MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI – 12

B.C.A

SYLLABUS

FROM THE ACADEMIC YEAR
2023 – 2024

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Introduction

BCA (Bachelor of Computer Application)

Education is the key to development of any society. Role of higher education is crucial for securing right kind of employment and also to pursue further studies in best available world class institutes elsewhere within and outside India. Quality education in general and higher education in particular deserves high priority to enable the young and future generation of students to acquire skill, training and knowledge in order to enhance their thinking, creativity, comprehension and application abilities and prepare them to compete, succeed and excel globally. Learning Outcomes-based Curriculum Framework (LOCF) which makes it student-centric, interactive and outcome-oriented with well-defined aims, objectives and goals to achieve. LOCF also aims at ensuring uniform education standard and content delivery across the state which will help the students to ensure similar quality of education irrespective of the institute and location.

Computer Application is the study of quantity, structure, space and change, focusing on problem solving, application development with wider scope of application in science, engineering, technology, social sciences etc. throughout the world in last couple of decades and it has carved out a space for itself like any other disciplines of basic science and engineering. Computer Application is a discipline that spans theory and practice and it requires thinking both in abstract terms and in concrete terms. Nowadays, practically everyone is a computer user, and many people are even computer programmers. Computer Application can be seen on a higher level, as a science of problem solving and problem solving requires precision, creativity, and careful reasoning. The ever-evolving discipline of computer Application also has strong connections to other disciplines. Many problems in science, engineering, health care, business, and other areas can be solved effectively with computers, but finding a solution requires both computer science expertise and knowledge of the particular application domain. Computer Application has a wide range of specialties. These include Computer Architecture, Software Systems, Graphics, Artificial Intelligence, Computational Science, and Software Engineering. Drawing from a common core of computer science knowledge, each specialty area focuses on specific challenges. Computer Application is practiced by mathematicians, scientists and engineers. Mathematics, the origins of Computer Science, provides reason and logic. Science provides the methodology for learning and refinement. Engineering provides the techniques for building hardware and software.

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Programme Outcome, Programme Specific Outcome and Course Outcome

Computer Application is the study of quantity, structure, space and change, focusing on problem solving, application development with wider scope of application in science, engineering, technology, social sciences etc. The key core areas of study in Mathematics include Algebra, Analysis (Real & Complex), Differential Equations, Geometry, and Mechanics.

The students completing this programme will be able to present Software application clearly and precisely, make abstract ideas precise by formulating them in the Computer languages. Completion of this programme will also enable the learners to join teaching profession, enhance their employability for government jobs, jobs in software industry, banking, insurance and investment sectors, data analyst jobs and jobs in various other public and private enterprises.

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	**B.C.A.,**
Programme Code:	
Duration:	**3 years [UG]**
Programme Outcomes:	**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups. **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

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PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10: Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO11:Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO12: Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

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	PO13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work. **PO14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way. **PO15: Lifelong learning:** Ability to acquire knowledge and skills, including ,learning how to learn, that are necessary for participating in learning activities throughout life, through self- paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.
Programme Specific Outcomes:	**PSO 1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making. **PSO 2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment. **PSO 3**: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing. **PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens. **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

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- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, industrial visit, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

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Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome/ Benefits
I	**Foundation Course** To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to new perspective.	➢ Instill confidence among students ➢ Create interest for the subject
I,II,III,IV	**Skill Enhancement papers** (Discipline centric/Generic/ Entrepreneurial)	➢ Industry Ready graduates ➢ Skilled human resource ➢ Students are equipped with essential skills to make them employable
		➢ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		➢ Discipline centric skill will improve the technical knowledge of solving real life problems.
III,IV,V& VI	Elective papers	➢ Strengthening the domain knowledge ➢ Introducing the stake holders to the State-of Art techniques from the streams of multi- disciplinary, cross disciplinary and inter disciplinary nature ➢ Emerging topics in higher education/industry/communication network/health sector etc. are introduced with hands-on-training.

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IV	Elective Papers	➢ Exposure to industry molds students into solution providers ➢ Generates Industry ready graduates ➢ Employment opportunities enhanced
V	Elective papers	➢ Self-learning is enhanced ➢ Application of the concept to real situation is conceived resulting in tangible outcome
VI	Elective papers	➢ Enriches the study beyond the course. ➢ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners/ Honors degree		➢ To cater to the needs of peer learners/research aspirants
Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill	

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Credit Distribution for UG Programme

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	5	2.3 Core Course – CC III	5	3.3 Core Course – CC V	5	4.3 Core Course – CC VII Core Industry Module	5	5. 3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	5	2.4 Core Course – CC IV	5	3.4 Core Course – CC VI	5	4.4 Core Course – CC VIII	5	5. 3.Core Course –/ Project with viva-voce CC -XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Generic/ Discipline Specific	3	6.6 Extension Activity	1
1.7 Skill Enhancement - (Foundation Course)	2	2.7 Skill Enhancement Course –SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
				3.8 E.V.S		4.8 E.V.S	2	5.7 Summer Internship /Industrial Training	2		
					-						
	23		**23**		**22**		**25**		**26**		**23**
	Total Credit Points										**140**

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CREDIT DISTRIBUTION FOR U.G.

3 – Year UG Programme Credits Distribution			
		No. of Papers	**Credits**
Part I	Tamil(3 Credits)	4	12
Part II	English(3 Credits)	4	12
Part III	Core Courses (4 Credits)	15	68
	Elective Courses :Generic / Discipline Specific (3 Credits)	8	24
		Total	**116**
Part IV	NME(2 Credits)	2	4
	Skill Enhancement Courses (7 courses) Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	13 2
	EVS(2 Credits)	1	2
	Value Education (2 Credits)	1	2
		Part IV Credits	**23**
Part V	Extension Activity (NSS / NCC / Physical Education)		1
		Total Credits for the UG Programme	**140**

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Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	**140**

*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation		75 Marks
	Total	100 Marks
Methods of Assessment		
Recall(K1)	Simple definitions ,MCQ, Recall steps, Concept definitions	
Understand/ Comprehend(K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze(K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate Between various ideas, Map knowledge	
Evaluate(K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons	

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BCA
First Year
Semester-I

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	Core Courses 2 (CC1, CC2)	10	10
	Elective Course 1 (Generic / Discipline Specific)EC1	3	4
	Skill Enhancement Course SEC-1 (Non Major Elective)	2	2
Part-IV	Foundation Course FC	2	2
		23	**30**

Semester-II

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	Core Courses 2 (CC3, CC4)	10	10
	Elective Course 1 (Generic / Discipline Specific) EC2	3	4
	Skill Enhancement Course -SEC-2 (Non Major Elective)	2	2
Part-IV	Skill Enhancement Course -SEC-3 (Discipline Specific / Generic)	2	2
		23	**30**

Second Year
Semester-III

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	Core Courses 2 (CC5, CC6)	10	10
	Elective Course 1 (Generic / Discipline Specific)EC3	3	4
	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
Part-IV	Skill Enhancement Course -SEC-5 (Discipline Specific/ Generic)	2	2
	Environmental Studies(EVS)	-	1
		22	**30**

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Semester-IV

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	Core Courses 2 (CC7, CC8)	10	10
	CC7: Core Industry Module -1 - **Industrial Statistics**		
	CC8 : Any Core paper		
	Elective Course 1 (Generic / Discipline Specific)EC4	3	3
Part-IV	Skill Enhancement Course -SEC6	2	2
	Skill Enhancement Course -SEC-7 (Discipline Specific / Generic)	2	2
	Environmental Studies EVS	2	1
		25	**30**

Third Year

Semester-V

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-III	Core Courses 3(CC9, CC10, CC11)	12	15
	Elective Courses 2 (Generic / Discipline Specific) EC5, EC6	6	8
	Core /Project with Viva voce CC12	4	5
Part-IV	Value Education	2	2
	Internship / Industrial Training (Carried out in II Year Summer vacation) (30 hours)	2	
		26	**30**

Semester-VI

Part	List of Courses	Credit	Hours per week (L/T/P)
Part-III	Core Courses 3 (CC13, CC14, CC15)	12	18
	Elective Courses 2 (Generic / Discipline Specific) EC7, EC8	6	10
Part IV	Professional Competency Skill Enhancement Course SE8	2	2
Part-V	Extension Activity (Outside college hours)	1	-
		21	**30**

Total Credits: 140

Remarks: English Soft Skill Two Hours Will be handled by English Teachers (4+2 = 6 hours for English)

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Second Year

Semester-III

Part	Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	CC5 Data Structures and Algorithms	5	5
	CC6 Data Structures and Algorithms using C++ Lab	4	4
	EC3 Microprocessor and Microcontroller/ Cyber Forensics	3	3
Part-IV	SEC4 PHP Programming Lab	2	2
	AECC2 Naan Mudhalvan	2	2
	Environmental Studies	2	2
		24	**30**

Semester-IV

Part	Courses	Credit	Hours per week (L/T/P)
Part-I	Language – Tamil	3	6
Part-II	English	3	6
Part-III	CC7 Java Programming	5	5
	CC8 Java Programming Lab	4	4
	EC4 Financial Accounting / Cloud Computing	3	3
Part-IV	SEC5 Multimedia Systems Lab	2	2
	AECC3 Naan Mudhalvan	2	2
	Value Education	2	2
		24	**30**

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Third Year

Semester-V

Part	Courses	Credit	Hours perweek (L/T/P)
Part-III	CC9 Operating Systems	4	5
	CC10 ASP .Net Programming	4	5
	CC11 ASP .Net Programming Lab	4	5
	CC12 Project with Viva Voce	3	5
	EC5 Software Project Management / Agile Project Management	3	4
	EC6 Artificial Intelligence/ Machine Learning	3	4
Part IV	AECC4 Naan Mudhalvan	2	2
	Internship/Industrial Visit/Field Visit/Knowledge Updation Activity	2	-
		25	**30**

Semester-VI

Part	Courses	Credit	Hours per week (L/T/P)
Part-III	CC13 RDBMS with PL/SQL	4	6
	CC14 Image Processing	4	6
	CC15 PL/SQL Lab	4	6
	EC7 Robotics and Its Applications/ Computer Networks	3	5
	EC8 Introduction to Data Science/ Data Mining and Warehousing	3	5
Part IV	AECC5 Naan Mudhalvan	2	2
Part V	Extension Activity	1	-
		21	**30**

Total Credits: 140

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Internship (minimum of 30 hours)**:** The students should submit certificate of attendance from the industry stating the nature of work done, duration and role played along with report (minimum of 20 pages) at the end of V semester for external evaluation.

Industrial Visit/Field Visit : A report based on the observation and learning outcome to be submitted (minimum of 10 pages) along with suitable evidences at the end of V semester for external evaluation.

Knowledge Updation Activity : A report to be submitted (minimum of 10 pages) based on the study made along with the completion certificate stating the work done (MOOC/NPTEL) at the end of V semester for external evaluation.

Internship/Industrial Visit/Field Visit/Knowledge Updation Activity:
Internal –50 Marks, External – 50 Marks

Project : Group Project report should be submitted for external evaluation.
Internal – 50 Marks, External – 50 Marks

Extension Activity (NSS/ NCC/ YRC/ RRC/ Games and Sports/ Youth Welfare Activities Outreach Programmes/Migration Awareness in the Tamil Nadu Education System):
Individual report should be submitted at the end of VI semester for external evaluation.
Internal – 50 Marks, External – 50 Marks

Ability Enhancement Compulsory Course(AECC) : The students who reappear for Naan Mudhalvan course shall write the substitute paper.

III Semester - Organizational Behaviour
IV Semester - Advanced Excel
V Semester - Problem Solving Techniques
VI Semester - Open Source Technologies

There shall only be an external examination for those papers.
No Internal Marks, External – 100 Marks

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CORE COURSES

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SECOND YEAR

Semester III

Title of the Course/ Paper	Subject Name	Category	L	T	P	Credits	Marks		
							CIA	External	Total
CC5	DATA STRUCTURES AND ALGORITHMS	Core	5		-	5	25	75	100

Course Objectives	
LO1	To understand the concepts of ADTs
LO2	To learn linear data structures-lists, stacks, queues
LO3	To learn Tree structures and application of trees
LO4	To learn graph structures and application of graphs
LO5	To understand various sorting and searching

UNIT	Details	No. of Hours
I	Abstract Data Types (ADTs)- List ADT-array-based implementation-linked list implementation singly linked lists-circular linked lists-doubly-linked lists-applications of lists-Polynomial Manipulation- All operations-Insertion-Deletion-Merge-Traversal	15
II	Stack ADT-Operations- Applications- Evaluating arithmetic expressions – Conversion of infix to postfix expression-Queue ADT-Operations-Circular Queue- Priority Queue- deQueue applications of queues.	15
III	Tree ADT-tree traversals-Binary Tree ADT-expression trees-applications of trees-binary search tree ADT- Threaded Binary Trees-AVL Trees- B-Tree- B+ Tree – Heap-Applications of heap.	15
IV	Definition- Representation of Graph- Types of graph-Breadth first traversal – Depth first traversal-Topological sort- Bi-connectivity – Cut vertex- Euler circuits-Applications of graphs.	15
V	Searching- Linear search-Binary search-Sorting-Bubble sort-Selection sort-Insertion sort-Shell sort-Radix sort-Hashing-Hash functions-Separate chaining- Open Addressing-Rehashing Extendible Hashing	15
	Total	**75**

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	

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1	Understand the concept of Dynamic memory management, data types, algorithms, Big O notation	PO1,PO6
2	Understand basic data structures such as arrays, linked lists, stacks and queues	PO2
3	Describe the hash function and concepts of collision and its resolution methods	PO2,PO4
4	Solve problem involving graphs, trees and heaps	PO6,PO8
5	Apply algorithm for solving problems like sorting, searching, insertion and deletion of data	PO7
Text Book		
1	1. Mark Allen Weiss, "Data Structures and Algorithm Analysis in C++", Pearson Education 2014, 4th Edition.	
2	Reema Thareja, "Data Structures Using C", Oxford Universities Press 2014, 2nd Edition	
Reference Books		
1.	Thomas H. Cormen, Chales E. Leiserson, Ronald L.Rivest, Clifford Stein, "Introduction to Algorithms", McGraw Hill 2009, 3rd Edition.	
2.	Aho, Hopcroft and Ullman, "Data Structures and Algorithms", Pearson Education 2003	
Web Resources		
1.	NPTEL & MOOC courses titled Data Structures	
2.	https://nptel.ac.in/courses/106106127/	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**3**	**3**	**3**	**-**	**1**	**-**
CO 2	**1**	**2**	**1**	**-**	**-**	**-**
CO 3	**3**	**1**	**2**	**1**	**-**	**-**
CO 4	**2**	**2**	**1**	**-**	**-**	**1**
CO 5	**3**	**1**	**1**	**-**	**-**	**-**
Weightage of course contributed to each PSO	12	9	8	1	1	1

S-Strong-3 M-Medium-2 L-Low-1

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Title of the Course/ Paper	Subject Name	Category	L	T	P	Credits	Marks		
							CIA	External	Total
CC6	DATA STRUCTURES AND ALGORITHMS using C++ LAB	Core Lab	-	-	4	4	50	50	100

Course Objective	
LO1	To understand the concepts of ADTs
LO2	To learn linear data structures-lists, stacks, queues
LO3	To learn Tree structures and application of trees
LO4	To learn graph structures and application of graphs
LO5	To understand various sorting and searching

Sl. No	Details	No. of Hours
1.	Write a program to implement the List ADT using arrays and linked lists.	60
2.	Write a program to implement the following using a singly linked list. • Stack ADT • Queue ADT	
3.	Write a program that reads an infix expression, converts the expression to postfix form and then evaluates the postfix expression (use stack ADT).	
4.	Write a program to implement priority queue ADT.	
5.	Write a program to perform the following operations: • Insert an element into a binary search tree. • Delete an element from a binary search tree. • Search for a key element in a binary search tree.	
6.	Write a program to perform the following operations • Insertion into an AVL-tree • Deletion from an AVL-tree	
7.	Write a program for the implementation of BFS and DFS for a given graph.	

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8	Write a program for implementing the following searching methods: • Linear search • Binary search.	
9.	Write a program for implementing the following sorting methods: • Bubble sort • Selection sort • Insertion sort • Radix sort.	

Course Outcomes		Programmem Outcome
CO	On completion of this course, students will	
1	Understand the concept of Dynamic memory management, data types, algorithms, Big O notation	PO1,PO4,PO5
2	Understand basic data structures such as arrays, linked lists, stacks and queues	PO1, PO4,PO8
3	Describe the hash function and concepts of collision and its resolution methods	PO1,PO3,PO6
4	Solve problem involving graphs, trees and heaps	PO3,PO4
5	Apply Algorithm for solving problems like sorting, searching, insertion and deletion of data	PO1,PO5,PO6
Text Book		
1	Mark Allen Weiss, "Data Structures and Algorithm Analysis in C++", Pearson Education 2014, 4th Edition.	
2	Reema Thareja, "Data Structures Using C", Oxford Universities Press 2014, 2nd Edition	
Reference Books		
1	Thomas H.Cormen,Chales E.Leiserson,Ronald L.Rivest, Clifford Stein, "Introduction to Algorithms", McGraw Hill 2009, 3rd Edition	
2.	Aho, Hopcroft and Ullman, "Data Structures and Algorithms", Pearson Education 2003	
Web Resources		
1.	NPTEL & MOOC courses titled Data Structures	
2.	https://nptel.ac.in/courses/106106127/	

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Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	2	1	-
CO 2	1	2	1	-	-	2
CO 3	3	1	2	1	-	-
CO 4	2	2	1	2	3	1
CO 5	3	2	1	-	-	-
Weightage of course contributed to each PSO	12	10	8	5	4	4

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER IV

Subject Code	Subject Name	Category	L	T	P	Credits	Marks		
							CIA	External	Total
CC7	Java Programming	Core	5			5	25	75	100

Course Objectives	
LO1	To provide fundamental knowledge of object-oriented programming
LO2	To equip the student with programming knowledge in Core Java from the basics up.
LO3	To enable the students to use AWT controls, Event Handling and Swing for GUI.
LO4	To provide fundamental knowledge of object-oriented programming.
LO5	To equip the student with programming knowledge in Swing.

UNIT	Details	No. of Hours	Course Objectives
I	**Introduction:** Review of Object Oriented concepts – History of Java – Java buzz words – JVM architecture - Datatypes - Variables - Scope and life time of variables - arrays - operators – control statements - type conversion and casting - simple java program - constructors - methods - Static block - Static Data – Static Method String and String Buffer Classes.	15	CO1
II	**Inheritance**: Basic concepts - Types of inheritance - Member access rules - Usage of this and Super key word - Method Overloading - Method overriding - Abstract classes - Dynamic method dispatch - Usage of final keyword. **Packages**: Definition-Access Protection -Importing Packages. **Interfaces**: Definition–Implementation–Extending Interfaces. **Exception Handling**: try – catch - throw - throws – finally – Built-in exceptions - Creating own Exception classes.	15	CO2
III	**Multithreaded Programming**: Thread Class - Runnable interface –Synchronization–Using synchronized methods– Using synchronized statement- Inter thread Communication –Deadlock. **I/O Streams:** Concepts of streams - Stream classes- Byte	15	CO3

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	and Character stream - Reading console Input and Writing Console output - File Handling.		
IV	**AWT Controls:** The AWT class hierarchy - user interface components- Labels - Button - Text Components - Check Box - Check Box Group - Choice - List Box - Panels – Scroll Pane - Menu - Scroll Bar. Working with Frame class - Colour - Fonts and layout managers. **Event Handling:** Events - Event sources - Event Listeners - Event Delegation Model (EDM) - Handling Mouse and Keyboard Events - Adapter classes - Inner classes	15	CO4
V	**Swing:** Introduction to Swing - Hierarchy of swing components. Containers - Top level containers - JFrame - JWindow - JDialog - JPanel - JButton – Jtoggle Button – Jcheck Box – Jradio Button - JLabel, JTextField - JTextArea - JList – Jcombo Box – Jscroll Pane.	15	CO5
	Total	**75**	

Course Outcomes

Course Outcomes	On completion of this course, students will	
CO1	Understand the basic Object-oriented concepts. Implement the basic constructs of Core Java.	PO1, PO2, PO6
CO2	Implement inheritance, packages, interfaces and exception handling of Core Java.	PO2, PO3, PO8
CO3	Implement multi-threading and I/O Streams of Core Java	PO1, PO3, PO7
CO4	Implement AWT and Event handling.	PO2, PO6
CO5	Use Swing to create GUI.	PO1, PO3, PO8

Text Books:

1.	Herbert Schildt, The Complete Reference, Tata McGraw Hill, New Delhi, 7th Edition, 2010
2.	Gary Cornell, Core Java 2 Volume I – Fundamentals, Addison Wesley, 1999

References :

1.	Head First Java, O'Rielly Publications,
2.	Y. Daniel Liang, Introduction to Java Programming, 7th Edition, Pearson Education India, 2010

Web Resources

1.	https://javabeginnerstutorial.com/core-java-tutorial
2.	http://docs.oracle.com/javase/tutorial/
3.	https://www.coursera.org/

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Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	-	2	2	2
CO 2	3	1	2	1	2	2
CO 3	1	-	2	2	2	2
CO 4	2	2	2	2	2	2
CO 5	1	2	-	2	2	2
Weightage of course contributed to each PSO	10	7	6	9	10	10

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
CC8	**Java Programming Lab**	Core Lab	-	-	4	-	4		50	50	100

Course Objectives	
LO1	To provide fundamental knowledge of object-oriented programming.
LO2	To equip the student with programming knowledge in Core Java from the basics up.
LO3	To enable the students to know about Event Handling.
LO4	To enable the students to use String concepts.
LO5	To equip the student with programming knowledge in to create GUI using AWT controls.

