison.com/course/organisational-culture-change-tool-and-techniques">https://alison.com/course/organisational-culture-change-tool-and-techniques</a>

<b>Learning Method</b>	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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<b>Focus of the Course</b>	Skill Development/ Employability/ Innovations
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Semester - II CORE PRACTICAL: COMPUTER APPLICATION IN BUSINESS							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24COP2CP	COMPUTER APPLICATION IN BUSINESS:	CORE	-	-	72	3

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the principle to calculate EMI for a loan.</li> <li>the calculation of Expected Rate of Return.</li> <li>the tax calculation through advanced EXCEL.</li> </ul>
Prerequisite	Knowledge on Advanced EXCEL

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Integrate the data for calculating NPV.	K2
CO2	Understand the procedure for arriving Expected Rate of Return.	K2
CO3	Assess and create a pivot table for data representation.	K3
CO4	Analyze the scenario for tax calculation.	K4
CO5	Create a cash budget of a company.	K4

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓	✓		✓	✓
CO3			✓		✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓





24COP2CP	CORE PRACTICAL: COMPUTER APPLICATION IN BUSINESS
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S.No	Contents
1	Calculate EMI for a loan.
2	Calculate NPV for the given data.
3	Calculate IRR for the given data.
4	Calculate Expected Rate of Return for the given data.
5	Create Pivot table for data representation.
6	Search a data using V lookup, H look up, X look up, Index, Match.
7	Create an Error Table using V look up.
8	Scenario analysis – Tax calculation.
9	Statistical Calculation: Mean, Geometric mean, Harmonic mean Calculate: Median, Mode, Average, Standard Deviation, skewness, kurtosis.
10	Prepare ratio analysis for an accounting period-Liquidity Ratio, Profitability Ratio, Turnover Ratio.
11	Preparation of cash flow statement, Cash Budget of a company.
12	Create a Company model building using Linkages for Projecting Profit and Loss Account, Balance Sheet and Cash Flow Statement, Bond valuation, Risk and return comparison.

Manuals	1.	Sathish Jain, Singh, Geetha, 2021, "BPBS Computer Course with MS Office", New Delhi.
	2.	Sanjay Saxena, 2020, "MS Office for Everyone", Vikas Publication, New Delhi.

Learning Method	Demonstration/ Hands on Experiments
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development
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**Semester - II**  
**EDC: BUSINESS ANALYTICS**

Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24DAP2EA	BUSINESS ANALYTICS	EDC	60	-	-	4

Preamble	This course has been designed for students to learn and understand <ul style="list-style-type: none"><li>the concepts of data processing, data warehousing and data modeling</li><li>the different statistical techniques to analyze business data</li><li>the analysis of data using spreadsheets</li></ul>	
Prerequisite	Knowledge in Statistics and Spreadsheets	
Course Outcomes (COs)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the concepts of data processing, business intelligence	K2
CO2	Apply the concepts of data warehouse for data storage	K3
CO3	Understand the techniques of data modeling and enterprise reporting	K2
CO4	Analyze and apply the appropriate statistical technique for a managerial problem	K3
CO5	Apply data analysis techniques for real-world decision-making problems using spreadsheets and Visualization	K3

Mapping with Program Outcomes:					
COs / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2	✓	✓		✓	✓
CO3		✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5		✓		✓	✓



24DAP2EA

## EDC: BUSINESS ANALYTICS

## Syllabus

Unit	Content	Hours	E-Contents / Resources
I	<b>Data Processing Architectures and BI</b> Key Purpose of Using IT in Business - Enterprise Applications - Types of Digital Data - Structured Data - Unstructured Data - Semi Structured Data - OLTP-OLAP: Architectures - Operations - Business Intelligence (BI): Component Framework - Users - Applications - BI Roles and Responsibilities Case Study: Predictive Trendline Models	13	Text Book
II	<b>Data Warehouse and Data Mart</b> Need for Data Warehouse - Definition - Data Mart - ODS - Goals - Components of Data Warehouse - Extract, Transform, Load - Data Integration - Data Integration Technologies - Data Quality - Data Profiling. Case Study: ETL in McDonalds	12	Text Book
III	<b>Data Modeling Techniques</b> Data Modeling Basics - Types of Data Model - Data Modeling Techniques - Fact Table - Dimension Table - Dimension Models - Dimension Modeling Life Cycle - Enterprise Reporting - Dashboards - Funnel Analysis - Distribution channel analysis - Performance analysis Case Study: Data Modeling in Advertising	12	Text Book
IV	<b>Statistical Analysis</b> Statistics in Analysis - Data, Data Description and Summarization - Statistical Tests - Hypothesis and t-Test - Correlation Analysis - Regression - Applications of analytics - Analytics in industries: Telecom, Retail, Healthcare, Anatomy of social media analytics. Case Study: Applying Statistics to detect financial problems	10	Text Book
V	<b>Data Analysis with Spreadsheets</b> Importing and Exporting Data in Excel - Formulas and Functions: Logical, Summarizing, Statistical and Financial Functions - Data Visualization with Charts:	13	Reference Book





	Waterfall, Histogram, Pareto, Box & Whisker chart-- Complex Data Analysis: ANOVA in Excel Case Study: Social Media Analytics		
	<b>Total</b>	<b>60</b>	

<b>Text Book</b>	1.	R N Prasad, Seema Acharya, Fundamentals of Business Analytics, 2016, 2nd Edition, Wiley India Pvt. Ltd
<b>Reference Books</b>	1.	Manisha Nigam, 2019, Data Analysis with Excel, BPB Publications
	2.	S. Christian Albright , Wayne L. Winston , Business Analytics: Data Analysis & Decision Making, 2019, 6th Edition, Cengage Learning India.
	3.	Ramesh Sharda , Dursun Delen , Efraim Turban , Business Intelligence and Analytics: Systems for Decision Support, 2018, Pearson Education.
	4.	Regi Mathew, Business Analytics for Decision Making, 2020, Pearson Education

<b>Journal and Magazines</b>	<a href="https://www.analyticsinsight.net/">https://www.analyticsinsight.net/</a>
<b>E-Resources and Website</b>	1) <a href="https://www.kdnuggets.com/websites/business-analytics.html">https://www.kdnuggets.com/websites/business-analytics.html</a> 2) <a href="https://www.coursera.org/courses?query=business%20analytics">https://www.coursera.org/courses?query=business%20analytics</a>

<b>Learning Method</b>	Chalk and Talk/Assignment/Seminar
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<b>Focus of the Course</b>	Skill Development
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Semester – II DSE: DIGITAL MARKETING							
Semester	Course Code	Course Name	Category	L	T	P	Credits
II	24IBP2DB	DIGITAL MARKETING	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the importance of digitizing marketing operations</li> <li>the dynamics of digital media advertising</li> <li>the mobile marketing and web analytics.</li> </ul>
Prerequisite	Knowledge on Marketing functions and digital media

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the concept of digital marketing and its plan.	K2
CO2	Apply the concepts of display ads and email marketing in digital campaigns.	K2
CO3	Apply effective social media marketing strategies for various types of industries	K3
CO4	Outline the concept of Search Engine Advertising and Search Engine Optimization.	K2
CO5	Analyze the impact of Mobile Marketing and Web Analytics.	K4

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1		✓			✓
CO2		✓			✓
CO3		✓			✓
CO4		✓			✓
CO5		✓			✓





24IBP2DB	DSE: DIGITAL MARKETING
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## Syllabus

Unit	Content	Hrs	Resources
I	<b>Introduction to Digital Marketing</b> Digital Marketing: Meaning- Evolution - Traditional Vs digital marketing- Grehan's 4Ps of digital marketing- P-O-E-M framework- ASCOR Framework - Ethical challenges- Information Technology Act, 2000- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Case Study on digital marketing strategy	10	Text Book & e - Resources
II	<b>Display advertising and Email marketing</b> Concept of display advertising- Types of display Ads- Display plan- Targeting - Remarketing - Interest categories- Geographic language- Ad fraud- Brand health - Email marketing - Building a list- Content strategies - Email newsletter - Automating email marketing- Concept of marketing analytics. Case Study on marketing analytics.	10	Text Book - & e - Resources
III	<b>Social Media marketing</b> The role of social media marketing - Benefits and challenges in social media marketing- Goals and strategies - Identifying target audiences - Social media platforms and social network sites - Crowd sourcing - Micro blogging - Video marketing - Social media monitoring and maintenance- Lead generation and Sales in social media Case Study on social media marketing	10	Text Book & Journals
IV	<b>Search Engine Advertising and Search Engine Optimization</b> Search advertising- Understanding Ad placement- Ad ranks- Creating and enhancing the first Ad campaign - Performance reports- Google ad sense- Search engine optimization - How search engine works-SEO tools- SEO phases- On and Off page optimization. Case Study on SEO tools	9	Text Book & Journals
V	<b>Mobile marketing and Web Analytics</b> Mobile advertising - Mobile marketing toolkit - Mobile marketing features - Mobile marketing on social networks- Mobile analytics- Web analytics - Key metrics - Making web analytics actionable - Types of tracking codes. Case Study on mobile marketing	9	Text Book & e - Resources
	<b>Total</b>	<b>48</b>	