Sl. No.	Details	No. of Hours
1	Write a Java program that prompts the user for an integer and then prints out all the prime numbers up to that Integer	60
2	Write a Java program to multiply two given matrices.	
3	Write a Java program that displays the number of characters, lines and words in text	
4	Generate random numbers between two given limits using Random class and print messages according to the range of the value generated.	
5	Write a program to do String Manipulation using Character array and perform the following string operations: a. String length b. Finding a character at a particular position c. Concatenating two strings	
6	Write a program to perform the following string operations using String class: a. String Concatenation b. Search a substring c. To extract substring from given string	

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7	Write a program to perform string operations using String Buffer class: a. Length of a string b. Reverse a string c. Delete a substring from the given string	
8	Write a java program that implements a multi-thread application that has three threads. First thread generates random integer every 1 second and if the value is even, second thread computes the square of the number and prints. If the value is odd, the third thread will print the value of cube of the number.	
9	Write a threading program which uses the same method asynchronously to print the numbers 1to10 using Thread1 and to print 90 to100 using Thread2.	
10	Write a program to demonstrate the use of following exceptions. a. Arithmetic Exception b. Number Format Exception c. Array Index Out of Bound Exception d. Negative Array Size exception	
11	Write a Java program that reads on file name from the user, then displays information about whether the file exists, whether the file is readable, whether the file is writable, the type of file and the length of the file in bytes	
12	Write a program to accept a text and change its size and font. Include bold italic options. Use frames and controls.	
13	Write a Java program that handles all mouse events and shows the event name at the center of the window when a mouse event is fired. (Use adapter classes).	

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14	Write a Java program that works as a simple calculator. Use a grid layout to arrange buttons for the digits and for the +, -,*, % operations. Add a text field to display the result. Handle any possible exceptions like divide by zero.	
15	Write a Java program that simulates a traffic light. The program lets the user select one of three lights: red, yellow, or green with radio buttons. On selecting a button, an appropriate message with "stop" or "ready" or "go" should appear above the buttons in a selected color. Initially there is no message shown.	
	Total	**60**

Course Outcomes		**Programme Outcome**
CO	On completion of this course, students will	
1	Understand the basic Object-oriented concepts. Implement the basic constructs of Core Java.	PO1
2	Implement inheritance, packages, interfaces and exception handling of Core Java.	PO1, PO2
3	Implement multi-threading and I/O Streams of Core Java	PO4, PO6
4	Implement AWT and Event handling.	PO4, PO5, PO6
5	Use Swing to create GUI.	PO3, PO8

Text Book

1	Herbert Schildt, The Complete Reference, Tata McGraw Hill, New Delhi, 7th Edition, 2010.
2.	Gary Cornell, Core Java 2 Volume I – Fundamentals, Addison Wesley, 1999.

Reference Books

1.	Head First Java, O'Reilly Publications,
2.	Y. Daniel Liang, Introduction to Java Programming, 7th Edition, Pearson Education India, 2010.

Web Resources

1.	https://www.w3schools.com/java/
2.	http://java.sun.com
3.	http://www.afu.com/javafaq.html

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Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	1	3	2	3
CO 2	3	2	1	3	1	3
CO 3	3	2	1	3	2	3
CO 4	3	2	1	3	2	3
CO 5	3	2	1	3	2	3
Weightage of course contributed to each PSO	15	10	5	15	9	15

S-Strong-3 M-Medium-2 L-Low-1

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THIRD YEAR

SEMESTER V

Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
CC9	**Operating Systems**	Core	5			4		25	75	100
Course Objectives										
LO1	Understanding the design of the Operating System									
LO2	Imparting knowledge on CPU scheduling, Process and Memory Management									
LO3	To code specialized programs for managing overall resources and operations of the computer									
LO4	To study about the concept of Job and Processor scheduling									
LO5	To learn about the concept of Memory organization and multiprogramming									
UNIT	**Details**						**No. of Hours**	**Course Objective**		
	Introduction: operating system, history (1990s to 2000 and beyond), distributed computing, parallel computation. **Process concepts:** definition of process, process states-Life cycle of a process, process management- process state transitions, process control block (PCB), process operations , suspend and resume, context switching, Interrupts -Interrupt processing, interrupt classes, Inter process communication-signals, message passing.						15	CO1		
II	**Asynchronous concurrent processes:** mutual exclusion- critical section, mutual exclusion primitives, implementing mutual exclusion primitives, Peterson's algorithm, software solutions to the mutual Exclusion Problem-, n-thread mutual exclusion- Lamports Bakery Algorithm. Semaphores – Mutual exclusion with Semaphores, thread synchronization with semaphores, counting semaphores, implementing semaphores. **Concurrent programming:** monitors, message passing						15	CO2		
III	**Deadlock and indefinite postponement:** Resource concepts, four necessary conditions for deadlock, deadlock prevention, deadlock avoidance and Dijkstra's Banker's algorithm, deadlock detection,						15	CO3		

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	deadlock recovery.		
IV	**Job and processor scheduling:** scheduling levels, scheduling objectives, scheduling criteria, preemptive vs non-preemptive scheduling, interval timer or interrupting clock, priorities, scheduling algorithms-FIFO scheduling, RR scheduling, quantum size, SJF scheduling, SRT scheduling, HRN scheduling, multilevel feedback queues, Fair share scheduling.	15	CO4
V	**Real Memory organization and Management::** Memory organization, Memory management, Memory hierarchy, Memory management strategies, contiguous vs non-contiguous memory allocation, single user contiguous memory allocation, fixed partition multiprogramming, variable partition multiprogramming, memory swapping **Virtual Memory organization:** Virtual memory basic concepts, multilevel storage organization, block mapping, paging basic concepts, segmentation, paging/segmentation systems. **Virtual Memory Management:** Demand Paging, Page replacement strategies	15	CO5
	Total	**75**	

Course Outcomes		**Programme Outcomes**
CO	On completion of this course, students will	
1	Define the fundamentals of OS and identify the concepts relevant to process , process life cycle, Scheduling Algorithms, Deadlock and Memory management	PO1
2	Know the critical analysis of process involving various algorithms, an exposure to threads and semaphores	PO1, PO2
3	Have a complete study about Deadlock and its impact over OS. Knowledge of handling Deadlock with respective algorithms and measures to retrieve from deadlock. .	PO4, PO6
4	Have complete knowledge of Scheduling Algorithms and its types.	PO4, PO5, PO6
5	Understand memory organization and management	PO3, PO8
Text Book		
1	H.M. Deitel, Operating Systems, Third Edition, Pearson Education Asia, 2011	
Reference Books		

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1.	William Stallings, Operating System: Internals and Design Principles, Seventh Edition, Prentice-Hall of India, 2012.
2.	A. Silberschatz, and P.B. Galvin., Operating Systems Concepts, Nineth Edition, John Wiley &Sons(ASIA) Pte Ltd.,2012

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	-	1	2	-	1
CO 2	2	3	1	2	-	1
CO 3	3	2	-	3	-	1
CO 4	1	3	1	1	3	2
CO 5	3	-	1	3	2	1
Weightage of course contributed to each PSO	12	8	4	11	5	6

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
CC10	**ASP .Net Programming**	Core		5			4		25	75	100
Course Objectives											
LO1	To identify and understand the goals and objectives of the .NET framework and ASP.NET with C# language.										
LO2	To develop ASP.NET Web application using standard controls.										
LO3	To implement file handling operations.										
LO4	To handles SQL Server Database using ADO.NET.										
LO5	Understand the Grid view control and XML classes.										

UNIT	Details	No. of Hours	Course Objective
I	Overview of .NET framework: Common Language Runtime (CLR), Framework Class Library- C# Fundamentals: Primitive types and Variables – Operators - Conditional statements -Looping statements – Creating and using Objects – Arrays – String operations.	15	C1
II	Introduction to ASP.NET - IDE-Languages supported Components -Working with Web Forms – Web form standard controls: Properties and its events – HTML controls -List Controls: Properties and its events.	15	C2
III	Rich Controls: Properties and its events – validation controls: Properties and its events– File Stream classes - File Modes – File Share – Reading and Writing to files – Creating, Moving, Copying and Deleting files – File uploading.	15	C3
IV	ADO.NET Overview – Database Connections – Commands – Data Reader - Data Adapter - Data Sets - Data Controls and its Properties – Data Binding	15	C4
V	Grid View control: Deleting, editing, Sorting and Paging. XML classes – Web form to manipulate XML files - Website Security - Authentication - Authorization – Creating a Web application.	15	C5
	Total	**75**	

Course Outcomes	Programme Outcome

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CO	On completion of this course, students will	
1	Develop working knowledge of C# programming constructs and the .NET Framework	PO1, PO2, PO6
2	To develop a software to solve real-world problems using ASP.NET	PO2, PO3, PO8
3	To work on various Controls Files	PO1, PO3, PO7
4	To create a web application using Microsoft ADO.NET.	PO2, PO6
5	To develop web applications using XML	PO1, PO3, PO8
Text Book		
1	Svetlin Nakov, Veselin Kolev& Co, Fundamentals of Computer Programming with C#, Faber Publication,2019.	
2	Mathew, Mac Donald, The Complete Reference ASP.NET, Tata McGraw-Hill,2015.	
Reference Books		
1.	Herbert Schildt, The Complete Reference C#.NET, TataMcGraw-Hill,2017.	
2.	Kogent Learning Solutions, C# 2012 Programming Covers .NET 4.5 Black Book, Dreamtech pres,2013.	
3.	Anne Boehm, Joel Murach, Murach's C# 2015, Mike Murach& Associates Inc.2016.	
4.	DenielleOtey, Michael Otey, ADO.NET: The Complete reference, McGrawHill,2008.	
5.	Matthew MacDonald, Beginning ASP.NET 4 in C# 2010,APRESS,2010.	
Web Resources		
1.	https://www.geeksforgeeks.org/introduction-to-net-framework/	
2.	https://www.javatpoint.com/net-framework	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**3**	**1**	**2**	**2**	**1**	3
CO 2	**3**	**2**	**2**	**2**	**2**	3
CO 3	**3**	**3**	**2**	**2**	**3**	3
CO 4	**3**	**1**	**2**	**2**	**1**	3
CO 5	**3**	**1**	**2**	**2**	**1**	2
Weightage of course contributed to each PSO	15	8	10	10	8	14

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
CC11	**ASP.Net Programming LAB**	Core Lab	-	-	5	-	4		50	50	100

Course Objectives	
LO1	To develop ASP.NET Web application using standard controls.
LO2	To create rich database applications usingADO.NET.
LO3	To implement file handling operations.
LO4	To implement XML classes.
LO5	To utilize ASP.NET security features for authenticating the website

Sl. No	Programs	No. of Hours	Course Objective
1.	Create an exposure of Web applications and tools	75	C1
2.	Implement the Html Controls		
3.	Implement the Server Controls		
4.	Web application using Web controls.		
5.	Web application using List controls.		
6.	Web Page design using Rich control. Validate user input using Validation controls. Working with File concepts.		C2
7.	Web application using Data Controls.		
8.	Data binding with Web controls		
9.	Data binding with Data Controls.		
10.	Database application to perform insert, update and delete operations.		C3
11.	Database application using Data Controls to perform insert, delete, edit, paging and sorting operation.		
12.	Implement the XML classes.		C4
13.	Implement Authentication – Authorization.		C5
14.	Ticket reservation using ASP.NET controls.		
15.	Online examination using ASP.NET controls		
	Total	**75**	

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Course Outcomes		Programme Outcome
CO	On completion of this course, students will	
1	Create web applications and implement various controls	PO1, PO2, PO6
2	Create a web page in Rich control.	PO3, PO8
3	Develop knowledge about file handling operations	PO1, PO4, PO8
4	An ability to design XML classes	PO2, PO6, PO7
5	To develop a software to solve real-world problems using ASP.NET	PO1,PO3, PO5, PO8
Text Books		
1	Svetlin Nakov, Veselin Kolev & Co, Fundamentals of Computer Programming with C# ,Faber publication,2019.	
2	Mathew, Mac Donald, The Complete Reference ASP.NET, Tata McGraw-Hill,2015.	
Reference Books		
1.	Herbert Schildt, The Complete Reference C#.NET, TataMcGraw-Hill,2017.	
2.	Kogent Learning Solutions, C# 2012 Programming Covers .NET 4.5 Black Book, Dreamtech press,2013.	
3.	Anne Boehm, Joel Murach, Murach's C# 2015, Mike Murach& Associates Inc.2016.	
4.	DenielleOtey, Michael Otey, ADO.NET: The Complete reference, McGrawHill,2008.	
5.	Matthew MacDonald, Beginning ASP.NET 4 in C# 2010,APRESS,2010.	
Web Resources		
1.	https://www.geeksforgeeks.org/introduction-to-net-framework/	
2.	https://www.javatpoint.com/net-framework	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**3**	**2**	**2**	**2**	**1**	1
CO 2	**3**	**2**	**3**	**2**	**2**	2
CO 3	**3**	**3**	**2**	**2**	**1**	1
CO 4	**3**	**2**	**3**	**2**	**1**	1
CO 5	**3**	**2**	**2**	**2**	**1**	2
Weightage of course contributed to each PSO	**15**	11	12	10	6	7

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
CC13	**RDBMS with PL/SQL**	Core	6		-	-	4		25	75	100

Course Objectives	
LO1	Describe basic concepts of database system
LO2	Design a Data model and Schemas in RDBMS
LO3	Competent in use of SQL
LO4	Analyze functional dependencies for designing robust Database
LO5	Describe basic concepts of database system

UNIT	**Details**	**No. of Hours**
I	Introduction to DBMS – Data and Information - Database – Database Management System – Objectives - Advantages – Components - Architecture. ER Model: Building blocks of ER Diagram – Relationship Degree – Classification – ER diagram to Tables – ISA relationship – Constraints – Aggregation and Composition – Advantages	18
II	Relational Model: CODD's Rule- Relational Data Model -Key-Integrity– Relational Algebra Operations – Advantages and limitations – Relational Calculus – Domain Relational Calculus - QBE.	18
III	Structure of Relational Database. Introduction to Relational Database Design - Objectives – Tools – Redundancy and Data Anomaly – Functional Dependency - Normalization – 1NF – 2NF – 3NF – BCNF. Transaction Processing – Database Security.	18
IV	SQL: Commands – Data types – DDL - Selection, Projection, Join and Set Operations – Aggregate Functions – DML – Modification - Truncation - Constraints – Subquery.	18
V	PL/SQL: Structure - Elements – Operators Precedence – Control Structure – Iterative Control - Cursors - Procedure - Function - Packages – Exceptional Handling - Triggers.	18
	Total	**90**

Course Outcomes		**Programme Outcome**
CO	On completion of this course, students will	
1	Understand basic concepts of database system	PO1
2	Design a Data model and Schemas in RDBMS	PO1, PO2
3	Competent in use of SQL	PO4, PO6
4	Analyze functional dependencies for designing robust Database	PO4, PO5, PO6
5	Understand basic concepts of database system	PO3, PO8

Text Book	
1	S. Sumathi, S. Esakkirajan, "Fundamentals of Relational Database Management System", Springer International Edition 2007.

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Reference Books	
1	Abraham Silberchatz, Henry F. Korth, S. Sudarshan, "Database System Concepts", McGrawHill 2019, 7th Edition.
2	Alexis Leon & Mathews Leon, "Fundamentals of DBMS", Vijay Nicole Publications 2014, 2nd Edition.
Web Resources	
1.	NPTEL & MOOC courses titled Relational Database Management Systems
2.	https://nptel.ac.in/courses/106106093/
3.	https://nptel.ac.in/courses/106106095/

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	1	3	-	-
CO 2	-	-	1	-	2	2
CO 3	3	2	1	3	-	-
CO 4	3	-	1	-	2	2
CO 5	3	2	1	3	2	2
Weightage of course contributed to each PSO	12	6	5	9	6	6

S-Strong-3 M-Medium-2 L-Low-1

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
CC14	**Image Processing**	Core	6			4		25	75	100
Course Objectives										
LO1	To learn fundamentals of digital image processing.									
LO2	To learn about various 2D Image transformations									
LO3	To learn about various image enhancement processing methods and filters									
LO4	To learn about various classification of image segmentation techniques									
LO5	To learn about various image compression techniques									

UNIT	Details	No. of Hours
I	**Digital Image Fundamentals:** Image representation - Basic relationship between pixels, Elements of DIP system -Applications of Digital Image Processing - 2D Systems - Classification of 2D Systems - Mathematical Morphology- Structuring Elements- Morphological Image Processing - 2D Convolution - 2D Convolution Through Graphical Method -2D Convolution Through Matrix Analysis	18
II	2D Image transforms: Properties of 2D-DFT - Walsh transform - Hadamard transform- Haar transform- Discrete Cosine Transform- Karhunen-Loeve Transform -Singular Value Decomposition	18
III	Image Enhancement: Spatial domain methods- Point processing- Intensity transformations - Histogram processing- Spatial filtering- smoothing filter- Sharpening filters - Frequency domain methods: low pass filtering, high pass Filtering- Homomorphic filter	18
IV	Image segmentation: Classification of Image segmentation techniques - Region approach – Clustering techniques - Segmentation based on thresholding - Edge based segmentation - Classification of edges- Edge detection - Hough transform- Active contour	18
V	Image Compression: Need for compression -Redundancy- Classification of image- Compression schemes- Huffman coding- Arithmetic coding- Dictionary based compression -Transform based compression	18
	Total	**90**

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Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the fundamental concepts of digital image processing.	PO1
2	Understand various 2D Image transformations	PO1, PO2
3	Understand image enhancement processing techniques and filters	PO4, PO6
4	Understand the classification of Image segmentation techniques	PO4, PO5, PO6
5	Understand various image compression techniques	PO3, PO8
Text Books		
1	S Jayaraman, S Esakkirajan, T Veerakumar, Digital image processing ,Tata McGraw Hill, 2015	
2	Gonzalez Rafel C, Digital Image Processing, Pearson Education, 2009	
Reference Books		
1.	Jain Anil K , Fundamentals of digital image processing: , PHI,1988	
2.	Kenneth R Castleman , Digital image processing:, Pearson Education,2/e,2003	
3.	Pratt William K , Digital Image Processing: , John Wiley,4/e,2007	
Web Resources		
1.	https://kanchiuniv.ac.in/coursematerials/Digitalimageprocessing-VijayaRaghavan.pdf	
2.	http://sdeuoc.ac.in/sites/default/files/sde_videos/DigitalImageProcessing3rd ed.R.Gonzalez C.R.Woods-ilovepdf-compressed.pdf	
3.	https://dl.acm.org/doi/10.5555/559707	
4.	https://www.ijert.org/image-processing-using-web-2-0-2	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	1	3	2	2	3	1
CO 2	3	2	3	2	3	3
CO 3	3	3	2	2	2	1
CO 4	3	3	3	1	3	3
CO 5	3	2	3	3	3	3
Weightage of course contributed to each PSO	13	13	13	10	14	11

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
CC15	**PL/SQL Lab**	Core Lab		-	6	-	4		50	50	100

Course Objectives

LO1	To enable the students to learn the designing of data base systems, foundation on the relational model of data and normal forms.
LO2	To understand the concepts of data base management system, design simple database models
LO3	To learn and understand to write queries using SQL, PL/SQL.
LO4	To enable the students to learn DML
LO5	To understood the concepts of Cursor

Exercises

I. SQL

1. DDLCOMMANDS
2. DMLCOMMANDS
3. TCLCOMMANDS

II. PL/SQL

4. FIBONACCI SERIES
5. FACTORIAL
6. STRING REVERSE
7. SUM OF SERIES
8. TRIGGER

III. CURSOR

9. STUDENT MARK ANALYSIS USING CURSOR

IV. APPLICATION

10. LIBRARY MANAGEMENTSYSTEM
11. STUDENT MARK ANALYSIS

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Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the various basic concepts of Data Base System. Difference between file system and DBMS and compare various data models.	PO1
2	Define the integrity constraints. Understand the basic concepts of Relational Data Model, Entity Relationship Model.	PO1, PO2
3	Design database schema considering normalization and relationships within database. Understand and construct database using Structured Query Language. Attain a good practical skill of managing and retrieving of data using Data Manipulation Language (DML)	PO4, PO6
4	Classify the different functions and various join operations and enhance the knowledge of handling multiple tables.	PO4, PO5, PO6
5	Learn to design data base operations and implement using PL/SQL programs. Learn basics of PL/SQL and develop programs using Cursors, Exceptions	PO3, PO8
Text Books		
1	Coronel, Morris, Rob, "Database Systems, Design, Implementation and Management", Ninth Edition	
2	Nilesh Shah, "Database Systems Using Oracle", 2nd edition, Pearson Education India, 2016	
Reference Books		
1.	Abraham Silberschatz, Henry F.Korth and S.Sudarshan," Database System Concepts", McGraw Hill International Publication ,VI Edition	
2.	Shio Kumar Singh , "Database Systems ",Pearson publications ,II Edition	
Web Resources		
1.	Web resources from NDL Library, E-content from open-source libraries	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**3**	**3**	**3**	**3**	**1**	**2**
CO 2	**2**	**3**	**3**	**3**	**1**	**2**
CO 3	**2**	**3**	**3**	**3**	**1**	**2**
CO 4	**2**	**2**	**2**	**3**	**1**	**2**
CO 5	**2**	**3**	**3**	**3**	**1**	**2**
Weightage of course contributed to each PSO	11	14	14	15	5	10

S-Strong-3 M-Medium-2 L-Low-1

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ELECTIVE COURSES

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SEMESTER III

Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC3	**Microprocessor and Microcontroller**	Elective	3			3		25	75	100

Course Objectives	
LO1	To introduce the internal organization of Intel 8085 Microprocessor.
LO2	To know about various instruction sets and classifications
LO3	To enable the students to write assembly language programs using 8085.
LO4	To interface the peripheral devices to 8085 using Interrupt controller and DMA interface.
LO5	To provide real-life applications using microcontroller.

UNIT	**Details**	**No. of Hours**	**CO**
I	Digital Computers - Microcomputer Organization-Computer languages –Microprocessor Architecture and its operations – Microprocessor initiated operations and 8085 Bus organization – Internal Data operations and 8085 registers - Peripheral or External initiated operations.	10	C1
II	8085 Microprocessor – Pinout and Signals – Functional block diagram - 8085 Instruction Set and Classifications.	10	C2
III	BCD to Binary and Binary to BCD conversions - ASCII to BCD and BCD to ASCII conversions - Binary to ASCII and ASCII to Binary conversions. BCD Arithmetic - BCD addition and Subtraction - Multibyte Addition and Subtraction - Multiplication and Division.	10	C3
IV	The 8085 Interrupts – RIM AND SIM instructions-8259 Programmable Interrupt Controller-Direct Memory Access (DMA) and 8257 DMA controller.	10	C4
V	Introduction to Microcontroller - Microcontroller Vs Microprocessor - 8051 Microcontroller architecture - 8051 pin description. Timers and Counters – Operating Modes- Control Registers. Interrupts – Interrupts in 8051 - Interrupts Control Register – Execution of interrupt.	10	C6
	Total	**50**	

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Course Outcomes		Programmeme Outcomes
CO	On completion of this course, students will	
1	Remember the Basic binary codes and their conversions. Binary concepts are used in Microprocessor programming and provide a good understanding of the architecture of 8085.	PO1
2	Understanding the 8085 instruction set and their classifications, enables the students to write the programs easily on their own using different logic.	PO1,PO2
3	Apply different types of instructions to convert binary codes and analyzing the outcome. The instruction set is applied to develop programs on multibyte arithmetic operations.	PO4,PO6
4	Analyze how peripheral devices are connected to 8085 using Interrupts and DMA controller.	PO4,PO5,PO6
5	Have an exposure to create real time applications using microcontroller.	PO3,PO8
Text Books		
1	R. S. Gaonkar- "Microprocessor Architecture- Programming and Applications with 8085- 5th Edition- Penram International Publications,2009. [For unit I to unit IV]	
2	Soumitra Kumar Mandal -"Microprocessors and Microcontrollers – Architectures, Programming and Interfacing using 8085, 8086, 8051", Tata McGraw Hill Education Private Limited. [for unit V].	
Reference Books		
1.	Mathur- "Introduction to Microprocessor"- 3rd Edition- Tata McGraw-Hill -1993.	
2.	Raj Kamal - "Microcontrollers: Architecture, Programming, Interfacing and System Design", Pearson Education, 2005.	
3.	Krishna Kant, "Microprocessors and Microcontrollers – Architectures, Programming and System Design 8085, 8086, 8051, 8096", PHI, 2008	
Web Resources		
1.	Web resources from NDL Library, E-content from open source libraries	
2.	https://www.bing.com/	

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Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	1	1	3	3	-
CO 2	2	3	1	1	1	1
CO 3	3	2	1	3	3	-
CO 4	3	3	1	2	3	-
CO 5	1	1	1	3	2	1
Weightage of course contributed to each PSO	12	10	5	12	12	2

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC3	Cyber Forensics	Elective	3			3		25	75	100

Course Objectives	
LO1	Understand the definition of computer forensics fundamentals
LO2	To study about the Types of Computer Forensics Evidence
LO3	Understand and apply the concepts of Duplication and Preservation of Digital Evidence
LO4	Understand the concepts of Electronic Evidence and Identification of Data
LO5	To study about the Digital Detective, Network Forensics Scenario, Damaging Computer Evidence.

UNIT	Details	No. of Hours	Course Objective
I	**Overview of Computer Forensics Technology:** Computer Forensics Fundamentals: What is Computer Forensics Use of Computer Forensics in Law Enforcement, Computer Forensics Assistance to Human Resources/Employment Proceedings, Computer Forensics Services, Benefits of professional Forensics Methodology, Steps taken by Computer Forensics Specialists . Types of Computer Forensics Technology: Types of Business Computer Forensic, Technology–Types of Military Computer Forensic Technology–Types of Law Enforcement–Computer Forensic. Technology–Types of Business Computer Forensic Technology.	10	C1
II	**Computer Forensics Evidence and capture:** Data Recovery: Data Recovery Defined, Data Back–up and Recovery, The Role of Back –up in Data Recovery, The Data –Recovery Solution. Evidence Collection and Data Seizure: Collection Options, Obstacles, Types of Evidence, The Rules of Evidence, Volatile Evidence, General Procedure, Collection and Archiving, Methods of Collections, Artefacts, Collection Steps, Controlling Contamination: The chain of custody.	10	C2

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III	**Duplication and Preservation of Digital Evidence:** Processing steps, Legal Aspects of collecting and Preserving Computer forensic Evidence. Computer image Verification and Authentication: Special needs of Evidential Authentication, Practical Consideration, Practical Implementation.	10	C3
IV	**Computer Forensics Analysis:** Discovery of Electronic Evidence: Electronic Document Discovery: A Powerful New Litigation Tool. Identification of Data: Time Travel, Forensic Identification and Analysis of Technical Surveillance Devices.	10	C4
V	**Reconstructing Past Events:** How to Become a Digital Detective, Useable File Formats, Unusable File Formats, Converting Files. Networks: Network Forensics Scenario, a technical approach, Destruction Of E–Mail, Damaging Computer Evidence, Documenting The Intrusion on Destruction of Data, System Testing.	10	C5
	Total	**50**	

Course Outcomes		**Programme Outcomes**
CO	On completion of this course, students will	
1	Understand the definition of computer forensics fundamentals.	PO1
2	Evaluate the different types of computer forensics technology.	PO1, PO2
3	Analyze various computer forensics systems.	PO4, PO6
4	Apply the methods for data recovery, evidence collection and data seizure.	PO4, PO5, PO6
5	Gain the knowledge of duplication and preservation of digital evidence.	PO3, PO8

Text Book

1	John R. Vacca, "Computer Forensics: Computer Crime Investigation", 3/E ,Firewall Media, New Delhi, 2002.

Reference Books

1.	Nelson, Phillips Enfinger, Steuart, "Computer Forensics and Investigations" Enfinger, Steuart, CENGAGE Learning, 2004.
2.	Anthony Sammes and Brian Jenkinson, "Forensic Computing: A Practitioner's Guide", Second Edition, Springer–Verlag London Limited, 2007.
3.	.Robert M. Slade," Software Forensics Collecting Evidence from the Scene of a Digital Crime", TMH 2005.

Web Resources

1.	https://www.vskills.in
2.	https://www.hackingarticles.in/best-of-computer-forensics-tutorials/

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Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	-	2	2	3
CO 2	3	-	-	2	3	-
CO 3	-	2	1	-	2	3
CO 4	3	3	1	3	3	2
CO 5	3	2	1	3	-	3
Weightage of course contributed to each PSO	11	10	3	10	10	11

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER IV

EC4	FINANCIAL ACCOUNTING

Course Objectives

- To impart basic accounting knowledge.
- To provide knowledge on the fundamentals of financial accounting.
- To expose the student to various financial transaction and its current applications.

UNIT -1 BASIC CONCEPTS OFACCOUNTING

Introduction to Accounting : Need for Accounting –Accounting as the language of business – Attributes and steps of Accounting –Book keeping Vs Accounting – Branches of Accounting – Methods of Accounting – Types of Accounting – Accounting Rules - Bases of Accounting – Accounting terminology. Basic Accounting Concepts: Meaning and classification of Accounting- Accounting Concepts – Accounting Conversion – Accounting equations.

UNIT – 2 JOURNAL AND LEDGER

Recording a Financial Data: Memorandum Book, business transaction, Journal, Rules for Debit and Credit, Compound Journal entry, Advantages of Journal, Ledger, Ledger Account, Ledger Posting, Process of Posting, Balancing of An Account, Significance of Balances, Relation between Journal and Ledger-Subsidiary Books.

UNIT – 3 PREPARING TRIAL BALANCE

Trail Balance: Objects, Methods of Preparing Trail Balance, how to locate errors, hints for the preparation of trail balance & problems.

UNIT -4 FINAL ACCOUNTS

Trading account - individual items posted to the debit of trading account - individual items credited to trading account – advantages of trading account – profit & loss account – advantages of profit & loss account – manufacturing account – balance sheet – classification of assets & liabilities

UNIT – 5 ACCOUNTS FOR NON PROFIT ORGANISATION

Introduction – Final accounts of no trading concern – receipts and payments account – features – income & expenditure account - feature - distinction between the two – treatment of special items – some important adjustments – types of problems – Distinction between income and expenditure account and profit and loss account – accounts of professional men.

COURSE OUTCOMES:

Upon completion of the course, the students should be able:

- To acquire knowledge about general aspects of business operations.
- To explain the concepts and procedures of financial reporting, including income and expenditure statement, balance sheet etc.
- To locate and analyze financial data from annual reports of corporations.

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TEXT BOOKS:

1. Financial Accounting - T.S.Reddy, A.Murthy – Margham Publications, 2012.
2. Fundamentals of Advanced Accounting - R.S.N.Pillai, Bagavathi, S.Uma, 5th Edition,S.Chand Publication, 2012.

REFERENCE BOOKS:

1. Essentials of Financial Accounting – Asish K.Bhattacharayya, PHI, 2020.
2. Advanced Accountancy - S.P.Jain and Narang – Kalyani Publications, 2017.

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC4	**Cloud Computing**	Elective	3			3		25	75	100

Course Objectives	
LO1	Learning fundamental concepts and Technologies of Cloud Computing.
LO2	Learning various cloud service types and their uses and pitfalls.
LO3	To learn about Cloud Architecture and Application design.
LO4	To know the various aspects of application design, benchmarking and security on the Cloud.
LO5	To learn the various Case Studies in Cloud Computing.

UNIT	**Details**	**No. of Hours**
I	Introduction to Cloud Computing: Definition of Cloud Computing – Characteristics of Cloud Computing – Cloud Models – Cloud Service Examples – Cloud-based Services and Applications. Cloud Concepts and Technologies: Virtualization – Load balancing – Scalability and Elasticity – Deployment – Replication – Monitoring – Software Defined Networking – Network Function Virtualization – MapReduce – Identity and Access Management – Service Level Agreements – Billing.	10
II	Cloud Services Compute Services: Amazon Elastic Computer Cloud - Google Compute Engine - Windows Azure Virtual Machines Storage Services: Amazon Simple Storage Service - Google Cloud Storage - Windows Azure Storage Database Services: Amazon Relational Data Store - Amazon Dynamo DB - Google Cloud SQL - Google Cloud Data Store - Windows Azure SQL Database - Windows Azure Table Service Application Services: Application Runtimes and Frameworks - Queuing Services - Email Services - Notification Services - Media Services Content Delivery Services: Amazon CloudFront - Windows Azure Content Delivery Network Analytics Services: Amazon Elastic MapReduce - Google MapReduce Service - Google Big Query - Windows Azure HDInsight Deployment and Management Services: Amazon Elastic Bean stack -	10

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	Amazon CloudFormation Identity and Access Management Services: Amazon Identity and Access Management - Windows Azure Active Directory Open Source Private Cloud Software: Cloud Stack – Eucalyptus - OpenStack	
III	**Cloud Application Design:** Introduction – Design Considération for Cloud Applications – Scalability – Reliability and Availability – Security – Maintenance and Upgradation – Performance – Reference Architectures for Cloud Applications – Cloud Application Design Méthodologies: Service Oriented Architecture (SOA), Cloud Component Model, IaaS, PaaS and SaaS Services for Cloud Applications, Model View Controller (MVC), RESTful Web Services – Data Storage Approaches: Relational Approach (SQL), Non-Relational Approach (NoSQL).	10
IV	**Cloud Application Benchmarking and Tuning:** Introduction to Benchmarking – Steps in Benchmarking – Workload Characteristics – Application Performance Metrics – Design Consideration for Benchmarking Methodology – Benchmarking Tools and Types of Tests – Deployment Prototyping. **Cloud Security:** Introduction – CSA Cloud Security Architecture – Authentication (SSO) – Authorization – Identity and Access Management – Data Security : Securing data at rest, securing data in motion – Key Management – Auditing.	10
V	**Case Studies:** Cloud Computing for Healthcare – Cloud Computing for Energy Systems - Cloud Computing for Transportation Systems - Cloud Computing for Manufacturing Industry - Cloud Computing for Education.	10
	Total	**50**

Course Outcomes		**Programme Outcomes**
CO	On completion of this course, students will	
1	Understand the fundamental concepts and Technologies in Cloud Computing.	PO1
2	Able to understand various cloud service types and their uses and pitfalls.	PO1, PO2
3	Able to understand Cloud Architecture and Application design.	PO4, PO6
4	Understand the various aspects of application design, benchmarking and security in the Cloud.	PO4, PO5, PO6
5	Understand various Case Studies in Cloud	PO3, PO8

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	Computing.	
Text Book		
1	Arshdeep Bahga, Vijay Madisetti, Cloud Computing – A Hands On Approach, Universities Press (India) Pvt. Ltd., 2018	
Reference Books		
1.	Anthony T Velte, Toby J Velte, Robert Elsenpeter, Cloud Computing: A Practical Approach, Tata McGraw-Hill, 2013.	
2.	Barrie Sosinsky, Cloud Computing Bible, Wiley India Pvt.. Ltd., 2013.	
3.	David Crookes, Cloud Computing in Easy Steps, Tata McGraw Hill, 2015.	
4.	Dr.Kumar Saurabh, Cloud Computing, Wiley India, Second Edition 2012.	
Web Resources		
1.	https://en.wikipedia.org/wiki/Cloud_computing	
2.	https://link.springer.com/chapter/10.1007/978-3-030-34957-8_7	
3.	https://webobjects.cdw.com/webobjects/media/pdf/solutions/cloud-computing/121838-CDW-Cloud-Computing-Reference-Guide.pdf	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	2	2	3	3	1
CO 2	3	1	2	3	3	-
CO 3	3	2	1	2	1	3
CO 4	3	3	2	3	2	-
CO 5	2	2	1	3	3	3
Weightage of course contributed to each PSO	13	10	8	14	12	7

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER V

SOFTWARE PROJECT MANAGEMENT

Subject Code	L	T	P	Credits	Inst. Hours	Marks		
						CIA	External	Total
EC5	4	-	-	3	-	25	75	100

Learning Objectives	
LO1	To define and highlight importance of software project management.
LO2	To formulate and define the software management metrics & strategy in managing projects
LO3	Understand to apply software testing techniques in commercial environment

Unit	Contents	No. of Hours
I	Introduction to Competencies - Product Development Techniques - Management Skills - Product Development Life Cycle - Software Development Process and models - The SEI CMM - International Organization for Standardization.	12
II	Managing Domain Processes - Project Selection Models - Project Portfolio Management - Financial Processes - Selecting a Project Team - Goal and Scope of the Software Project -Project Planning - Creating the Work Breakdown Structure - Approaches to Building a WBS - Project Milestones - Work Packages - Building a WBS for Software.	12
III	Tasks and Activities - Software Size and Reuse Estimating - The SEI CMM - Problems and Risks - Cost Estimation - Effort Measures - COCOMO: A Regression Model - COCOMO II - SLIM: A Mathematical Model - Organizational Planning - Project Roles and Skills Needed.	12
IV	Project Management Resource Activities - Organizational Form and Structure - Software Development Dependencies - Brainstorming - Scheduling Fundamentals - PERT and CPM - Leveling Resource Assignments - Map the Schedule to a Real Calendar - Critical Chain Scheduling.	12
V	Quality: Requirements – The SEI CMM - Guidelines - Challenges - Quality Function Deployment - Building the Software Quality Assurance - Plan - Software Configuration Management: Principles - Requirements - Planning and Organizing - Tools - Benefits - Legal Issues in Software - Case Study	12
	TOTAL	60

CO	Course Outcomes
CO1	Understand the principles and concepts of project management
CO2	Knowledge gained to train software project managers
CO3	Apply software project management methodologies.
CO4	Able to create comprehensive project plans
CO5	Evaluate and mitigate risks associated with software development process

Textbook

Robert T. Futrell, Donald F. Shafer, Linda I. Safer, "Quality Software Project Management", Pearson Education Asia 2002.

Reference Books

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1.	Pankaj Jalote, "Software Project Management in Practice", Addison Wesley 2002.
2.	Hughes, "Software Project Management", Tata McGraw Hill 2004, 3rd Edition.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1.	NPTEL & MOOC courses titled Software Project Management
2.	www.smartworld.com/notes/software-project-management

MAPPING TABLE						
CO/PSO	**PSO1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	**PSO 6**
CO1	2	2	-	3	3	1
CO2	2	1	-	3	3	-
CO3	3	-	1	2	3	3
CO4	2	3	2	3	2	-
CO5	2	2	-	3	3	3
Weightage of course contributed to each PSO	11	8	3	14	14	7

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC5	Agile Project Management	Elective	4	-	-	3		25	75	100

Course Objectives		
LO1	Learning of software design, software technologies and APIs.	
LO2	Detailed demonstration about Agile development and testing techniques.	
LO3	Learning about Agile Planning and Execution.	
LO4	Learning of Agile Management Design and Quality Check.	
LO5	Detailed examination of Agile development and testing techniques.	
UNIT	**Details**	**No. of Hours**
I	**Introduction: Modernizing Project Management:** Project Management Needed a Makeover – Introducing Agile Project Management. **Applying the Agile Manifesto and Principles:** Understanding the Agile manifesto – Outlining the four values of the Agile manifesto – Defining the 15 Agile Principles – Adding the Platinum Principles – Changes as a result of Agile Values – The Agile litmus test. **Why Being Agile Works Better:** Evaluating Agile benefits – How Agile approaches beat historical approaches – Why people like being Agile.	12
II	**Being Agile** **Agile Approaches:** Diving under the umbrella of Agile approaches – Reviewing the Big Three: Lean, Scrum, Extreme Programming - Summary **Agile Environments in Action:** Creating the physical environment – Low-tech communicating – High-tech communicating – Choosing tools.	12

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	Agile Behaviours in Action: Establishing Agile roles – Establishing new values – Changing team philosophy.	
III	**Agile Planning and Execution** **Defining the Product Vision and Roadmap:** Agile planning – Defining the product vision – Creating a product roadmap – Completing the product backlog. **Planning Releases and Sprints:** Refining requirements and estimates – Release planning – Sprint planning. **Working Throughout the Day:** Planning your day – Tracking progress – Agile roles in the sprint – Creating shippable functionality – The end of the day. **Showcasing Work, Inspecting and Adapting:** The sprint review – The sprint retrospective. **Preparing for Release:** Preparing the product for deployment (the release sprint) – Preparing the operational support – Preparing the organization for product deployment - Preparing the marketplace for product deployment	12
IV	**Agile Management** **Managing Scope and Procurement:** What's different about Agile scope management – Managing Agile scope – What's different about Agile procurement – Managing Agile procurement. **Managing Time and Cost:** What's different about Agile time management – Managing Agile schedules – What's different about Agile cost management – Managing Agile budgets. **Managing Team Dynamics and Communication:** What's different about Agile team dynamics – Managing Agile team dynamics – What's different about Agile communication – Managing Agile communication. **Managing Quality and Risk:** What's different about Agile quality – Managing Agile quality – What's different about Agile risk management – Managing Agile risk.	12

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V	**Implementing Agile** **Building a Foundation:** Organizational and individual commitment – Choosing the right pilot team members – Creating and environment that enables Agility – Support Agility initially and over time. **Being a Change Agent:** Becoming Agile requires change – why change doesn't happen on its own – Platinum Edge's Change Roadmap – Avoiding pitfalls – Signs your changes are slipping. **Benefits, Factors for Success and Metrics:** Ten key benefits of Agile project management – Ten key factors for project success – Ten metrics for Agile Organizations.	12
	Total	**60**

Course Outcomes		**Programme Outcome**
CO	On completion of this course, students will	
1	Understand the software design, software technologies and APIs using Agile Management.	PO1
2	Understand Agile development and testing techniques.	PO1, PO2
3	Understand about Agile Planning and Execution using Sprint.	PO4, PO6
4	Understand Agile Management Design, scope , Procurement, managing Time and Cost and Quality Check.	PO4, PO5, PO6
5	Analyse Agile development and testing techniques.	PO3, PO8

Text Books	
1	Mark C. Layton, Steven J. Ostermiller, Agile Project Management for Dummies, 2nd Edition, Wiley India Pvt. Ltd., 2018.
2	Jeff Sutherland, Scrum – The Art of Doing Twice the Work in Half the Time, Penguin, 2014.
Reference Books	
1.	Mark C. Layton, David Morrow, Scrum for Dummies, 2nd Edition, Wiley India Pvt. Ltd., 2018.
2.	Mike Cohn, Succeeding with Agile – Software Development using Scrum, Addison-Wesley Signature Series, 2010.
3.	Alex Moore, Agile Project Management, 2020.
4.	Alex Moore, Scrum, 2020.