**Note:** Case Studies related to the above topics to be discussed. Examined externally. (Section D: Compulsory question for case studies.)

<b>Text book</b>	1.	Seema Gupta, 2021, "Digital Marketing", 2nd Edition, Tata Mc Graw Hill, India
	2.	Puneet Singh Bhatia, 2023, "Fundamentals of Digital Marketing", 3rd Edition, Pearson India Education, Chennai
<b>Reference Books</b>	1.	Teresa Pineiro-Otero and Xabier Martinez-Rolan, 2016, "Understanding Digital Marketing- Basics and Actions", 1st Edition, Springer International Publishing, New York City.
	2.	Ryan, D. and Jones, C, 2012, "Understanding digital marketing: Marketing strategies for engaging the digital generation", 3rd Edition, Kogan Page, United Kingdom
	3.	Dave Chaffey, Fiona Ellis - Chadwick, 2022, "Digital Marketing", 8th Edition, Pearson Higher Education
	4.	Evans, D. and Bratton, S, 2008, "Social Media Marketing: An Hour a Day", 2nd Edition, Sybex, United Kingdom

<b>Journal and Magazines</b>	1. <a href="https://www.researchgate.net/publication/354967866_social_media_marketing_a_conceptual_studyg">https://www.researchgate.net/publication/354967866_social_media_marketing_a_conceptual_studyg</a> 2. <a href="https://www.researchgate.net/publication/220497253_The_Core_Aspects_of_Search_Engine_Optimisation_Necessary_to_Move_up_the_Rankin">https://www.researchgate.net/publication/220497253_The_Core_Aspects_of_Search_Engine_Optimisation_Necessary_to_Move_up_the_Rankin</a>
<b>E-Resources and Website</b>	1. <a href="https://marketingbackend.com/poem-digital-marketing-framework/">https://marketingbackend.com/poem-digital-marketing-framework/</a> 2. <a href="https://www.fodm.in/blog/digital-marketing-strategy-framework-beginners-primer/">https://www.fodm.in/blog/digital-marketing-strategy-framework-beginners-primer/</a> 3. <a href="https://funnel.io/blog/12-types-of-display-ads">https://funnel.io/blog/12-types-of-display-ads</a> 4. <a href="https://talentedge.com/articles/web-analytics-role-digital-marketing/">https://talentedge.com/articles/web-analytics-role-digital-marketing/</a>

<b>Learning Method</b>	Chalk and Talk/ Assignment/Seminar/ Group Discussion/ Case Study
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<b>Focus of the Course</b>	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
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Semester – II DSE: CHANGE MANAGEMENT							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24COP2DA	CHANGE MANAGEMENT	DSE	48	-	-	4

<b>Preamble</b>	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>contemporary theory and practice in modern change management processes.</li> <li>the usage of change management tools and models to design appropriate change plans for their workplace.</li> <li>the various techniques and plan for implementing the change.</li> </ul>
<b>Prerequisite</b>	Knowledge on Change Management

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	understand the fundamental concepts of organizational changes and its evolution.	K2
CO2	build various models of change and technique of managing the change..	K3
CO3	illustrate the recent perspective of organizational changes.	K2
CO4	construct the change management process and its different phases.	K3
CO5	infer about the model of organizational development.	K3

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2	✓	✓			✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5			✓	✓	





24COP2DA	DSE: CHANGE MANAGEMENT
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## Syllabus