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5.	Andrew Stellman and Jennifer Greene, Learning Agile: Understanding Scrum, XP, Lean, and Kanban, Shroff/O'Reilly, First Edition, 2014.
Web Resources	
1.	www.agilealliance.org/resources

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	2	3	1	2	1	2
CO 2	3	1	2	1	3	1
CO 3	3	2	1	1	3	1
CO 4	3	2	3	2	1	3
CO 5	2	3	1	2	3	2
Weightage of course contributed to each PSO	13	11	8	8	11	9

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC6	**Artificial Intelligence**	Elective	4	-	-	3	-	25	75	100

Course Objective	
LO1	To learn various concepts of AI Techniques.
LO2	To learn various Search Algorithm in AI.
LO3	To learn probabilistic reasoning and models in AI.
LO4	To learn about Markov Decision Process.
LO5	To learn various types of Reinforcement learning.

UNIT	Details	No. of Hours
I	Introduction: Concept of AI, history, current status, scope, agents, environments, Problem Formulations, Review of tree and graph structures, State space representation, Search graph and Search tree	12
II	Search Algorithms : Random search, Search with closed and open list, Depth first and Breadth first search, Heuristic search, Best first search, A* algorithm, Game Search	12
III	Probabilistic Reasoning : Probability, conditional probability, Bayes Rule, Bayesian Networks- representation, construction and inference, temporal model, hidden Markov model	12
IV	Markov Decision Process : MDP formulation, utility theory, utility functions, value iteration, policy iteration and partially observable MDPs.	12
V	Reinforcement Learning : Passive reinforcement learning, direct utility estimation, adaptive dynamic programming, temporal difference learning, active reinforcement learning- Q learning	12
	Total	**60**

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Course Outcomes		Programme Outcome
CO	On completion of this course, students will	
1	Understand the various concepts of AI Techniques.	PO1
2	Understand various Search Algorithm in AI.	PO1, PO2
3	Understand probabilistic reasoning and models in AI.	PO4, PO6
4	Understand Markov Decision Process.	PO4, PO5, PO6
5	Understand various types of Reinforcement learning Techniques.	PO3, PO8
Text Book		
1	Stuart Russell and Peter Norvig, "Artificial Intelligence: A Modern Approach" , 3rd Edition, Prentice Hall.	
	Elaine Rich and Kevin Knight, "Artificial Intelligence", Tata McGraw Hill	
Reference Books		
1.	Trivedi, M.C., "A Classical Approach to Artificial Intelligence", Khanna Publishing House, Delhi.	
2.	Saroj Kaushik, "Artificial Intelligence", Cengage Learning India, 2011	
3.	David Poole and Alan Mackworth, "Artificial Intelligence: Foundations for Computational Agents", Cambridge University Press 2010	
Web Resources		
1.	NPTEL&MOOC courses titled Artificial Intelligence and Expert Systems	
2.	https://nptel.ac.in/courses/106106140/	
3.	https://nptel.ac.in/courses/106106126/	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**2**	**3**	**2**	**3**	**2**	**-**
CO 2	**2**	**-**	**2**	**3**	**3**	**2**
CO 3	**1**	**2**	**-**	**-**	**2**	**3**
CO 4	**3**	**1**	**2**	**2**	**2**	**1**
CO 5	**2**	**1**	**3**	**1**	**2**	**2**
Weightage of course contributed to each PSO	10	7	9	9	11	8

S-Strong-3 M-Medium-2 L-Low-1

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	Credits	Marks		
							CIA	External	Total
EC6	MACHINE LEARNING		4			3	25	75	100

Learning Objectives	
LO1	To Learn about Machine Intelligence and Machine Learning applications
LO2	To implement and apply machine learning algorithms to real-world applications
LO3	To identify and apply the appropriate machine learning technique to classification, pattern recognition, optimization and decision problems
LO4	To create instant based learning
LO5	To apply advanced learning

UNIT	Contents	No. Of. Hours
I	**Introduction Machine Learning** - Difference between AI, Machine Learning and Big data. Supervised and unsupervised learning, parametric vs non-parametric models, parametric models for classification and regression- Linear Regression, Logistic Regression, Naïve Bayes classifier, simple non-parametric classifier-K-nearest neighbour, support vector machines	**12**
II	**Neural networks and genetic algorithms** Neural Network Representation – Problems – Perceptrons – Multilayer Networks and Back Propagation Algorithms – Advanced Topics – Genetic Algorithms – Hypothesis Space Search – Genetic Programming – Models of Evaluation and Learning.	12
III	**Bayesian and computational learning** Bayes Theorem – Concept Learning – Maximum Likelihood – Minimum Description Length Principle – Bayes Optimal Classifier – Gibbs Algorithm – Naïve Bayes Classifier – Bayesian Belief Network – EM Algorithm – Probability Learning – Sample Complexity – Finite and Infinite Hypothesis Spaces – Mistake Bound Model.	**12**
IV	**Instant based learning** K- Nearest Neighbour Learning – Locally weighted Regression – Radial Basis Functions – Case Based Learning.	**12**
V	**Advanced learning** Recommendation systems – opinion mining, sentiment analysis. Learning Sets of Rules – Sequential Covering Algorithm – Learning Rule Set – First Order Rules – Sets of First Order Rules – Induction on Inverted Deduction – Inverting Resolution – Analytical Learning – Perfect Domain Theories – Explanation Base Learning – FOCL Algorithm – Reinforcement Learning – Task – Q-Learning – Temporal Difference Learning.	**12**
	TOTAL HOURS	**60**

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Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
CO1	Appreciate the importance of visualization in the data analytics solution	PO1, PO2, PO3, PO4, PO5, PO6
CO2	Apply structured thinking to unstructured problems	PO1, PO2, PO3, PO4, PO5, PO6
CO3	Understand a very broad collection of machine learning algorithms and problems	PO1, PO2, PO3, PO4, PO5, PO6
CO4	Learn algorithmic topics of machine learning and mathematically deep enough to introduce the required theory	PO1, PO2, PO3, PO4, PO5, PO6
CO5	Develop an appreciation for what is involved in learning from data.	PO1, PO2, PO3, PO4, PO5, PO6
Text Books		
1	Tom M. Mitchell, Machine Learning, McGraw-Hill Education (India) Private Limited, 2013.	
2	Bengio, Yoshua, Ian J. Goodfellow, and Aaron Courville. "Deep learning" 2015, MIT Press	
Reference Books		
1.	Ethem Alpaydin, Introduction to Machine Learning (Adaptive Computation and Machine Learning), The MIT Press 2004.	
2	Stephen Marsland, Machine Learning: An Algorithmic Perspective, CRC Press, 2009.	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	3	3	2	3
CO 3	3	3	3	3	3	3
CO 4	3	3	2	3	3	3
CO 5	3	3	3	3	3	2
Weightage of course contributed to each PSO	15	15	14	15	14	14

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER VI

Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC7	ROBOTICS and ITS APPLICATIONS	Elective	5	-	-	-	3	25	75	100

Course Objectives	
LO1	To understand the robotics fundamentals.
LO2	To understand the sensors and matrix methods
LO3	To understand the Localization: Self-localizations and mapping
LO4	To study about simulation tools
LO5	To learn about the concept of Robot Operating System

UNIT	Details	No. of Hours
I	**Introduction to Robotics** Definition and history of robotics - Types of robots (industrial, mobile, service, etc.) - Key components of a robot: sensors, actuators, controllers - Overview of applications in various industries	15
II	**Robotic Hardware** Actuators: electric motors, servos and pneumatic systems - Sensors: types and applications (proximity, vision, tactile, etc.) - Microcontrollers and processors in robotics - Design and construction of robotic systems	15
III	**Robot Programming** Programming languages for robotics: Python, C++, ROS (Robot Operating System) - Basics of ROS: nodes, topics, services - Writing and executing basic robot programs - Simulation tools: Gazebo, V-REP	15
IV	**Applications of Robotics** Industrial automation and manufacturing - Robotics in healthcare: surgery, rehabilitation, assistive robots - Service robotics: domestic robots, logistics, customer service - Robotics in entertainment: animatronics, gaming, VR	15
V	**Ethics and Future Trends** Ethical considerations in robotics - Legal and societal implications - Future trends: AI in robotics, collaborative robots (cobots), swarm robotics - Case studies of emerging robotic technologies	15
	Total	**75**

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Course Outcomes		Programme Outcome
CO	On completion of this course, students will	
1	Understand the basics of Robotics	PO1
2	Know about the robotics hardware	PO1, PO2
3	Develop the basic robot programs	PO4, PO6
4	Learn the areas where the robotics can be used	PO4, PO5, PO6
5	Know the future trends of the robotics	PO3, PO8
Text Book		
1	Introduction to Robotics: Mechanics and Control, John J. Craig	
2	Robotics: Modelling, Planning and Control, Bruno Siciliano, Lorenzo Sciavicco, Luigi Villani, and Giuseppe Oriolo	
3	Robot Programming: A Guide to Controlling Autonomous Robots, Cameron Hughes and Tracey Hughes	
Reference Books		
1.	Learning ROS for Robotics Programming, Enrique Fernandez, Aaron Martinez, and Luis Sanchez	
2	Artificial Intelligence: A Modern Approach, Stuart Russell and Peter Norvig	
Web Resources		
1.	https://www.tutorialspoint.com/artificial_intelligence/artificial_intelligence_robotics.m	
2.	https://www.geeksforgeeks.org/robotics-introduction/	

Mapping with Programme Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	**2**	**2**	**2**	**1**	**3**	**-**
CO2	**2**	**2**	**2**	**3**	**1**	**3**
CO3	**3**	**2**	**3**	**2**	**1**	**3**
CO4	**3**	**3**	**2**	**2**	**2**	**1**
CO5	**3**	**2**	**1**	**3**	**3**	**3**
Weightage of course contributed to each PSO	13	11	10	11	10	10

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC7	Computer Networks	Elective	5			3		25	75	100

Course Objective	
LO1	To understand the concept of Data communication and Computer network
LO2	To get a knowledge on routing algorithms.
LO3	To impart knowledge about networking and inter networking devices
LO4	To study about Network communication.
LO5	To learn the concept of Transport layer

UNIT	Details	No. of Hours
I	Introduction – Network Hardware – Software – Reference Models – OSI and TCP/IP Models – Example Networks: Internet, ATM, Ethernet and Wireless LANs - Physical Layer – Theoretical Basis for Data Communication - Guided Transmission Media	15
II	Wireless Transmission - Communication Satellites – Telephone System: Structure, Local Loop, Trunks and Multiplexing and Switching. Data Link Layer: Design Issues – Error Detection and Correction.	15
III	Elementary Data Link Protocols - Sliding Window Protocols – Data Link Layer in the Internet - Medium Access Layer – Channel Allocation Problem – Multiple Access Protocols – Bluetooth	15
IV	Network Layer - Design Issues - Routing Algorithms - Congestion Control Algorithms – IP Protocol – IP Addresses – Internet Control Protocols.	15
V	Transport Layer - Services - Connection Management - Addressing, Establishing and Releasing a Connection – Simple Transport Protocol – Internet Transport Protocols (ITP) - Network Security: Cryptography.	15
	Total	**75**

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the basics of Computer Network architecture, OSI and TCP/IP reference model	PO1
2	Gain knowledge on Telephone systems using wireless network	PO1, PO2
3	Understand the concept of MAC	PO4, PO6
4	Analyze the characteristics of Routing and Congestion control algorithms	PO4, PO5, PO6
5	Understand network security and define various protocols such as FTP, HTTP, Telnet, DNS	PO3, PO8

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Text Book	
1	A. S. Tanenbaum, "Computer Networks", 4th Edition, Prentice-Hall of India, 2008.
Reference Books	
1.	B. A. Forouzan, "Data Communications and Networking", Tata McGraw Hill, 4th Edition, 2017
2.	F. Halsall, "Data Communications, Computer Networks and Open Systems", Pearson Education, 2008
3.	D. Bertsekas and R. Gallagher, "Data Networks", 2nd Edition, PHI, 2008.
4.	Lamarca, "Communication Networks", Tata McGraw- Hill, 2002
Web Resources	
1.	https://en.wikipedia.org/wiki/Computer_network
2.	https://citationsy.com/styles/computer-networks

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	-	2	1	-
CO 2	3	2	1	2	2	-
CO 3	3	-	-	2	-	2
CO 4	3	1	-	2	1	-
CO 5	3	3	-	2	1	-
Weightage of course contributed to each PSO	15	8	1	10	5	2

S-Strong-3 M-Medium-2 L-Low-1

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	INTRODUCTION TO DATA SCIENCE		5	-	-	-	3		25	75	100

Course Objective	
LO1	To learn about the basics of Data Science and Big data.
LO2	To learn about overview and building process of Data Science.
LO3	To learn about various Algorithms in Data Science.
LO4	To learn about Hadoop Framework.
LO5	To learn about case study about Data Science.

UNIT	**Details**	**No. of Hours**
I	**Introduction:** Benefits and uses – Facts of data – Data science process – Big data ecosystem and data science	15
II	**The Data science process**: Overview – research goals - retrieving data - transformation – Exploratory Data Analysis – Model building	15
III	**Algorithms** :Machine learning algorithms – Modeling process – Types – Supervised – Unsupervised - Semi-supervised	15
IV	**Introduction to Hadoop** :Hadoop framework – Spark – replacing MapReduce– NoSQL – ACID – CAP – BASE – types	15
V	**Case Study**: Prediction of Disease - Setting research goals - Data retrieval – preparation - exploration - Disease profiling - presentation and automation	15
	Total	**75**

Course Outcomes		**Programme Outcomes**
CO	On completion of this course, students will	
1	Understand the basics in Data Science and Big data.	PO1
2	Understand overview and building process in Data Science.	PO1, PO2
3	Understand various Algorithms in Data Science.	PO4, PO6
4	Understand Hadoop Framework in Data Science.	PO4, PO5, PO6

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5	Learn Case study in Data Science.	PO3, PO8
Text Book		
1	Davy Cielen, Arno D. B. Meysman, Mohamed Ali, "Introducing Data Science", manning publications 2016	
Reference Books		
1.	Roger Peng, "The Art of Data Science", lulu.com 2016.	
2.	Murtaza Haider, "Getting Started with Data Science – Making Sense of Data with Analytics", IBM press, E-book.	
3.	Davy Cielen, Arno D.B. Meysman, Mohamed Ali,"Introducing Data Science: Big Data, Machine Learning, and More, Using Python Tools", Dreamtech Press 2016.	
4.	Annalyn Ng, Kenneth Soo, "Numsense! Data Science for the Layman: No Math Added", 2017,1st Edition.	
5.	Cathy O'Neil, Rachel Schutt, "Doing Data Science Straight Talk from the Frontline", O'Reilly Media 2013.	
6.	Lillian Pierson, "Data Science for Dummies", 2017 II Edition	
Web Resources		
1.	https://www.w3schools.com/datascience/	
2.	https://en.wikipedia.org/wiki/Data_science	
3.	http://www.cmap.polytechnique.fr/~lepennec/en/post/references/refs/	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	`1	2	2	-
CO 2	2	3	2	2	-	1
CO 3	3	2	2	1	1	3
CO 4	1	2	2	1	3	1
CO 5	2	2	-	3	1	1
Weightage of course contributed to each PSO	11	11	7	9	7	6

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
EC8	**DataMining and Warehousing**	Elective	5	-	-	3		25	75	100

Course Objectives	
LO1	To provide the knowledge on Data Mining and Warehousing concepts and techniques
LO2	To study the basic concepts of Data Mining, Architecture and Comparison.
LO3	To study a set of Mining Association Rules, Data Warehouses.
LO4	To study about Classification and Prediction, Classifier Accuracy
LO5	To study the basic concepts of Cluster analysis, Cluster Methods

UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Data mining – Functionalities – Classification – Introduction to Data Warehousing – Data Preprocessing: Preprocessing the Data – Data cleaning – Data Integration and Transformation – Data Reduction	15	CO1
II	Data Mining, Primitives, Languages and System Architecture: Data Mining – Primitives – Data Mining Query Language, Architecture of Data mining Systems. Concept Description, Characterization and Comparison: Concept Description, Data Generalization and Summarization, Analytical Characterization, Mining Class Comparison – Statistical Measures.	15	CO2
III	Mining Association Rules: Basic Concepts – Single Dimensional Boolean Association Rules From Transaction Databases, Multilevel Association Rules from transaction databases – Multi dimension Association Rules from Relational Database and Data Warehouses.	15	CO3
IV	Classification and Prediction: Introduction – Issues – Decision Tree Induction – Bayesian Classification – Classification of Back Propagation. Classification based on Concepts from Association Rule Mining – Other Methods. Prediction – Introduction – Classifier Accuracy	15	CO4
V	Cluster Analysis: Introduction – Types of Data in Cluster Analysis, Petitioning Methods – Hierarchical Methods-Density Based Methods – GRID Based Method – Model based Clustering Method	15	CO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will	
CO1	Understand the basic concepts and the functionality of the	PO1, PO3, PO6, PO8

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	various data mining and data warehousing component	
CO2	Know the concepts of Data mining system architectures	PO1,PO2,PO3,PO6
CO3	Analyze the principles of association rules	PO3, PO5
CO4	Get analytical idea on Classification and prediction methods	PO1, PO2, PO3, PO7
CO5	Gain knowledge on Cluster analysis and its methods.	PO2, PO6, PO7
Text Books (Latest Editions)		
1.	Han and M. Kamber, "Data Mining Concepts and Techniques", 2001, Harcourt India Pvt. Ltd, New Delhi.	
References Books (Latest editions)		
1.	K.P. Soman, Shyam Diwakar, V. Ajay "Insight into Data Mining Theory and Practice ",Prentice Hall of India Pvt. Ltd, New Delhi	
2.	Parteek Bhatia, 'Data Mining and Data Warehousing: Principles and Practical Techniques', Cambridge University Press, 2019	
Web Resources		
1.	https://www.topcoder.com/thrive/articles/data-warehousing-and-data-mining#:~:text=Data%20warehousing%20is%20a%20method,compiled%20in%20the%20data%20warehouse.	
2.	https://www.javatpoint.com/data-mining-cluster-vs-data-warehousing	
3.	https://www.tutorialspoint.com/Data-Warehousing-and-Data-Mining	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	3	3	3	3
CO 2	3	3	2	3	2	2
CO 3	2	2	-	3	-	3
CO 4	3	3	2	3	1	1
CO 5	1	3	3	3	3	2
Weightage of course contributed to each PSO	12	14	10	15	9	11

S-Strong-3 M-Medium-2 L-Low-1

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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SKILL ENHANCEMENT COURSES

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
SEC4	PHP PROGRAMMING LAB	Skill EC			2	2		50	50	100

	Course Objectives
LO1	To provide the necessary knowledge on basics of PHP.
LO2	To design and develop dynamic, database-driven web applications using PHP.
LO3	To get an experience on various web application development techniques.
LO4	To learn the necessary concepts for working with the files using PHP.
LO5	To get a knowledge on sessions and cookies.
	Exercises
	1. Get name of a user from a form and show greeting text. 2. Write a PHP program to check whether given string is palindrome or not. 3. Write a PHP program to check whether given number is Armstrong or not. 4. Write a PHP program using function. 5. Create a PHP page for login page without sql connection. 6. Write a PHP program for Array manipulation. 7. Write a PHP program to design personal information 8. Create a PHP page for login page with sql connection. 9 Create a web page to advertise a product of the company using images and audio. 10. Create a PHP page for login system using session.
	Total Hours **30**

Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Write PHP scripts to handle HTML forms	PO1,PO4,PO6,PO8.
2	Write regular expressions including modifiers, operators, and metacharacters.	PO2,PO5,PO7.
3	Create PHP Program using the concept of array.	PO3,PO6,PO8.
4	Create PHP programs that use various PHP library functions	PO2,PO3,PO5,PO8.
5	Manipulate files and directories.	PO3,PO5,PO6.

	Text Book
1	Head First PHP & MySQL: A Brain-Friendly Guide- 2009-Lynn mighley and Michael Morrison.
2	The Joy of PHP: A Beginner's Guide to Programming Interactive Web Applications with PHP and MySQL-Alan Forbes
	Reference Books
1.	PHP: The Complete Reference-Steven Holzner.
2.	DT Editorial Services (Author), "HTML 5 Black Book (Covers CSS3, JavaScript, XML, XHTML, AJAX,

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	PHP, jQuery)", Paperback 2016, 2nd Edition.
Web Resources	
1.	Refer MOOC Courses like NPTEL and SWAYAM
2.	https://www.w3schools.com/php/default.asp

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	1	1	-	1
CO 2	2	-	1	1	2	1
CO 3	3	3	1	1	-	1
CO 4	1	3	2	1	-	1
CO 5	3	2	1	1	-	1
Weightage of course contributed to each PSO	12	11	6	5	2	5

S-Strong-3 M-Medium-2 L-Low-1

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Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
SEC5	**Multimedia Systems Lab**	Skill EC	-	-	2	2		50	50	100

	Course Objectives
LO1	Understand the definition of Multimedia
LO2	To study about the Image File Formats, Sounds &Audio File Formats
LO3	Understand the concepts of Animation
LO4	To study about cropping techniques
LO5	Understand the concept of Poster Making
	Exercises (any tool can be used)
	1. Create an animation to represent the growing moon. 2. Design and make a ball bouncing on steps. 3. Simulate the movement of a cloud showing the color effects. 4. Prepare a cover page for the book of your subject area. 5. Design a visiting card containing at least one graphic and text information. 6. Make a poster for the forthcoming election and show the difference in resolution and quality. 7. Paint the scenery of a park. 8. Use effective cropping techniques to design a collage. 9. Display your name through the given background with at least five text effects and shadow emboss 10. Create a one minute theme video with suitable audio effects.
	Total Hours — **30**

Course Outcomes		**Programme Outcomes**
CO	On completion of this course, students will	
1	Understand the concepts, importance, application and the process of developing multimedia	PO1
2	To have basic knowledge and understanding about image related processing	PO1, PO2
3	To understand the framework of frames and bit images to animations	PO4, PO6
4	Learn about the cropping techniques	PO4, PO5, PO6
5	Understand the concept of poster making	PO3, PO8

	Text Book
1	TayVaughan,"Multimedia:Making It Work",8thEdition,Osborne/McGraw-Hill,2001.
	Reference Books
1.	RalfSteinmetz&KlaraNahrstedt"MultimediaComputing,Communication&Applications",PearsonEducation,2012.
	Web Resources

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1.	https://www.geeksforgeeks.org/multimedia-systems-with-features-or-characteristics/

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	3	3	2	1
CO 2	3	2	3	3	2	1
CO 3	3	2	3	3	2	1
CO 4	3	2	3	3	1	1
CO 5	3	3	3	3	1	1
Weightage of course contributed to each PSO	15	11	15	15	8	5

S-Strong-3 M-Medium-2 L-Low-1

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Naan Mudhalvan Substitute Courses

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SEMESTER III

Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
AECC2	**Organizational Behaviour**	Substitution	-	-	-	2	-	-	100	100

Learning Objectives	
LO1	To have extensive knowledge on OB and the scope of OB.
LO2	To create awareness of Individual Behaviour.
LO3	To enhance the understanding of Group Behaviour
LO4	To know the basics of Organisaitonal Culture and Organisational Structure
LO5	To understand Organizational Change, Conflict and Power

UNIT	**Details**	**No. of Hours**
I	**INTRODUCTION**: Concept of Organizational Behavior(OB):Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, Positive work environment, ethics)	
II	**INDIVIDUAL BEHAVIOUR:** 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on work place 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory);Job characteristics model; Redesigning jobs 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace(person-job fit, person-organization fit) 4. Perception, Decision Making: Perception and Judgements; Factors; Linking perception to individual decision making	
III	**GROUP BEHAVIOUR**:1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories(Ohio and Michigan studies); Contingency theories(Fiedler ,Hersey and Blanchard, Path-Goal)	

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IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure ,Prevalent organizational designs: New design options	
V	ORGANISATIONAL CHANGE,CONFLICT AND POWER: Forcesofchange;Plannedchange;Resistance;Approaches(Lewin's model,Organisationaldevelopment);.Conceptofconflict,Conflictprocess;Types,Functional/Dysfunctional. Introduction to power and politics.	

Course Outcomes	On Completion of the course the students will be able	Program Outcomes
CO1	To define Organizational Behaviour, Understand the Opportunity through OB.	PO1,PO2,PO6, PO7
CO2	To apply self-awareness, motivation, leadership and learning Theories at workplace.	PO2,PO4. PO5,PO6
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2,PO4, PO5, PO6
CO4	To impact and bring positive change in the culture of the organization.	PO2,PO3,PO4PO5, PO8
CO5	To create a congenial climate in the organization.	PO1,PO2,PO5PO6, PO8
Text Books		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, Organizational Behaviour, Pearson Education,18th Edition,2022.	
2.	Fred Luthans, Organizational Behaviour,TataMcGrawHill,2017.	
3.	RayFrench,CharlotteRayner,GaryRees&SallyRumbles,OrganizationalBehaviour, John Wiley&Sons,2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System L LC(28April2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and EmmaL. Murray, Organizational Behaviour ASkill -Building Approach, SAGE Publications,Inc;2nd edition(29November2018).	
ReferenceBooks		
1.	Uma Sekaran, Organizational BehaviourText&cases,2nd edition,TataMcGrawHill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S .P Rao ,Organizational Behaviour1987,Reprint2000, Konark Publisher Pvt. Ltd, 1st edition	
3.	S.S. Khanka, Organizational Behaviour, S. Chand &Co ,New Delhi.	
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai,2017.	

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Mapping with Programme Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	2	1	3	1
CO2	3	2	2	3	1	3
CO3	3	2	3	1	1	3
CO4	3	3	2	2	2	1
CO5	3	2	1	3	3	3
Weightage of course contributed to each PSO	13	11	10	10	10	11

S-Strong-3 M-Medium-2L-Low-1

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SEMESTER IV

Subject Code	Subject Name	Category	L	T	P	Credits	Inst. Hours	Marks		
								CIA	External	Total
AECC3	**Advanced Excel**	Substitution	-	-	-	2	-	-	100	100

Course Objectives	
LO1	Handle large amounts of data
LO2	Aggregate numeric data and summarize in to categories and subcategories
LO3	Filtering, sorting ,and grouping data or subsets of data
LO4	Create pivot tables to consolidate data from multiple files
LO5	Presenting data in the form of charts and graphs

UNIT	**Details**	**No. of Hours**
I	Basics of Excel-Customizing common options-Absolute and relative cells-Protecting and un-protecting worksheets and cells-Working with Functions-Writing conditionalexpressions-logicalfunctions-lookupandreferencefunctions-VlookUP with Exact Match, Approximate Match-Nested VlookUP with Exact Match-VlookUP with Tables ,Dynamic Ranges-Nested VlookUP with Exact Match-Using VLookUP to consolidate Data from Multiple Sheets	
II	Data Validations-Specifying a valid range of values-Specifying a list of valid values Specifying custom validations based on formula Working with Templates Designing the structure of a template-templates for standardization of worksheets - Sorting and Filtering Data -Sorting tables-multiple-level sorting-custom sorting-Filtering data for selected view -advanced filter options-Working with Reports Creating subtotals-Multiple-level subtotal.	

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III	Creating Pivot tables Formatting and customizing Pivot tables - advanced options of Pivot tables - Pivot Charts Consolidating data from multiple sheets and file s using Pivot tables-external data sources-data consolidation feature to consolidate data-Show Value As % of Row, %of Column, Running Total, Compare with Specific Field-Viewing Subtotal under Pivot-Creating Slicers.	
IV	More Functions Date and time functions-Text functions-Database functions-Power Functions – Formatting Using auto formatting option for worksheets-Using conditional formatting option for rows, columns and cells-What If Analysis- Goal Seek-DataTables-Scenario Manager.	
V	Charts -Formatting Charts-3D Graphs-Bar and Line Chart together-Secondary Axis in Graphs-Sharing Charts with PowerPoint/ MS Word, Dynamically- New Features Of Excel Spark lines, Inline Charts ,data Charts-Overview of all the new features.	

Course Outcomes		Programme Outcomes
CO	On completion of this course , students will	
1	Work with big data tools and its analysis techniques.	PO1
2	Analyze data by utilizing clustering and classification algorithms.	PO1,PO2
3	Learn and apply different mining Algorithms and recommendation systems for large volumes of data.	PO4,PO6
4	Perform analytics on data streams.	PO4,PO5,PO6
5	Learn No-SQL databases and management.	PO3,PO8

Text Book

1	Excel 2019 All
2	Microsoft Excel 2019 Pivot Table Data Crunching

Web Resources

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1.	https://www.simplilearn.com
2	https://www.javatpoint.com
3	https://www.w3schools.com

Mapping with Programme Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	2	1	3	-
CO2	3	2	2	1	1	3
CO3	3	2	1	2	1	3
CO4	3	3	2	2	2	1
CO5	3	2	1	3	1	3
Weightage of course Contributed to each PSO	14	11	8	9	8	10

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
AECC4	PROBLEM SOLVING TECHNIQUES	Substitution	-	-	-	-	2	-		100	100

Course Objective	
LO1	Understand the systematic approach to problem solving.
LO2	Know the approach and algorithms to solve specific fundamental problems.
LO3	Understand the efficient approach to solve specific factoring-related problems.
LO4	Understand the efficient array-related techniques to solve specific problems.
LO5	Understand the efficient methods to solve specific problems related to text processing. Understand how recursion works.

UNIT	Details	No. of Hours
I	**Introduction:** Notion of algorithms and programs – Requirements for solving problems by computer – The problem-solving aspect: Problem definition phase, Getting started on a problem, The use of specific examples, Similarities among problems, Working backwards from the solution – General problem-solving strategies - Problem solving using top-down design – Implementation of algorithms – The concept of Recursion.	
II	**Fundamental Algorithms**: Exchanging the values of two variables – Counting - Summation of a set of numbers - Factorial computation - Sine function computation - Fibonacci Series generation - Reversing the digits of an integer – Base Conversion.	
III	**Factoring Methods**: Finding the square root of a number – The smallest divisor of an integer – Greatest common divisor of two integers - Generating prime numbers – Computing the prime factors of an integer – Generation of pseudo-random numbers - Raising a number to a large power – Computing the nth Fibonacci number.	
IV	**Array Techniques**: Array order reversal – Array counting or histograming – Finding the maximum number in a set - Removal of duplicates from an ordered array - Partitioning an array – Finding the kth smallest element – Longest monotone subsequence.	
V	**Text Processing and Pattern Searching**: Text line length adjustment – Left and right justification of text – Keyword searching in text – Text line editing – Linear pattern search. **Recursive algorithms**: Towers of Hanoi – Permutation generation.	

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Course Outcomes		Programme Outcomes
CO	On completion of this course, students will	
1	Understand the logic of problem and analyses implementation of algorithm and Top Down approach and concept of Recursion	PO1,PO6
2	Able to understand the Sequence of Numbers and Series Fibonacci, Reversing ,Base Conversion.	PO2
3	Able to do Algebraic operations	PO2,PO4
4	Coverage of Arrays and its Logics	PO6,PO8
5	Text Processing and Pattern Searching Approach	PO7
Text Book		
1	R. G. Dromey, How to Solve it by Computer, Pearson India, 2007	
Reference Books		
1.	George Polya, Jeremy Kilpatrick, The Stanford Mathematics Problem Book: With Hints and Solutions, Dover Publications, 2009 (Kindle Edition 2013).	
2.	Greg W. Scragg, Problem Solving with Computers, Jones & Bartlett 1st edition, 1996.	
Web Resources		
1.	https://www.studytonight.com/	
2.	https://www.w3schools.com/	

Mapping with Programme Outcomes:

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	**2**	**3**	**1**	**2**	**1**	**2**
CO 2	**2**	**2**	**2**	**1**	**3**	**1**
CO 3	**3**	**2**	**1**	**2**	**3**	**3**
CO 4	**2**	**2**	**3**	**2**	**3**	**3**
CO 5	**2**	**3**	**1**	**2**	**3**	2
Weightage of course contributed to each PSO	11	12	8	9	13	11

S-Strong-3 M-Medium-2 L-Low-1

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SEMESTER VI

Subject Code	Subject Name	Category	L	T	P	Credits	Inst.Hours	Marks		
								CIA	External	Total
AECC5	Open Source Technologies	Substitution	-	-	-	2	-	-	100	100

Course Objective	
LO1	Able to Acquire and understand the basic concepts in Java, application of OOPS concepts.
LO2	Acquire knowledge about operators and decision-making statements.
LO3	To Identify the significance and application of Classes, arrays and interfaces and analyzing Java arrays
LO4	Understand about the applications of OOPS concepts and analyze overriding and Packages through Java programs.
LO5	Can Create window-based programming using applet and graphics programming.

UNIT	Details	No. of Hours
I	Open Source – open source vs. commercial software – What is Linux –Free Software – Where I can use Linux - Linux kernel – Linux distributions	
II	: Introduction Linux Essential Commands –File System concept – Standard Files –The Linux Security Model – Introduction to Unix – Unix Components Unix Files–File Attributes and Permission Standard I /O–Redirection– Pipes and Filters–Grep and Stream Editor	
III	Introduction - Apache Explained – Starting, Stopping and Restarting Apache –Modifying the Default configuration – Securing Apache – Set user and Group	
IV	**MySQL:** Introduction to MySQL – The show databases and table – The USE command –Create Database and Tables – Describe Table– Select, Insert, Update and Delete statement database.	
V	**Introduction** –PHP Form processing – Database Access withPHP– MySQL, MySQL Functions–Inserting Records–Selecting Records–Deleting Records–Update Records.	

Course Outcomes		Programmeme Outcomea
CO	On completion of this course, students will	
1	Acquire and understand the basic concepts in Java and	PO1

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	application of OOPS concepts.	
2	Acquire knowledge about operators and decision-making statements.	PO1,PO2
3	Identify the significance and application of Classes, arrays and interfaces and analyzing Java arrays	PO4,PO6
4	Understand about the applications of OOPS concepts and analyze overriding and packages through Java programs.	PO4,PO5,PO6
5	Create window-based programming using applet and Graphics programming.	PO3,PO8
Text Books		
1	James Lee and Brent Ware–Open Source Web Development with LAMP	
2	LINUX,Apache,MySQL,PerlandPHP‖,DorlingKindersley(India)Pvt.Ltd,2008.	
Reference Books		
1.	1. Eric Rosebrock, Eric Filson,–Setting up LAMP: Getting Linux, Apache, MySQL and PHP and working together‖, John Wiley and Sons,2004.	
2.	2.Anthony Butcher,–Teach Yourself MySQL in 21days‖,2nd Edition, Sams Publication.	
3.	3.Rich Bower,Daniel Lopez Ridreejo, Alian Liska,–Apache Administrator's Hand Publication.	
4.	4.TammyFox,–Red Hat Enterprise Linux5 Administration Un leashed‖ ,Sams Publication.	
5.	5.Naramore Eligabette, Gerner Jason, Wrox Press, Wiley Dream tech Press,–BeginningPHP5,Apache, MySQL Web Development‖,2005	
Web Resources		
1.	Introduction to Open-Source and its benefits-Geeks for Geeks	
2.	htt ps://www.bing.com/	

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Mapping with Programme Outcomes:

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	2	2	1	1
CO2	3	1	3	2	3	3
CO3	3	2	2	-	2	1
CO4	2	-	3	3	3	1
CO5	3	3	3	3	3	2
Weightage of course contributed to each PSO	12	9	13	10	12	8

S-Strong-3 M-Medium-2L-Low-1

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MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI - 12

B.COM

GENERAL

SYLLABUS
(With effect from the Academic Year 2023-2024 onwards)

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B.COM
GENERAL

PROGRAMME OBJECTIVE:

The B.Com. Degree Programme provides ample exposure to courses from the fields of Commerce, Accountancy and Management. The course equips the students for entry level jobs in industry, promotes the growth of their professional career, entrepreneurship and a key contributor to the economic development of the country.

TANSCHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	**B. Com General**
Programme Code:	
Duration:	**UG – 3 years**
Programme Outcomes:	**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups. **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyses and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. **PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations. **PO5: Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints. **PO6: Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to 2recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyses, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation **PO7: Cooperation/Team work:** Ability to work effectively and

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	respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team **PO8: Scientific reasoning**: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective. **PO9: Reflective thinking**: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society. **PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data. **PO 11 Self-directed learning**: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion. **PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups. **PO 13: Moral and ethical awareness/reasoning**: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demon starting the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work. **PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way. **PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.
Programme Specific Outcomes:	**PSO1 – Placement:** To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions. **PSO 2 – Entrepreneur:** To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations

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	PSO3 – Research and Development: Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development. **PSO4 – Contribution to Business World:** To produce employable, ethical and innovative professionals to sustain in the dynamic business world. **PSO 5 – Contribution to the Society:** To contribute to the development of the society by collaborating with stakeholders for mutual benefit.

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METHODS OF EVALUATION		
Internal Evaluation	Continuous Internal Assessment Test Assignments / Snap Test / Quiz Seminars Attendance and Class Participation	**25 Marks**
External Evaluation	End Semester Examination	**75 Marks**
Total		**100 Marks**

METHODS OF ASSESSMENT	
Remembering (K1)	• The lowest level of questions requires students to recalling formation from the course content. • Knowledge questions usually require students to identify information in the textbook.
Understanding (K2)	• Understanding off acts and ideas by comprehending organizing, comparing, translating, interpolating and interpreting in their own words. • The questions go beyond implore call and require students to combined at together.
Application (K3)	• Students have to solve problems by using/applying a concept learned in the classroom. • Students must use their knowledge to determine an exact response.
Analyze (K4)	• Analyzing the question is one that asks the students to break down something into its component parts. • Analyzing requires students to identify reasons causes or motives and reach conclusions or generalizations.
Evaluate (K5)	• Evaluation requires an individual to make judgment on something. • Questions to be asked to judge the value of an idea, a character, a work of art, or a solution to a problem. • Students are engaged in decision-making and problem–solving. • Evaluation questions do not have single right answers
Create (K6)	• The questions of this category challenge students to get engaged in creative and original thinking. • Developing original ideas and problem-solving skills

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Part	Course Code	Title of the Course	Credits	Hours
FIRST YEAR				
FIRST SEMESTER				
Part I		Language–Tamil	3	6
Part II		English	3	6
Part III		Core Paper I–**Financial Accounting I**	5	5
Part III		Core Paper II – **Principles of Management**	5	5
Part III	Any one	Elective I – Business Communication Elective I-Indian Economic Development Elective I - Business Economics	3	4
Part IV	Any one	Skill Enhancement Course SEC–1 Digital Banking / MS Office	2	2
		Foundation Course FC - Fundamentals of Business Studies	2	2
		TOTAL	23	30
SECOND SEMESTER				
Part I		Language–Tamil	3	6
Part II		English	3	4
Part III		Core Paper III –**Financial Accounting II**	5	5
Part III		Core Paper IV-**Business Law**	5	5
Part III	Any one	Elective II-Business Environment Elective II -Insurance and Risk Management Elective II–International Trade	3	4
Part IV	Select any two	Skill Enhance Course SEC– 2 Skill Enhancement Course SEC3 Internet and its Applications/ Stock Market Operation/ New venture Planning and Development	2 2	2 2
Part IV	Naan Mudhalvan	Overview of English Communication (Language Proficiency for Employability)	2	2
		TOTAL	25	30

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SECOND YEAR				
THIRD SEMESTER				
Part I		Language – Tamil	3	6
Part II		English	3	6
Part III		Core Paper V- **Corporate Accounting I**	5	5
Part III		Core Paper VI-**Company Law**	4	4
Part IV	Any one	Elective III–Business Legislation Elective III–Business Mathematics &Statistics Elective III–E-Commerce	4	3
Part IV	Any one	Skill Enhance Course SEC– 4 Computerized Accounting System / Clearing and Forwarding in Import and Export	1	2
	Naan Mudhalvan	Goods and Service Tax	2	2
		E.V. S	2	2
		TOTAL	24	30
FOURTH SEMESTER				
Part I		Language–Tamil	3	6
Part II		English	3	6
Part III		Core Paper VII – **Corporate Accounting II**	5	5
Part III		Core Paper VIII- **Principles of Marketing**	4	4
Part III	Any one	Elective IV– Financial Services Elective IV–Consumerism & Consumer Protection Elective IV- Operations Research	4	3
Part IV	Any one	Skill Enhance Course SEC– 5 Fundament of Fin Tech / Filing of GST Returns	1	2
		Value Education	2	2
Part IV	Naan Mudhalvan	Working Capital Management	2	2
		TOTAL	24	30

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FIRST YEAR – SEMESTER – I

CORE – I: FINANCIAL ACCOUNTING I

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning Objectives	
LO1	To understand the basic accounting concepts and standards.
LO2	To know the basis for calculating business profits.
LO3	To familiarize with the accounting treatment of depreciation.
LO4	To learn the methods of calculating profit for single entry system.
LO5	To gain knowledge on the accounting treatment of insurance claims.