Unit	Content	Hrs	Resources
I	<b>Introduction to Change Management</b> Change evolution of an organization - inhibit change - Classification of change - Mode of Change - Organizational Change: Introduction, forces of change - Images of managing change - Diagnosis for change - Organizational Transformation - Transformation Strategies - Nature of Organizational Change - Perspectives of organizational Change - Communicating Change - Methods of Techniques for Communicating Change. Case study on organizational transformation.	10	Text Book, e-Resource Article & Website
II	<b>Process of Change Management and resistance to change</b> Phases of the change Management Process - Change Management Process control - Resistance to Change: Concept of Resistance to Change - Forms of Resistance - Reactions to change - Resistance to organizational change Initiatives - Overcoming the Resistance to Change - Techniques to Overcome Resistance. Case study on Resistance to change.	12	Text Book & e-Resource
III	<b>Strategies for implementing change</b> Implementation of Change - The Delta Technique - Developing an Implementation Plan - Gaining Support and Involvement of Key People - Developing Enabling Organizational Structures - Types of Change Management Strategies - Factors Affecting the Choice of a Change Strategy - Formulating and Facilitating Change - Facilitating Change - Implementing Change. Case study on implementation of change.	10	Reference Book & e-Resource & Article
IV	<b>Evaluating organizational change, change agent and culture</b> Concept of Monitoring and Evaluation of change - Measurement and Methods of Evaluation - Feedback Process - Continuous Incremental Change - Change Agents - Types of Change Agents - Role and Competencies of a Change Agent - Change Agent Styles - Concept of Organizational Culture - Dimensions of Culture - Type of Culture - Assessing Organizational Culture - Role of Culture in Managing Change. Case study on change culture in an organisation.	8	Text Book & e-Resource
V	<b>Organizational Development Interventions</b> Organizational Development: Characteristics, assumptions of OD - Model of OD Action Research - OD Interventions - Selecting an OD intervention - classification of OD interventions - OD interpersonal interventions - OD team development interventions - OD intergroup development interventions. Case study on intervention of Organizational Development.	8	e-Resource, Website
<b>Total</b>		<b>48</b>	





	Note: Case Studies related to the above topics to be discussed. Examined externally. (Section D : Compulsory question for case studies.)
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Text book	1.	Ian Palmer., 2021, Managing Organizational Change [4th Edition]. Mc Graw Hill Publishers, New Delhi.
	2.	Jerald M. Jellison. 2011, Managing the Dynamics of Change, McGraw Hill, New Delhii
Reference Books	1.	Kirpatrick. 2015, Managing Change Effectively. [Fifth Edition]. Butterworth Publishers, New Delhi.
	2.	Moid Siddiqui and R.H.Khwaja, 2023, Change Management: Concept, Techniques, Strategies & Execution (Second Edition) Atlantic Publishers and Distributors (P) Ltd
	3.	Nilakant and Ramanarayan, 2012, Change Management. [Revised Edition]. Response Books, New Delhi.
	4.	Wamer Burke W. 2012, Organization Change theory and Practice . [Third Revised Edition]. Sage Publication, New Delhi.i

Journal and Magazines	TechTrends springer nature ,Volume 67, pages 189-197, (2023) <a href="https://link.springer.com/article/10.1007/s11528-022-00775#article-info">https://link.springer.com/article/10.1007/s11528-022-00775#article-info</a>
E-Resources and Website	<a href="https://www.eiilmuniversity.co.in/downloads/Change_Management.pdf">https://www.eiilmuniversity.co.in/downloads/Change_Management.pdf</a>

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Development	Employability/	Entrepreneurial
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Semester – II DSE: BANKING SERVICES							
Semester	Corse Code	Course Name	Category	L	T	P	Credits
II	24CMP2DB	BANKING SERVICES	DSE	48	-	-	4

Preamble	<p>This course has been designed for students to learn and understand</p> <ul style="list-style-type: none"> <li>the banking system in India and its regulatory frame work.</li> <li>the resources and utilization of Bank funds.</li> <li>the information security system and trends in banking services.</li> </ul>
Prerequisite	Knowledge on Banking

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the crucial regulations of Banking system in India.	K2
CO2	Assess the effectiveness of a bank's approach to fund acquisition and allocation based on key performance indicators.	K5
CO3	Analyze various technical measures used to secure the information in Banks.	K4
CO4	Demonstrate the emerging services provided by the Banks to the public.	K4
CO5	Interpret the technological infrastructure behind electronic payments and settlement.	K2

Mapping with Program Outcomes:					
Cos / POs	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	
CO3	✓	✓		✓	✓
CO4	✓		✓		
CO5	✓	✓	✓		✓