Prerequisites: Should have studied Accountancy in XII Std

Unit	Contents	No. of Hours
I	**Fundamentals of Financial Accounting** Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement - Need and Preparation	15
II	**Final Accounts** Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.	15
III	**Depreciation and Bills of Exchange** Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Units of Production Method – Cost Model vs Revaluation Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate	15
IV	**Accounting from Incomplete Records – Single Entry System** Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.	15

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V	**Royalty and Insurance Claims** Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. **Insurance Claims** –Calculation of Claim Amount-Average clause (Loss of Stock only)	**15**
TOTAL		**75**
THEORY 20% & PROBLEM 80%		

CO	Course Outcomes
CO1	Remember the concept of rectification of errors and Bank reconciliation statements
CO2	Apply the knowledge in preparing detailed accounts of sole trading concerns
CO3	Analyze the various methods of providing depreciation
CO4	Evaluate the methods of calculation of profit
CO5	Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.
	Textbooks
1.	S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2.	S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3.	Shukla Grewal and Gupta, "Advanced Accounts", volume 1, S. Chand and Sons, New Delhi.
4.	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5.	R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.
	Reference Books
1.	Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2.	Tulsian, Advanced Accounting, Tata McGraw Hills, Noida.
3.	Charumathi and Vinayagam, Financial Accounting, S. Chand and Sons, New Delhi.
4.	Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5.	Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1.	https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
2	https://www.slideshare.net/ramusakha/basics-of-financial-accounting
3	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
TOTAL	15	10	15	15	13	11	10	10	15	10	10
AVERAGE	3	2	3	3	2.6	2.2	2	2	3	2	2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER – I

CORE – II: PRINCIPLES OF MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning Objectives	
LO1	To understand the basic management concepts and functions
LO2	To know the various techniques of planning and decision making
LO3	To familiarize with the concepts of organization structure
LO4	To gain knowledge about the various components of staffing
LO5	To enable the students in understanding the control techniques of management

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Management** Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art –Evolution of Management Thoughts – F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.	15
II	**Planning** Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO). Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.	15
III	**Organizing** Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.	15
IV	**Staffing** Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test- Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360-degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].	15

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V	**Directing** Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce - Supervision. **Co-ordination and Control** Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].	**15**
	Total	**75**
Course Outcomes		
CO1	Demonstrate the importance of principles of management.	
CO2	Paraphrase the importance of planning and decision making in an organization.	
CO3	Comprehend the concept of various authorizes and responsibilities of an organization.	
CO4	Enumerate the various methods of Performance appraisal	
CO5	Demonstrate the notion of directing, co-coordination and control in the management.	
Textbooks		
1	Gupta. B, -Principles of Management-L.M. Prasad, S. Chand& Sons Co. Ltd, New Delhi.	
2	DinkarPagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.	
3	P.C. Tripathi& P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.	
4	L.M. Prasad, Principles of Management, S. Chand&Sons Co. Ltd, New Delhi.	
5	R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.	
Reference Books		
1	K Sundhar, Principles of Management, Vijay Nichole Imprints Limited, Chennai	
2	Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.	
3	Grifffin, Management principles and applications, Cengage learning, India.	
4	H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.	
5	Eccles, R. G. & Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India.	
NOTE: Latest Edition of Textbooks May be Used		

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Web Resources	
1	http://www.universityofcalicut.info/sy1/management
2	https://www.managementstudyguide.com/manpower-planning.htm
3	https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	3	2	2	2	3	2	3
CO2	3	2	3	3	2	2	2	2	3	2	2
CO3	3	2	2	3	2	2	2	1	3	2	2
CO4	3	2	2	3	2	2	2	2	3	2	2
CO5	3	2	3	3	2	2	2	1	3	2	2
TOTAL	15	10	12	15	11	10	10	8	15	10	11
AVERAGE	3	2	2.4	3	2.2	2	2	1.6	3	2	2.2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER – I

ELECTIVE - I: BUSINESS COMMUNICATION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives	
LO1	To enable the students to know about the principles, objectives and importance of communication in commerce and trade.
LO2	To develop the students to understand about trade enquiries
LO3	To make the students aware about various types of business correspondence.
LO4	To develop the students to write business reports.
LO5	To enable the learners to update with various types of interviews

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Business Communication** Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout	12
II	**Trade Enquiries** Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars	12
III	**Banking & Insurance Correspondence** Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence	12
IV	**Secretarial Correspondence** Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing	12
V	**Interview Preparation** Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews –Creating & maintaining Digital Profile	12
	TOTAL	60

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Course Outcomes	
CO1	Acquire the basic concept of business communication.
CO2	Exposed to effective business letter
CO3	Paraphrase the concept of various correspondences.
CO4	Prepare Secretarial Correspondence like agenda, minutes and various business reports.
CO5	Acquire the skill of preparing an effective resume
Textbooks	
1	Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication-Sultan Chand & Sons- New Delhi.
2	Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.
3	K.P. Singha, Business Communication, Taxmann, New Delhi.
4	R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5	M. S. Ramesh and R. Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.
Reference Books	
1	V.K. Jain and Om Prakash, Business communication, S. Chand, New Delhi.
2	Rithika Motwani, Business communication, Taxmann, New Delhi.
3	Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- New Delhi.
5	Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://accountingseekho.com/
2	https://www.testpreptraining.com/business-communications-practice-exam-questions
3	https://bachelors.online.nmims.edu/degree-programs

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	2	3	2	2	2	2	2	2	2
CO2	3	3	2	3	2	2	2	3	2	2	2
CO3	3	3	2	3	2	2	2	2	2	2	2
CO4	3	3	2	3	2	2	2	2	2	2	2
CO5	3	3	2	3	2	2	2	2	2	2	2
TOTAL	15	15	15	15	10	10	10	11	10	10	10
AVERAGE	3	3	3	3	2	2	2	2.2	2	2	2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER - I

ELECTIVE - I: INDIAN ECONOMIC DEVELOPMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives	
LO1	To understand the concepts of Economic growth and development
LO2	To know the features and factors affecting economic development
LO3	To gain understanding about the calculation of national income
LO4	To examine the role of public finance in economic development
LO5	To understand the causes of inflation

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Economic Development and Growth** Meaning & Definition - Concepts of Economic Growth and Development. Differences between Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure- Factors affecting Economic Development	12
II	**Classification of Nations on the basis of development** Characteristics of Developing Countries and Developed Countries - Population and Economic Development- Theories of Demographic Transition. Human Resource Development and Economic Development	12
III	**National Income** Meaning, Importance, National Income -Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and Economic Welfare	12
IV	**Public Finance** Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits -Revenue, Budgetary, Primary and Fiscal, Deficit Financing.	12
V	**Money Supply** Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation -Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply	12

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TOTAL	60

Course Outcomes	
CO1	Elaborate the role of State and Market in Economic Development
CO2	Explain the Sectorial contribution to National Income
CO3	Illustrate and Compare National Income at constant and current prices.
CO4	Describe the canons of public expenditure
CO5	Understand the theories of money and supply
Textbooks	
1	Dutt and Sundaram, Indian Economy, S. Chand, New Delhi
2	V.K. Puri, S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
3	Remesh Singh, Indian Economy, McGraw Hill, Noida.
4	Nitin Singhania, Indian Economy, McGraw Hill, Noida.
5	Sanjeverma, The Indian Economy, unique publication, Shimla.
Reference Books	
1	GhatakSubrata: Introduction to Development Economics, Routledge Publications, New Delhi.
2	SukumoyChakravarthy : Development Planning- Indian Experience, OUP, New Delhi.
3	Ramesh Singh, Indian Economy, McGraw Hill, Noida.
4	Mier, Gerald, M: Leading issues in Economic Development, OUP, New Delhi.
5	Todaro, MichealP: Economic Development in the third world, Orient Longman, Hyderabad
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	http://www.jstor.org
2	http://www.indiastat.com
3	http://www.epw.in

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	3	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	14	15	10	10	10	10	10	13	10
AVERAGE	3	2	2.8	3	2	2	2	2	2	2.2	2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER – I

ELECTIVE - I: BUSINESS ECONOMICS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives	
LO1	To understand the approaches to economic analysis
LO2	To know the various determinants of demand
LO3	To gain knowledge on concept and features of consumer behavior
LO4	To learn the laws of variable proportions
LO5	To enable the students to understand the objectives and importance of pricing policy

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Economics** Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- Business Cycle: - Theory, Inflation, Depression, Recession, Recovery, Reflation and Deflation,	12
II	**Demand & Supply Functions** Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.	12
III	**Consumer Behavior** Consumer Behavior – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi-Marginal Utility – Coordinal and Ordinal concepts of Utility - Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.	12

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IV	**Theory of Production** Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies – Internal and External Diseconomies - Producer's equilibrium	**12**
V	**Market Structure** Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives – Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning – features, "Kinked Demand" Curve	**12**
	TOTAL	**60**
Course Outcomes		
CO1	Explain the positive and negative approaches in economic analysis	
CO2	Understood the factors of demand forecasting	
CO3	Know the assumptions and significance of indifference curve	
CO4	Outline the internal and external economies of scale	
CO5	Relate and apply the various methods of pricing	
Textbooks		
1	H.L. Ahuja, Business Economics–Micro & Macro - Sultan Chand & Sons, New Delhi.	
2	C.M. Chaudhary, Business Economics-RBSA Publishers - Jaipur-03.	
3	Aryamala.T, Business Economics, Vijay Nocole, Chennai.	
4	T.P Jain, Business Economics, Global Publication Pvt. Ltd, Chennai.	
5	D.M. Mithani, Business Economics, Himalaya Publishing House, Mumbai.	
Reference Books		
1	S. Shankaran, Business Economics-Margham Publications, Chennai.	
2	P.L. Mehta, Managerial Economics–Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.	
3	Peter Mitchelson and Andrew Mann, Economics for Business-Thomas Nelson Australia	
4	Ram singh and Vinaykumar, Business Economics, Thakur Publication Pvt. Ltd, Chennai.	
5	Saluram and Priyanka Jindal, Business Economics, CA Foundation Study material, Chennai.	
NOTE: Latest Edition of Textbooks May be used		

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Web Resources	
1	https://youtube.com/channel/UC69_-P77nf5-rKrjcpVEsqQ
2	https://www.icsi.edu/
3	https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	2	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	13	14	11	10	10	10	10	10	10
AVERAGE	3	2	2.6	2.8	2.2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low

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DIGITAL BANKING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					2	2	25	75	100

Learning Objectives:	
LO1:	To acquaint students with knowledge of Digital Banking Products.
LO2:	To enable the students to understand the knowledge of Digital Payment System
LO3:	To impart the students to understand the new concepts of Mobile and Internet Banking
LO4:	**To enables the students to have depth knowledge in point-of-sale terminals**
LO5:	To understand the ATM and cash deposit system
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Explain the need for digital banking products and the usage of cards.
CO2:	Classify the usage of various payment systems.
CO3:	Discuss the profitability, risk management and frauds of mobile and internet banking.
CO4:	Analyze the approval processes of POS terminals.
CO5:	Explain the product features and services of ATM and Cash Deposit Machine.

Unit I: Digital Banking Products

Digital Banking –Meaning – Features - Digital Banking Products -Features - Benefits – Bank Cards –Features and Incentives of Bank cards - Types of Bank Cards – New Technologies-Europay, Master and Visa Card (EMV)-Tap and Go, Near Field Communication (NFC) etc. - Approval Processes for Bank Cards – Customer Education for Digital Banking Products – Digital Lending–Digital Lending Process-Non-Performing-Asset (NPA).

Unit II: Payment System

Overview of Domestic and Global Payment systems -RuPay and RuPay Secure – Immediate Payment Service (IMPS)–National Unified USSD Platform (NUUP)-National Automated Clearing House (NACH)- Aadhaar Enabled Payment System (AEPS)–Cheque Truncation System (CTS) –Real Time Gross Settlement Systems (RTGS)–National Electronic Fund Transfer (NEFT)- Innovative Banking &Payment Systems.

Unit III: Mobile and Internet Banking

Mobile & Internet Banking - Overview – Product Features and Diversity - Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites, IMPS - Profitability - Risk Management and Frauds - Cyber Crime - Cyber Security – Block chain Technology-Types-Crypto currency and Bitcoins

Unit IV: Point of Sale Terminals

Point of Sale (POS) Terminals - Overview - Features - Approval processes for POS Terminals - Key Components of POS - Hardware - Software - User Interface Design – Cloud based Point of Sale – Cloud Computing-Benefits of POS in Retail Business.

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Unit V: Automated Teller Machine and Cash Deposit Systems

Automated Teller Machine (ATM) – Cash Deposit Machine (CDM)& Cash Recyclers - Overview -Features - ATM Instant Money Transfer Systems - National Financial Switch (NFS) -Various Value-Added Services - Proprietary, Brown Label and White Label ATMs - ATM & CDM Network Planning - Onsite / Offsite - ATM security, Surveillance and Fraud Prevention.

Recent Trends in Digital Banking

Faculty member will impart the knowledge on recent Developments in Digital Banking to the students and these components will not cover in the examination.

Text Books:

1. **IIBF, 2019. Digital Banking. Taxmann Publications, New Delhi**
2. Gordon E. &Natarajan S. 2017 Banking Theory, Law and Practice. 24th Revised Edition. HimalayaPublishingHouse, New Delhi
3. Ravindra Kumar and Manish Deshpande. 2016 E-Banking.PacificBooksInternational,2016.
4. UppalR.K.2017 E-Banking: The IndianExperience.BhartiPublications,2017.

Supplementary Readings:

1. Arunajatesan S 2017 Technology in Banking Margham Publications Chennai.
2. Digital Banking 2016 Indian Institute of Banking and Finance, Pvt Limited New Delhi.
3. Indian Institute of Banking and Finance, 2016, General Bank Management, McMillan, Mumbai
4. Subba Rao S and Khanna. P.L 2014 Principles and Practice of Bank Management, Himalya Publishing House, Mumbai.

Web Reference:

1 https://ebooks.lpude.in/commerce/bcom/term_4/DCOM208_BANKING_THEORY_AND_PRACT ICE.pdf

2 http://www.himpub.com/documents/Chapter1859.pdf.

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MS OFFICE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External (Practical)	Total
					2	2	50	50 (Internal Examiner)	100

Learning Objectives:	
LO1:	To enable the students to acquire knowledge in creating documents for printing, sharing, presentation and store data in a spreadsheet
LO2:	To equip the students themselves with the skills in MS Excel program, which is used to save and analyses the numerical data.
LO3:	To engage the students themselves with advanced, MS excel Functions and productivity tools to assist in developing Work sheets and consolidation to summarize and report results from multiple work sheets
LO4:	ToidentifythenamesandfunctionsofthePowerPointinterfaceandcreateaslidepresentati on that includes text, graphics, animation and transition
LO5:	To plan, design, create, manipulate and analyses and compile data in various ways.
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Acquire practical knowledge in MSWord
CO2:	Construct worksheet in MS Excel using basic functions
CO3:	Construct Excel sheets in MS Excel using advanced functions
CO4:	Prepare presentations in MS Power Point using various Templates
CO5:	Create a data base using Power point

Unit I: Microsoft Word -I

Working with Microsoft Word: Constructing a new document – Revising and Formatting a document – Alter the Page Layout, Watermark - Background and Borders – Headers &Footers – Page Numbering

Unit II: Microsoft Word -II

Applying Templates - Formulating Tables – Editing tables –Incorporate Word Art, Clip Arts, Smart art& Pictures – Search & Replace – Transferring and Receiving Documents, sharing information to others – Encrypt and Decrypt a document -Mail Merge.

Unit III: Microsoft Excel-I

Microsoft Excel - create a spreadsheet using Auto fill, setting margin, adding and Removing Rows and Columns, creating and copying formulae, changing column widths and row heights, using Auto format, creating and printing a chart, Page Layout, converting files into a different format, finding total in rows and columns and Mathematical Expression Such as Add, Subtract, Multiply and Divide.

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Unit IV: Microsoft Excel-II

More Advanced Excel Functions: Normal, Page Layout, Page Break View – Employing the Freeze Panes Tool – Employing Financial Functions: PMT, RATE, NPER, PV, FV – Logical Functions: AND, FALSE, IF, NOT, OR, TRUE–BAHTT EXTT ext. Function –LEFT Concatenation – Using LOWER and UPPER – Value Function – Examining Date & Time Functionality.

Unit V: Microsoft Power Point:

Applying the Auto-content wizard to Create and Store a presentation - Design template – Creating a Blank presentation – Opening a Previously- made presentation – Adjusting the Background–Choosing the Presentation Layout –Establishing the Presentation Style;

List of Practical:

MS-WORD

1. Enter the chairperson's speech, auditor's report, minutes and agenda, and implement the following processes: emboldening, under scoring, varying font size, adjusting the style, altering the background and text color, varying line spacing, verifying spellings, arranging, adding headers and footers, inserting pages and page numbers, finding and replacing words.
2. Prepare an invitation for the college function using text boxes and clipart.
3. Prepare a class timetable and perform the following operations: Inserting the table, data entry, alignment of Rows and Columns, inserting and deleting the rows and columns, and Changing of Table Format.
4. Prepare a shareholders' meeting letter for 10 members using mail merge operation.
5. Prepare Bio-Data by using Wizard and Templates.

MS-EXCEL

1. Generate a roster of your class (a minimum of 5 topics and perform the following activities: Data entry, Grand total, Mean, Result and Ranking through arithmetic and logical functions and sorting.
2. Utilizing the chart wizard, create various charts (line, pie, bar) to show the annual performance of sales, purchase, and profit of the company.
3. Prepare a declaration of Bank customer's account indicating simple and compound interest Estimations for 10 different customers using mathematical and logical functions.
4. Make an Excel spread sheet to do various financial operations PMT, RATE, NPER, PV, FV.
5. Generate an excel sheet to accomplish numerous texts, value, and date & time functions.

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MS-POWERPOINT

1. Construct presentation slides that display the five levels of a company's hierarchy utilizing an organization chart.
2. Create slides for the news headlines of a well- known television network. The presentation ought to include the following transitions: Topto Bottom, Bottom to Top, zoom in and Zoom Out. The presentation should be able to run in custom mode.
3. Create slides for the Seminar/ Lecture Presentation featuring animation and complete the following: Develop multiple slides, alter background color, and in corporate word art to adjust font color.

Text Books:

1. A First Course in computers Based on Windows 8 and MS Office2013) by Sanjay Saxena, Edition2015, Vikas Publishing House Pvt. Ltd. New Delhi.
2. Fundamentals of Information Technology & MS Office by Bhullar MS, RamanpreetKaur, Edition2015, Kalyani Publishers Ludhiana
3. Excel2019–All-in-one by Lokesh Lalwani, Edition 2019, BPBPublications;1st edition(1Jauary2019); BPB Publication
4. Jordan Gold meter 2014Advanced Excel Essentials Friends of a Press USA

Supplementary Readings:

1. Sterling Libs Fcca 2016 Advanced Excel: How to use V lookup & Index Match function Straight Publications USA
2. Chris Urban 2016 Advanced Excel for Productivity USA
3. Lokesh Lalwani 2019 Excel 2019 All in One); BPB Publication USA
4. . RituArora2018 AdvancedExcel2016 BPB Publications New Delhi

Web Reference:

1 https://www.klientsolutech.com/list-of-microsoft-word-exercises-for-students/
2 https://www.guru99.com/logical-functions-operators-and-conditions-in-excel.html
3 https://www.educba.com/text-function-in-excel/
4 https://www.cours-gratuit.com/powerpoint-courses/ms-powerpoint-exercises-for-college-students-pdf

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FOUNDATION COURSE (OR) BRIDGE COURSE

FUNDAMENTALS OF BUSINESS STUDIES

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					2	2	25	75	100

A bridge course for the students of commerce faculty is conducted every year to get the students the knowledge of commerce faculty. The main objective of the course is to bridge the gap between subjects studied at School level and subjects they would be studying in commerce faculty. A Bridge course aims to cover the gap between the understanding level of the higher secondary school courses and higher educational courses. Bridge course is preparative course for college level course with an academic curriculum that is offered to enhance the knowledge of the students by means of preparing for the intellectual challenges of commerce
subject and to know basic information about core subject.

Bridge courses are the tool to help students to success in their graduate level studies. It is also a pre requisite and foundational course to know the basic information about commerce subjects.

FUNDAMENTALS OF BUSINESS STUDIES

Objective

The bridge course aims to act as a buffer for the new entrants with an objective to provide adequate time for the transition to hard core of degree courses. This gives them a breather, to prepare themselves before the onset of courses for first year degree programmed.

Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	To make the students familiar with the basic concepts of commerce, and Management Fields.
CO 2:	To encourage and motivate the students for the commerce Education.
CO 3:	To make the students aware towards the various branches of commerce for Example, Accounts, Banking and Auditing.

Unit I Commerce-Introduction

Definition of Commerce -Importance's of Commerce -Meaning of barter system -- business-industry-trade-hindrances of trade-branches of Commerce.

Unit II Accounting-Introduction

Book-Keeping-Meaning -Definition –Objectives-Accounting-Meaning –Definition-Objectives-Importance-Functions-Advantages-Limitations-Methodsof Accounting-Single Entry Double Entry-Steps involved in double entry system-Advantages of double entry system-Meaning of Debit and Credit-Types of Accounts and its rules-Personal Accounts-Real Accounts-Nominal Accounts.

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Unit III Marketing & Advertising

Meaning of Marketing-Definition-Functions of Marketing-Meaning of Consumer –Standardization and Grading -Pricing –Kinds of Pricing -AGMARK-ISI- Advertising: Meaning, Characteristics, Advertising Objectives, Advertising Functions Advantages of advertising, Kinds of Advertising, Advertising Media, Kinds of media

Unit IV Auditing & Entrepreneurial Development

Introduction of Auditing -Origin and Evolution –Definition -Features of Auditing -Objectives of Auditing Advantages of Audit -Limitations of Auditing -Distinction between Auditing & Investigation -Distinction between Accounting &Auditing -Basic Principles of Audit-Classification of Audit- Entrepreneurial Development- Characteristics of an entrepreneur-Functions of an entrepreneur-Types of an entrepreneur -Problems of Women entrepreneur-Concept of Women Entrepreneurs

Unit V: Income Tax Law and Practice

Tax history-Types –Various Terms in Tax-Exempted Income U/S 10-Canons of Taxation-Income Tax Authority and Administration-Slab Rate -Filing of Returns-Residential Status.

Text Books:

1. L.M. Prasad, Principles of Management, 2022 S. Chand &Sons Co. Ltd, New Delhi.
2. S. P. Jain and K. L. Narang 2023 Financial Accounting- I, Kalyani Publishers, New Delhi.
3. Dr. N. Rajan Nair, 2023 Marketing, Sultan Chand & Sons. New Delhi
4. Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai
5. Sundar K. and Paari, 2016 Auditing Vijay Nicole, Imprints Private Ltd, Chennai.
6. T. Srinivasan 2024 Income Tax & Practice –Vijay Nicole Imprints Private Limited, Chennai.