24CMP2DB	DSE: BANKING SERVICES
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## Syllabus

Unit	Content	Hrs	Resources
I	<b>Indian Banking System</b> Overview of Indian Banking System – Structure – Functions – Key Regulations in Indian Banking sector – RBI Act 1934 and 2006 – Banking Regulation Act 1949–Negotiable Instruments Act 1881 and 2002. Definition of Banking and Customer - Relationship between Banker and Customer - Rights, Duties and obligations of a banker - Types of Banks - Small and Micro finance Banks. Case Study on rights and obligations of a banker.	10	Text Book
II	<b>Recourses and use of Bank Funds</b> Resources: Different forms of Deposits and Non-Deposit sources - Borrowing of funds by banks - Lending- Functions - Principles of bank lending - Types of lending. Use of bank funds: Loans, Advances, Micro Credits and Investments – Different types of loans and Advances -Methods of granting advances - Secured and Unsecured advances. Case Study on borrowing of funds by banks.	10	Text Book
III	<b>Information Security System in Banking</b> Information security - Software based security systems - Hardware based security systems (smart card, M chip) - Hackers - Cryptography - Digital Signatures - Physical Security - Cyber Attacks - Control and Administration- Miscellaneous (Non -Technical issues). Case Study regarding Security systems in Banking.	10	Text Book
IV	<b>Trends in Banking Services</b> Internet banking: Meaning-Historical Perspective-Policy-Know your Customer (KYC) Norms - Applications. Products and Services: Phone banking (IVR) - Mobile Banking - Kiosk Banking-Virtual banking - Neo Banking-Open banking - Modules - ATMs, Debit/Credit/Smart cards/ Prepaid Instruments - Core Banking Solutions (CBS) - Point of Sale (PoS) - Other Information Technology enabled Services (OITeS) - Forex services. Case Study on the analyses of Recent Trends in Banking services.	8	Text Book





V	<b>E-Payments and Settlements services</b> Payment and Settlement Systems Act 2007 - E-Commerce - E-payments - ECS (Debit and credit clearing) National Electronic Clearing System (NECS) - NEFT - RTGS - UPI - IMPS - Aadhaar enabled Payment System. SFMS -CFMS - SWIFT - PDO - NDS - Clearing Operations - eCHEQUES - CTS. Case Study on E-Shopping and its settlements.	10	Text Book
	<b>Total</b>	48	

**Note:** Case studies related to the above topics to be discussed (Examined Internal only Section D: Compulsory question for case studies)

Text book	1.	S.Natarajan and Dr.R.Parameswaran, (2020), "Indian Banking", Sixth Edition, Sultan Chand & Sons, New Delhi.
	2.	C.S.Rao and S.Arunajatesan, (2017)," Technology in Banking", Second Edition, Margham Publications, Chennai.
Reference Books	1.	D.Muralidharan., 2023, "Modern Banking Theory and Practice", Second Edition, PHI Learning Private Limited, Delhi.
	2.	K C Shekhar and Lekshmy Shekhar., 2020, "Banking Theory and Practice", Ninth Edition, Vikas Publishing House Pvt Ltd, New Delhi.
	3.	N. Mukund Sharm., 2015, "Banking Services", Eighth Edition, Himalaya Publishing House, New Delhi.
	4.	Suresh Padmalatha, Justin Paul, 2017, "Management of Banking Services", First Edition, Pearson Education.

Journal and Magazines	A Basic Banking,   <a href="http://Academy of Management Journal (aom.org)">Academy of Management Journal (aom.org)</a>
E-Resources and Website	E-book -D.Muralidharan., 2023, "Modern Banking Theory and Practice", Second Edition, <a href="#">Infosys Springboard: Digital Learning and Reskilling Programs</a> <a href="#">Digital Banking Fundamentals   Coursera</a>

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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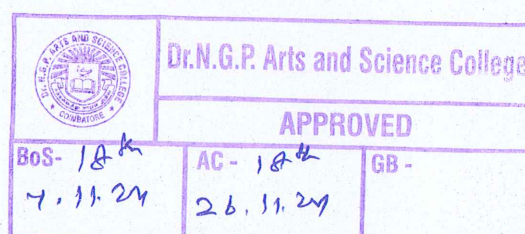
Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
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