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FIRST YEAR – SEMESTER - II

CORE – III: FINANCIAL ACCOUNTING-II

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning Objectives	
LO1	The students are able to prepare different kinds of accounts such Higher purchase and Instalments System.
LO2	To understand the allocation of expenses under departmental accounts
LO3	To gain an understanding about partnership accounts relating to Admission and retirement
LO4	Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm
LO5	To know the requirements of international accounting standards

Prerequisites: Should have studied Accountancy in XII Std

Unit	Contents	No. of Hours
I	**Hire Purchase and Instalment System** Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Instalment System - Calculation of Profit	15
II	**Branch and Departmental Accounts** Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.	15
III	**Partnership Accounts - I** Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.	15
IV	**Partnership Accounts - II** Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.	15

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V	**Accounting Standards for financial reporting (Theory only)** Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.	**15**
	TOTAL	**75**
THEORY 20% & PROBLEMS 80%		
	Course Outcomes	
CO1	To evaluate the Hire purchase accounts and Instalment systems	
CO2	To prepare Branch accounts and Departmental Accounts	
CO3	To understand the accounting treatment for admission and retirement in partnership	
CO4	To know Settlement of accounts at the time of dissolution of a firm.	
CO5	To elaborate the role of IFRS	
	Textbooks	
1	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.	
2	M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.	
3	R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.	
4	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.	
5	T.S. Reddy& A. Murthy, Financial Accounting, Margam Publishers, Chennai.	
	Reference Books	
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.	
2	Dr. Venkataraman& others (7 lecturers): Financial Accounting, VBH, Chennai.	
3	Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.	
4	Tulsian , Advanced Accounting, Tata MC. Graw hills, India.	
5	Charumathi and Vinayagam, Financial Accounting, S. Chand and sons, New Delhi.	
NOTE: Latest Edition of Textbooks May be Used		
	Web Resources	
1	https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1	
2	https://www.slideshare.net/ramusakha/basics-of-financial-accounting	
3	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html	

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	2	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
TOTAL	16	11	14	15	14	12	11	11	15	11	11
AVERAGE	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER – II

CORE – IV: BUSINESS LAW

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning Objectives	
LO1	To know the nature and objectives of Mercantile law and the essentials of valid contract
LO2	To gain knowledge on performance contracts
LO3	To be acquainted with the rules of Indemnity and Guarantee
LO4	To make aware of the essentials of Bailment and pledge
LO5	To understand the provisions relating to sale of goods

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Elements of Contract** **Indian Contract Act 1872:** Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract	15
II	**Performance of Contract** Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract	15
III	**Contract of Indemnity and Guarantee** Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety –	15
IV	**Bailment and Pledge** Bailment and Pledge – Bailment – Concept – Essentials - Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.	15
V	**Sale of Goods Act 1930:** Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller	15
	TOTAL	75

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Course Outcome	
CO1	Explain the Objectives and significance of Mercantile law
CO2	Understand the clauses and exceptions of Indian Contract Act.
CO3	Outline the contract of indemnity and guarantee
CO4	Familiar with the provision relating to Bailment and Pledge
CO5	Explain the various provisions of Sale of Goods Act 1930
Textbooks	
1	N.D. Kapoor, Business Laws- Sultan Chand and Sons, New Delhi.
2	R.S.N. Pillai – Business Law, S. Chand, New Delhi.
3	M C Kuchhal& Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4	M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
5	Shusma Aurora, Business Law, Taxmann, New Delhi.
Reference Books	
1	Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2	Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3	Kavya and Vidhyasagar, Business Law, Nithya Publication, New Delhi.
4	D.Geet, Business Law Nirali Prakashan Publication, Pune.
5	M.R. Sreenivasan, Business Laws, Margham Publications, Chennai.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	www.cramerz.comwww.digitalbusinesslawgroup.com
2	http://swcu.libguides.com/buslaw
3	http://libguides.slu.edu/businesslaw

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	2	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	13	15	10	10	10	10	10	10	10
AVERAGE	3	2	2.6	3	2	2	2	2	2	2	2

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER – II

ELECTIVE– II: BUSINESS ENVIRONMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives	
LO1	To understand the nexus between environment and business.
LO2	To know the Political Environment in which the businesses operate.
LO3	To gain an insight into Social and Cultural Environment.
LO4	To familiarize the concepts of an Economic Environment.
LO5	To learn the trends in Global Environment / Technological Environment

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**An Introduction** The Concept of Business Environment - Its Nature and Significance –Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.	12
II	**Political Environment** Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.	12
III	**Social and Cultural Environment** Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.	12
IV	**Economic Environment** Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.	12
V	**Technological Environment** Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology- Impact of Technology on Business - Status of Technology in India- Determinants of Technological Environment.	12
	TOTAL	60

Course Outcomes	
CO1	Remember the nexus between environment and business.
CO2	Apply the knowledge of Political Environment in which the businesses operate.
CO3	Analyze the various aspects of Social and Cultural Environment.
CO4	Evaluate the parameters in Economic Environment.

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CO5	Create a conducive Technological Environment for business to operate globally.

Textbooks	
1	C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi
2	Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3.	Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4.	Aswathappa.K, Essentials of Business Environment, Himalaya Publishing House, Mumbai
5.	Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi
Reference Books	
1.	Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi
2.	Shaikhsaleem, Business Environment, Pearson, New Delhi
3.	S. Sankaran, Business Environment, Margham Publications, Chennai
4.	Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5.	Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	www.mbaofficial.com
2	www.yourarticlelibrary.com
3	www.businesscasestudies.co.uk

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	2	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	2	3	3	3	2	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	10	14	15	15	10	13	15	11	15	15
AVERAGE	3	2	2.8	3	3	2	2.6	3	2.2	3	3

3 – Strong, 2- Medium, 1- Low

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FIRST YEAR – SEMESTER - II

ELECTIVE - II: INSURANCE AND RISK MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives	
LO1	To know the concepts and principles of contract of insurance
LO2	To understand the basic concepts of life insurance
LO3	To gain knowledge on the principles of general insurance
LO4	To examine the Insurance Regulatory and Development Authority 1999 (IRDA)
LO5	To know the risk management process

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Insurance** Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance – Insurance and Hedging – Types of Insurance – Insurance Intermediaries – Role of Insurance in Economic Development.	12
II	**Life Insurance** Life Insurance Business - Fundamental Principles of Life Insurance – Basic Features of Life Insurance Contracts - Life Insurance Products – Traditional and Unit Linked Policies – Individual and Group Policies - With and Without Profit Policies – Types of Life Insurance Policies – Pension and Annuities – Reinsurance – Double Insurance	12
III	**General Insurance** General Insurance Business - Fundamental Principles of General Insurance – Types - Fire Insurance – Marine Insurance – Motor Insurance – Personal Accident Insurance – Liability Insurance – Miscellaneous Insurance – Claims Settlement.	12
IV	**Risk Management** Risk Management – Objectives – Process – Identification and Evaluation of Potential Losses – Risk Reduction - Risk Transfer – Risk Financing - Level of Risk Management – Corporate Risk Management – – Personal Risk Management.	12
V	**IRDA Act 1999** Insurance Regulatory and Development Authority (IRDA) 1999 – Introduction – Purpose, Duties, Powers and Functions of IRDA – Operations of IRDA – Insurance Policyholders' Protection under IRDA – Exposure/Prudential Norms - Summary Provisions of related Acts.	12
	TOTAL	60

Course Outcomes	
CO1	Identify the workings of insurance and hedging
CO2	Evaluate the types of insurance policies and settlement
CO3	Settle claims under various types of general insurance

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CO4	Know the protection provided for insurance policy holders under IRDA
CO5	Evaluate the assessment and retention of risk
	Textbooks
1	Neeti Gupta, Anuj Gupta and Abha Chopra, Risk Management and Insurance, Kalyani Publishers, New Delhi.
2	Dr.N. Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
3	M.N. Mishra & S.B. Mishra, Insurance Principles and Practice, S Chand Publishers, New Delhi.
4	Michel Crouhy, The Essentials of Risk Management, McGraw Hill, Noida.
5	Thomas Coleman, A Practical Guide to Risk Management, CFA, India.
	Reference Books
1	John C.Hull, Risk Management and Financial Institutions (Wiley Finance), Johnwiley & sons, New Jersey.
2	P.K. Gupta, Insurance and Risk Management, Himalaya Publications, Mumbai.
3	Dr. Sunilkumar, Insurance and Risk Management, Golgatia publishers, New Delhi.
4	Nalini PravaTripathy, Prabir Paal, Insurance Theory & Practice, Prentice Hall of India.
5	Anand Ganguly – Insurance Management, New Age International Publishers.
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1	https://www.mcminnlaw.com/principles-of-insurance-contracts/
2	https://www.investopedia.com/terms/l/lifeinsurance.asp
3	https://www.irdai.gov.in/ADMINCMS/cms/frmGeneral_Layout.aspx?page=PageNo108&flag=1

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	2	2	2
CO2	3	2	3	2	2	2	2	2	2	2	2
CO3	3	2	3	2	2	2	2	2	2	2	2
CO4	3	2	3	2	2	2	2	2	2	2	2
CO5	3	2	3	2	2	2	2	2	2	2	2
TOTAL	15	10	15	10	10	10	10	10	10	10	10
AVERAGE	3	2	3	2	2	2	2	2	2	2	2

4 - Strong, 2- Medium, 1- Low

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FIRST YEAR SEMESTER I

ELECTIVE - II: INTERNATIONAL TRADE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				3	4	25	75	100

Learning Objectives

LO1	To enable students in familiarizing with the basics of International Trade.
LO2	To know the various theories of international trade.
LO3	To impart knowledge about balance of trades and exchange rates.
LO4	To gain knowledge about international institutions.
LO5	To gain insights on World Trade Organization

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Introduction to International Trade – Meaning – Definition - Difference between Internal and International Trade – Importance of International Trade in the Global context	12
II	Theories of International trade: Classical theories - Adam smith's theory of Absolute Advantage – Ricardo's Comparative cost theory - Modern theories of International Trade - Haberler's Opportunity Cost theory – Heckscher –Ohlin's Modern theory – International trade and Factor Mobility Theory – Leontiff's Paradox - International trade and economic growth theory - Immiserating growth theory.	12
III	Balance of Payments – Components of Balance of Payments - Current account, Capital account & Official settlement accounts - Disequilibrium in BOP -Methods of correcting Disequilibrium - Balance of Payment adjustment Theories - Marshall Lerner mechanism. Balance of Trade – Terms of Trade – Meaning – Definition – Difference between BOP and BOT.	12
IV	International Economic Institutions - International Monetary System - Bretton Woods Conference – IMF - Objectives, Organizational structure – Membership – Quotas – Borrowing and Lending Programme of IMF – SDRs – India and IMF -World Bank and UNCTAD.	12
V	World Trade Organization (WTO) – Functions and Objectives – Agricultural Agreements – GATS - TRIPS – TRIMS.	12
	TOTAL	**60**

Course Outcomes

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CO1	Distinguish between the concept of internal and international trade.
CO2	Define the various theories of international trade.
CO3	Examine the balance of trade and exchange rates

CO4	Appraise the role of IMF and IBRD.
CO5	Define the workings of WTO and with special reference to India.
Textbooks	
1	Francis Cherunilam, International Trade and Export Management – Himalaya Publishing House - Mumbai –04.
2	Paul.R. Krugman and Maurice Obstfeld, International Economics (Theory and Policy) - Pearson Education Asia - Addison Wesley Longman (P) Ltd. - Delhi – 92.
3	Robert J. Carbaugh, International Economics - Thomson Information Publishing Group - Wadsworth Publishing Company -California.
4	H.G. Mannur, International Economics – Vikas Publishing House (P) Ltd – New Delhi-14.
5	BimalJaiswal & Richa Banerjee, Introduction To International Business, Himalaya Publication, Mumbai
Reference Books	
1	Dr. T. Aryamala, Vijay Nicole, International Trade, Chennai
2	Avadhani, V.A. International Financial Management, Himalaya Publications, Mumbai
3	Punam Agarwal and Jatinder Kaur, International Business, Kalyani Publications, New Delhi
4	S Sankaran, International Trade, Margham Publication, Chennai
5	C B Gupta, International Business, S Chand Publishing, New Delhi
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://opentext.wsu.edu/cpim/chapter/2-1-international-trade/
2	https://www.economicsdiscussion.net/balance-of-payment/balance-of-payments-international-trade-economics/30644
3	https://www.wto.org/english/thewto_e/countries_e/india_e.htm

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	2	3	2
CO2	3	2	3	2	3	2	2	2	2	3	2
CO3	3	2	3	2	3	2	2	2	2	3	2
CO4	3	2	3	2	2	2	2	2	2	3	2
CO5	3	2	3	2	2	2	2	2	2	3	2
TOTAL	15	10	15	10	12	10	10	10	10	15	10
AVERAGE	3	2	3	2	2.4	2	2	2	2	3	2

3 – Strong, 2- Medium, 1- Low

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INTERNET AND ITS APPLICATIONS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA		
					2	2	50	50 (Internal Examiner)	100

Objective

This subject seeks to develop the would-be Accounting Executives with knowledge in Internet for the application in the area of accounting.

Unit I: Internet Concepts

Introduction – Internet Connection Concepts – Connecting to Dial-up Internet Accounts – High Speed Connections: ISDN, ADSL, and Cable Modes – Intranets: Connecting LAN to the Internet.

Unit II: E-mail Concept

E-mail Concepts – E-mail Addressing – E-mail Basic Commands – Sending and Receiving Files by e-mail – Controlling e-mail Volume – Sending and Receiving Secure e-mail.

Unit III: Internet Services

Online Chatting and Conferencing Concepts – E-mail Mailing Lists – Usenet Newsgroup Concepts – Reading Usenet Newsgroups – Video Conferencing.

Unit IV: Web Concepts and Browsers

World-Wide-Web Concepts – Elements of Web – Clients and Servers – URL and TP –Web Browsers – Netscape Navigator and Communicator-Microsoft Internet Explorer.

Unit V: Search Engines

Search Engines – Web Directories – Microsoft Internet Explorer – Searching for Information – Bigfoot, Info space, who where, Yahoo- Subscriptions and Channels – Web Sites-Making use of Web Resources – New and Weather, Sports, Personal Finance and Investing – Entertainment – Shopping – Travel, Kids, Teems, Parents and Communities, Health and Medicine, Religion and Spirituality.

TEXT BOOKS

1. Alexis Leon and Mathews Leon- Internet for everyone, Leon Tech world, Chennai, India, 2000.
2. Kamlesh N. Agarwal – Business on the Net, McMillan India Ltd., 2002
3. Kamlesh N. Agarwal & Prateek A. Agarwal – Web the Net – An introduction to Wireless application protocol, McMillan India Ltd., 2002
4. Margaret Levine Young-The Complete Reference-Internet", TMG Pub., New Delhi, 2002.

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REFERENCE BOOKS

1. Douglas E. Commer-Computer Networks and Internet, PHI (Addition Wesley Lonman), New Delhi, 2001
2. Minoli Daniel – Internet & Internet Engineering, Tata McGraw Hill, New Delhi,

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STOCK MARKET OPERATIONS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					2	2	25	75	100

Learning Objectives:	
LO1:	To acquaint students with knowledge of Securities Market
LO2:	To enable the students to understand the knowledge of Practice Trading on Stock Market
LO3:	To impart the students to understand the legal frame work of securities Market
LO4:	To enables the students to have depth knowledge in different segment of stock exchange
LO5:	To understand the role of Demat Trading
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Explain the basic concept of Securities Market
CO2:	Practice Trading on Stock Market
CO3:	Analyze the legal Frame work of Securities Market
CO4:	Explain different segment of Stock Exchange
CO5:	Perform Demat Trading

Unit I: Introduction

Concept and types of Securities; Concept of return; Concept, types and measurement of risk; Development of Securities market in India

Unit II: Primary Market

Primary market Concept, Functions and Importance; Functions of New Issue Market (IPO, FPO&OFS); Methods of Floatation- fix price method and book building method; Pricing of Issues; Offer Documents; Appointment and Role of Merchant Bankers, Underwriters, Lead Managers, Syndicate Members, Brokers, Registrars, Bankers, ASBA; SMEIPOs and Listing of Securities.

Unit III: Secondary Market

Secondary Market Concept; Functions and Importance; Mechanics of Stock Market Trading- Different Types of Orders, Screen Based Trading, Internet Based Trading and Settlement Procedure; Types of Brokers.

Unit IV: Regulatory Framework

Regulatory Framework SEBI (Issue of Capital and Disclosure Requirements) Regulation 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.

Unit V: Dematerialization

Demat Trading Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.

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Practical Exercises:

The learners are required to:

1. Prepare the steps involved in pre and post management of hypothetical case of IPO/FPO.
2. Make a comparative analysis of IPOs to identify parameters of success and causes of failure.
3. Expose themselves to trading screen of National Stock Exchange (www.nseindia.com) and demonstrate

a) Procedure of placing buying/selling order.

b) Trading Workstation Station (TWS) of spot market and financial derivative markets (Futures and Options).

4. Learn demat trading and investment with the help of relevant software (Working on Virtual trading platform).

Recent Trends in Stock Market
Faculty member will impart the knowledge on recent trends in Stock Market to the students and these components will not cover in the examination.

Text Books:

1. Gordon, E., & Natarajan, K. 2019. Financial Markets and Services. New Delhi: Himalaya Publishing House. New Delhi
2. Benjamin, G. 1949. The Intelligent Investor. New York: Harper Publishing.
3. **Dalton, J.M. 2001. How The Stock Market Works? New York: Prentie Hall Press. Machiraju, H.**
4. Machiraju, H.R. 2019.Merchant Banking. New Delhi, New Age Publishers.

Supplementary Readings:

a. Gitman and Joehnk 2015, Fundamentals of Investing, Pearson Publications, New Delhi.
b. Chandra Prasanna, 2017, Investment Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.
c. Damodaran Asath 2016, Investment Valuation: Tool and Techniques for Determining the value of any Asset, Wiley Finance., New Delhi
d. Bhole L.M 2015, Financial Institutions and Markets Tata McGraw Hill Publishing Company Ltd, New Delhi

Note: Latest edition of the books may be used

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NEW VENTURE PLANNING & DEVELOPMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					2	2	25	75	100

Learning Objectives:	
LO1:	To acquaint students with knowledge of Setting up a new business
LO2:	To enable the students to understand the legal challenges in setting up Business
LO3:	To impart the students to search for entrepreneurial capital
LO4:	To enables the students to have depth knowledge in marketing aspects of new ventures
LO5:	To understand the role Business Plan Preparation for New Ventures
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Generateabusinessideausingdifferenttechniquesanddescribesourcesofinnovative ideas
CO2:	Evaluate advantages of acquiring an ongoing venture with a case study;
CO3:	Present a comparative analysis of various government schemes which are suitable forth e business idea;
CO4:	Develop a marketing plan for a business idea;
CO5:	Prepare and present a well-conceived Business Plan

Unit I: **Starting New Ventures:** Meaning and features. Opportunity identification. The search for new ideas Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.

Unit II: Legal Challenges in Setting up Business Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organization and their procedures and compliances.

Unit III: Search for Entrepreneurial Capital: The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors. Government schemes for new ventures like: Start up India, Stand Up India, Make in India, etc.

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Unit IV: Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research Sales Forecasting. Evaluation. Pricing Decision.

Unit V: Business Plan Preparation for New Ventures: Business Plan - Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule

Practical Exercises:

The learners are required to:

1. Generateabusinessideausingdifferenttechniquesanddescribesourcesof innovative ideas.
2. Evaluate advantages of acquiring an ongoing venture with a case study.
3. Present an idea which can have IPR like patents along with comparative analysis of patents already granted in similar field.
4. Present a comparative analysis of various government schemes which are suitable for the business idea (developed in exercise 1).
5. Develop a marketing plan for the business idea (developed in exercise 1).
6. Prepare and present a well-conceived Business Plan.

Recent Trends in New Venture Planning & Development
Faculty member will impart the knowledge on recent trends in New Venture Planning & Development to the students and these components will not cover in the examination.

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Text Books:

1. Allen, K. R. (2015). Launching New Ventu res: An Entrepreneurial Approach. Boston: Ceng age Learning
2. Barringer, B. R., & Ireland, R.D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.
3. Kuratko, D.F., & Rao, T.V. (2012). Entrepreneurship: A South- Asian Perspective. Boston: Cengage Learning
4. Donold F Kuratko and Jeffrey S Hons by 2021 New Venture Management Routledge, USA

Supplementary Readings:

1. Colin Barrow Paul Barrow Robert Brown 2015 The Business Plan Work Book: A Practical Guide to New Venture, Kogan Page Ltd, Great Brittan
2. David Butler 2006 Enterprise Planning and Development Routledge USA
3. David Butler 2014 Business Planning for New Ventures: A Guide to Startup, Routledge USA
4. Robert N Lussier Joel Corman 2014 Entrepreneurial New Venture Skills Routledge USA

Note: Latest edition of the books may be used

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SECOND YEAR – SEMESTER - III
CORE – V: CORPORATE ACCOUNTING I

Subject Code	L	T	P	S	Credits	Inst. Hrs.	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning Objectives	
LO1	To understand about the pro-rata allotment and Underwriting of Shares
LO2	To know the provisions of Companies, Act regarding Issue and Redemption of Preference shares and debentures
LO3	To learn the form and contents of financial statements as per Schedule III of Companies Act 2013
LO4	To examine the various methods of valuation of Goodwill and shares
LO5	To identify the Significance of International financial reporting standard (IFRS)

Prerequisite: Should have studied Financial Accounting in I Year

Unit	Contents	No. of Hours
I	**Issue of Shares** Issue of Shares – Premium - Discount - Forfeiture - Reissue – Pro-rata Allotment - Issue of Rights and Bonus Shares - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.	15
II	**Issue & Redemption of Preference Shares & Debentures** Redemption of Preference Shares–Provisions of Companies Act–Capital Redemption Reserve – Minimum Fresh Issue – Redemption at Par, Premium and Discount. Debentures: Issue and Redemption – Meaning – Methods – In-One lot–in Instalment – Purchase in the Open Market includes Ex-interest and Cum-interest - Sinking Fund Investment Method.	15
III	**Final Accounts** Introduction – Final Accounts – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss – Ascertaining Profit for Managerial Remuneration	15
IV	**Valuation of Goodwill & Shares** Valuation of Goodwill – Meaning – Need for Valuation of Goodwill – Methods of Valuing Goodwill – Average Profit – Super Profit – Annuity and Capitalization Method.	15

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	Valuation of Shares – Need for Valuation of Shares – Methods of Valuation of Shares – Net Assets Method – Yield and Fair Value Methods.	
V	**Indian Accounting Standards** International Financial Reporting Standard (IFRS)–Meaning and its Applicability in India - Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for Formulation of Standards – Ind AS – 1 Presentation of Financial Statement, Ind AS – 2 Valuation of Inventories, Ind AS – 7 Cash Flow Statement, Ind AS – 8 Accounting Policies, Changes in Accounting Estimate and Errors, Ind AS – 16 – Property, Plant & Equipment, Ind AS 38 – Intangible Assets Ind AS – 103, Business Combinations Ind AS 110, Consolidated Financial Statement. (Theory Only)	**15**
	TOTAL	**75**

THEORY 20% & PROBLEMS 80%

Course Outcomes	
CO1	Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites
CO2	Asses the accounting treatment of issue and redemption of preference shares and debentures
CO3	Construct Financial Statements applying relevant accounting treatments
CO4	Compute the value of goodwill and shares under different methods and assess its applicability
CO5	Integrate theoretical knowledge on all accounting in par with IFRS and IND AS

Textbooks	
1	S.P. Jain and N.L. Narang, Advanced Accounting Vol I, Kalyani Publication, New Delhi.
2	R.L. Gupta and M. Radha swamy, Advanced Accounts Vol I, Sultan Chand, New Delhi.
3	Broman, Corporate Accounting, Taxman, New Delhi.
4	Shukla, Grewal and Gupta- Advanced Accounts VolI, S. Chand, New Delhi.
5	M.C. Shukla, Advanced accounting Vol I, S. Chand, New Delhi.

Reference Books	
1	T.S. Reddy, A. Murthy – Corporate Accounting- Margham Publication, Chennai.
2	D.S. Rawat &Nozer Shroff, Students Guide to Accounting Standards, Taxmann, New Delhi
3	Prof. Mukesh bramh butt, Devi, Corporate Accounting I, Ahilya Publication, Madhya Pradesh
4	Anil Kumar, Rajesh Kumar, Corporate accounting I, Himalaya Publishing house, Mumbai.

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5	Prasanth Athma, Corporate Accounting I, Himalaya Publishing house, Mumbai.
NOTE: Latest Edition of Textbooks May be Used	

Web Resources	
1	https://www.tickertape.in/blog/issue-of-shares/
2	https://www.taxmann.com/bookstore/bookshop/bookfiles/chapter12valuationofgoodwillandshares.pdf
3	https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	3	2	2	2	2	2	3	2	2
CO3	3	2	3	2	3	2	2	2	3	2	2
CO4	3	1	3	2	3	2	2	2	3	2	2
CO5	3	3	3	2	3	2	2	2	3	2	2
TOTAL	15	11	15	10	13	10	10	10	15	10	10
AVERAGE	3	2.2	3	2	2.6	2	2	2	3	2	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER - III

CORE – VI: COMPANY LAW

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				4	4	25	75	100

Learning Objectives	
LO1	To know Company Law 1956 and Companies Act 2013
LO2	To have an understanding on the formation of a company
LO3	To understand the requisites of meeting and resolution
LO4	To gain knowledge on the procedure to appoint and remove Directors
LO5	To familiarize with the various modes of winding up

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Company law** Companies Act 2013 – Definition of a Company, Characteristics of Company – Lifting or Piercing the Corporate Veil – Company Distinguished from Partnership and Limited Liabilities Partnerships – Classification of Companies – Based on Incorporation, Liability, Number of Members, Control.	15
II	**Formation of Company** Formation of a Company – Promoter –Incorporation Documents e-filing – Memorandum of Association – Contents – Alteration – Legal Effects – Articles of Association - Certificate of Incorporation – Prospectus – Contents - Kinds – Liabilities – Share Capital – Kinds – Issue – Alteration – Dividend – Debentures.	15
III	**Meeting** Meeting and Resolution – Types – Requisites – Voting & Poll – Quorum – Proxy - Resolution: Ordinary & Special - Audit & Auditors – Qualification, Disqualification, Appointment and Removal of an Auditor.	15

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IV	**Management & Administration** Management & Administration – Directors – Legal Position – Board of Directors – Appointment/ Removal – Disqualification – Director Identification Number – Directorships – Powers – Duties – Board Committees – Related Party Transactions – Contract by One Person Company – Insider Trading- Managing Director – Manager – Secretarial Audit – Administrative Aspects and Winding Up – National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT) – Special Courts.	**15**
V	**Winding-up of Company** Meaning – Modes – Compulsory Winding Up – Voluntary Winding Up – Consequences of Winding Up Order – Powers of Tribunal – Petition for Winding Up – Company Liquidator.	**15**
	TOTAL	**75**

Course Outcomes	
CO1	Understand the classification of companies under the act
CO2	Examine the contents of the Memorandum of Association & Articles of Association
CO3	Know the qualification and disqualification of Auditors
CO4	Understand the workings of National Company Law Appellate Tribunal (NCLAT)
CO5	Analyze the modes of winding up
Textbooks	
1	N.D. Kapoor, Business Laws, Sultan Chand and Sons, Chennai
2	R.S.N. Pillai – Business Law, S. Chand, New Delhi.
3	M.V. Dhandapani, Business Laws Sultan Chand and Sons, Chennai
4	Shusma Aurora, Business Law, Taxmann, New Delhi
5	M.C. Kuchal, Business Law, Vikas Publication, Noida
Reference Books	
1	Gaffoor & Thothadri, Company Law, Vijay Nichole Imprints Limited, Chennai
2	M.R. Sreenivasan, Business Laws, Margham Publications, Chennai
3	Kavya And Vidhyasagar, Business Law, Nithya Publication, Bhopal
4	S.D. Geet, Business Law Nirali Prakashan Publication, Pune
5	Preethi Agarwal, Business Law, CA foundation study material
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.mca.gov.in/content/mca/global/en/acts-rules/companies-act/companies-act-2013.html
2	https://vakilsearch.com/blog/explain-procedure-formation-company/

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3	https://www.investopedia.com/terms/w/windingup.asp

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	3	2	3	3	2	2
CO2	3	2	3	2	3	3	2	3	3	2	2
CO3	3	2	3	2	3	3	2	3	3	2	2
CO4	3	2	3	2	3	3	2	3	3	2	2
CO5	3	2	3	2	3	3	2	3	3	2	2
TOTAL	15	10	15	10	15	15	10	15	15	10	10
AVERAGE	3	2	3	2	3	3	2	3	3	2	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER – III

ELECTIVE - III: BUSINESS LEGISLATION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	3				4	3	25	75	100

Learning Objectives	
LO1	To impart knowledge on the Factories Act, 1948
LO2	To provide insights on the Foreign Exchange Management Act, 1999
LO3	To inculcate knowledge about the Prevention of Money Laundering Act, 2002
LO4	To enable the students to learn about the Competition Act 2002
LO5	To familiarize the students about the existence of Intellectual Property Rights

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Factories Act 1948** Definition - Objects –Scope – Approval – Licensing – Registration of Factories – Notice by Occupier – General Duties of Occupier and Manufacturer – Measures to be taken by Factories for Health, Safety and Welfare of Workers – Measures – Special Provisions Relating to Hazardous Processes – Working Hours of Adults – Additional Provisions Regulating Employment of Women in a Factory – Employment of Young Person and Children – Annual Leave with Wages – Penalties and Procedures.	12
II	**Foreign Exchange Management Act, 1999** Introduction - Board Structure of FEMA – Definition - Regulation & Management of Foreign Exchange - Contraventions & Penalties – Procedure for Compliance.	12
III	**Prevention of Money Laundering Act, 2002** Definition – Punishment for the Offence of Money Laundering - Obligations of Banking Companies - Financial Institutions and Intermediaries or a Person Carrying on a Designated Business or Profession - Adjudication Authorities & Procedures.	12
IV	**Competition Act, 2002** Definition - Prohibition of Agreements- Prohibition of Abuse of Dominant Position – Competition Commission of India - Establishment, Administration & Duties Powers – Competition Advocacy - Adjudication Authorities – Penalties & Prosecution.	12

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V	**Intellectual Property Rights** Intellectual Property Rights (IPR) – Introduction - Kinds of Intellectual Property Rights - Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design Genetic Resources and Traditional Knowledge – Trade secret - IPR in India: Genesis and development.	**12**
	TOTAL	**60**

Course Outcomes	
CO1	Acquire knowledge on Factories Act, 1948
CO2	Analyze the role of Foreign Exchange Management Act, 1999
CO3	Understand the practical implications of Prevention of Money Laundering Act, 2002
CO4	Evaluate the importance of Competition Act, 2002
CO5	Gain knowledge on Intelligence Property Rights
Textbooks	
1	Akhilleshwar Pathak, Legal aspects of business, McGraw Hill Education, Noida
2	R.S.N. Pillai &Bagavathi, Legal aspects of business, S. Chand, New Delhi
3	Rashmi Aggarwal, Rajinder Kaur, Legal aspects of business, Pearson Education Limited, New Delhi
4	P.K. Padhi, Legal aspects of business, PHI Learning, New Delhi
Reference Books	
1	Ravinder Kumar, Legal aspects of business, Cengage Learning, Nioda
2	Shawn Kopel, Guide to business law, Oxford University Press, England
3	M.C. Kuchhal, VivekKuchhal, Business Law, S Chand Publishers, New Delhi
4	C.L. Bansal. Business law, Taxmann, New Delhi
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://labour.gov.in/sites/default/files/Factories_Act_1948.pdf
2	https://legislative.gov.in/sites/default/files/A1999-42_0.pdf
3	https://stfrancislaw.com/blog/intellectual-property-rights/

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PSO 1**	**PSO 2**	**PSO 3**
CO1	3	2	3	2	2	2	3	2	3	2	2
CO2	3	2	2	2	3	2	3	2	3	2	2
CO3	3	2	3	2	3	2	3	2	3	2	2

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CO4	3	2	2	2	2	2	3	2	3	2	2
CO5	3	2	3	2	2	2	3	2	3	2	2
TOTAL	15	10	13	10	12	10	15	10	15	10	10
AVERAGE	3	2	2.6	2	2.4	2	3	2	3	2	2

3 – Strong, 2- Medium, 1- Low

SECOND YEAR – SEMESTER - III

ELECTIVE III: BUSINESS MATHEMATICS & STATISTICS

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				4	3	25	75	100

Learning Objectives	
LO1	To impart knowledge on the basics of ratio, proportion, indices and proportions
LO2	To learn about simple and compound interest and arithmetic, geometric and harmonic progressions.
LO3	To familiarise with the measures of central tendency
LO4	To conceptualize with correlation co-efficient
LO5	To gain knowledge on time series analysis

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Ratio** Ratio - Indices – types - positive indices – law of indices – negative indices – zero and utility indices – fractional indices. Logarithms – definition – property of logarithms – law of logarithms – common logarithm.	9
II	**Interest and Annuity** Banker's Discount – Simple and Compound Interest - Arithmetic, Geometric and Harmonic Progressions. Annuity - Meaning - Types of Annuity Applications.	9
III	**Business Statistics Measures of Central Tendency** Arithmetic Mean, Geometric Mean - Harmonic Mean - Median - Quartile – Decile – Percentiles - Mode. Measures of Variation – Range - Quartile Deviation and Mean Deviation - Variance and Standard Deviation & Co-efficient of variance.	9
IV	**Correlation and Regression** Correlation - Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation – Regression Lines and Coefficients.	9

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V	**Time Series Analysis and Index Numbers** Time Series Analysis: Secular Trend – Seasonal Variation – Cyclical variations - Index Numbers – Aggregative and Relative Index – Chain and Fixed Index –Wholesale Index – Cost of Living Index.	**9**
	TOTAL	**45**
Course Outcomes		
CO1	Learn the basics of ratio, proportion, indices and logarithm	
CO2	Familiarise with calculations of simple and compound interest and arithmetic, geometric and harmonic progressions.	
CO3	Determine the various measures of central tendency	
CO4	Calculate the correlation and regression co-efficient.	
CO5	Assess problems on time series analysis	

Textbooks	
1	Dr. B.N. Gupta, Business Mathematics & Statistics, Shashibhawan publishing house, Chennai
2	Asim Kumar Manna, Business Mathematics & Statistics, McGraw hill education, Noida
3	A.V. Rayarikar and Dr. P.G. Dixit, Business Mathematics & Statistics, Nirali Prakashan Publishing, Pune
4	Dr.S. Sachdeva, Business Mathematics & Statistics, Lakshmi NarainAgarwal, Agra
5	P.R. Vittal, Business Mathematics & Statistics, Margham Publications, Chennai
Reference Books	
1	J.K. Sharma, Fundamentals of business statistics, Vikas publishing, Noida
2	Peter Waxman, Business Mathematics & Statistics, Prentice Hall, New York
3	Andre Francis, Business Mathematics & Statistics, Cengage Learning EMEA, Andover
4	Aggarwal B M, Business Mathematics & Statistics, Ane Book Pvt. Ltd., New Delhi
5	R.S. Bhardwaj, Business Mathematics & Statistics, Excel Books Publisher, New Delhi
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.britannica.com/biography/Henry-Briggs
2	https://corporatefinanceinstitute.com/resources/data-science/central-tendency/
3	https://www.expressanalytics.com/blog/time-series-analysis/

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	3	2	3	2	2
CO2	3	2	3	2	3	2	3	2	3	2	2
CO3	3	2	3	2	3	2	3	2	3	2	2
CO4	3	2	3	2	2	2	3	2	3	2	2
CO5	3	2	3	2	2	2	3	2	3	2	2
TOTAL	15	10	15	10	12	10	15	10	15	10	10
AVERAGE	3	2	3	2	2.4	2	3	2	3	2	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER - III

ELECTIVE - III: E- COMMERCE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	3				4	3	25	75	100

Learning Objectives	
LO1	To know the goals of electronic commerce
LO2	To understand the various Business models in emerging E-commerce areas
LO3	To have an insight on the internet marketing technologies
LO4	To understand the benefits and implementation of EDI
LO5	To examine the ethical issues of E-commerce

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to E-Commerce** Defining E-Commerce; Main activities of electronic commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions - Process - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.	9
II	**E-Commerce Business Models & Consumer Oriented E Commerce** E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.	9
III	**E-Commerce Marketing Concepts** The Internet Audience and Consumer Behavior, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web- Enabled Services, Information-Selling on the Web.	9

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IV	**Electronic Data Interchange & Security** Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime, Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.	**9**
V	**Ethics in E-Commerce** Issues in E-commerce understanding ethical, Social and Political issues in E-Commerce: A Model for organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information collected at E-Commerce Websites.	**9**
	TOTAL	**45**

CO	**Course Outcomes**
CO1	Understand the role and features of world wide web
CO 2	Understand the Benefits and model of e-tailing
CO 3	Use the web enabled services
CO 4	Tackle the threats in internet security system
CO 5	Know about the Ethical principles Privacy and Information Rights

Textbooks	
1	Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition, Pearson Education Limited, New Delhi
2	S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi
3	David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London
4	Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida
5	W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai

Reference Books	
1	Agarwala, K.N. and D. Agarwala, Business on the Net: What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2	Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3	Elias M Awad, Electronic Commerce: From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi
4	Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai

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5	J. Christopher West I and Theodore H. K ClarkGlobal Electronic Commerce-Theory and Case Studies, The MIT Press, Cambridge, London
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.investopedia.com/terms/e/ecommerce.asp
2	https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/
3	https://techbullion.com/the-importance-of-ethics-in-ecommerce/

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	3	2	2	2	3	3	2
CO2	3	2	2	2	3	2	2	2	3	3	2
CO3	3	2	3	2	3	2	2	2	3	3	2
CO4	3	2	2	2	3	2	2	2	3	3	2
CO5	3	2	3	2	3	2	2	2	3	3	2
TOTAL	15	10	13	10	15	10	10	10	15	15	10
AVERAGE	3	2	2.6	2	3	2	2	2	3	3	2

3 – Strong, 2- Medium, 1- Low

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COMPUTERISED ACCOUNTING SYSTEM

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External (Practical)	Total
					1	2	50	50 (Internal Examiner)	100

Learning Objectives:	
LO1:	To educate the students to prepare spread sheets and its business applications.
LO2:	To enlighten the students on the fundamentals of Tally.
LO3:	To impart knowledge on preparing reports

Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Understand what is spread sheet, and how to enter data, format, edit and take print out
CO2:	Prepare slides for presentations
CO3:	Prepare final accounts, preparation of ratios and to create backup files with help of computerized accounting system
CO4:	Prepare ratios with the help of computerized accounting
CO5:	Prepare functional budgets with computerized accounting

Unit I: Spreadsheet and its Business Applications

Spreadsheet concepts, managing worksheets; Formatting, entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs. Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression

Unit II: Preparation for Presentations

Basics of presentations: Slides, Fonts, Drawing, editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities

Unit III: Introduction to Accounting Package Tally

Financial accounting Packages- An Introduction – Introduction to Tally – Book keeping and Accounting – Starting Tally converses the Gateway & Menu – Creation of a Company – Account Groups and Ledger Creation – Setting of Company – Features and Configuration.

Unit IV: Ledger Creation and Vouchers

Creation of ledger - stock categories, group, items. Vouchers - Concepts and Types of Vouchers – Voucher Advance Features – Bill by Bill details - Illustration to get on-screen results of various books of accounts.

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Unit V: Reports

Generation of Reports - Preparation of Final Accounts - Configuring for Printing – diverse reports- Maintenance talks about backup – security passwords.

Recent Trends in Computerized Accounting System
Faculty member will impart the knowledge on recent trends in Computerized Accounting System to the students and these components will not cover in the examination.

Text Books:

1 Rizwan Ahamed P. 2018, Tally ERP 9 Margham Publications, Chennai
2 Palanivel S. 2018 Tally accounting software, Margham Publications, Chennai
3 Michael Jardon, 2018 Computer Accounting, Osborne Books Ltd, New Delhi

.

Supplementary Readings:

1 Dewey D.2018 Computerised Accounting, Tata Mc Graw Hill,New Delhi
2 Robert Hurt 2016 Accounting Information System Mc Graw Hill,New Delhi
3 Carol Yacht 2016 Computer Accounting Essentials, Susan V.Crosson, New Delhi
4 O'Leary T.J and O'Leary 2011 Computing essentials in Computer McGraw Hill,New Delhi
5 Ama G.A.N 2003 Fundamentals of Public sector Accounting and Finance, Amazons Publications, Nigeria

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CLEARING AND FORWARDING IN EXPORT AND IMPORT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					1	2	25	75	100

Learning Objectives:	
LO1:	To educate the students how the clearing and forwarding agents acted in Ports
LO2:	To gain knowledge how the export documents are prepared by the exporter and theses documents are handled by the shipping and forwarding agents
LO3:	To acquire knowledge in import documentation
LO4:	To know the how the frights are charged by the shipping and forwarding agents
LO5:	To understand the Risk in Export and Import
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Explain the role of clearing agents in ports
CO2:	Discuss the export procedure and documentation
CO3:	Explain the import documentation procedure
CO4:	Equip Freight forwarding services
CO5:	Discuss the determinants of Risk Management

Unit I: Clearing and Forwarding

Introduction to clearing and forwarding – Role and importance of Clearing and Forwarding in International Trade- Logistics and Supply Chain Management- Roles and responsibilities of clearing and forwarding agents- Relevant legal and regulatory frame work-Documents required for clearing and forwarding

Unit II: Export Procedure Documentation

Documents required for export- Commercial Invoice-Packing list-Certificate of Origin – GMP Certificate- Bill of Lading – Insurance – USFDA Registration Certificate- ISO 9000 certification- Export Licensing procedures and formalities- Pre-requisite of Export and Import-Negative list of Exports

Unit III: Import Procedure Documentation

Import Documentation – Import license under Advance Authorization- Customs Inspection, Examination and Audits – General Provisions regarding Import

Unit IV: Freight Forwarding and Transportation

Freight Forwarding services in import and export – Mode of Transport- Air, Sea- Freight rates- INCO terms – Packaging, labeling and cargo handling requirements

Unit V: Risk Management

Risk Assessment – Insurance coverage and claims – Methods of Export and Import Payments- Export Earning Foreign Currency – Letter of credit and international payments system- Managing trade related financial documents

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Recent Trends in Clearing and Forwarding in Export and Import
Faculty member will impart the knowledge on recent trends in Clearing and Forwarding in Export and Import to the students and these components will not cover in the examination.

Text Books:

1 Mahajan M.I, 2021, Export Policy, Procedure and Documentation, Snow white Publications, Mumbai

2 Natarajan L 2022, Import and Export Procedure (Import Management), Margham Publications, Chennai.

3 Rathor B.S and Rathor, J.S 2022, Export Marketing, Himalaya Publishing House, New Delhi.

Supplementary Readings:

1. Francis Cherunilam 2021, International Trade and Export Management, Himalaya Publishing House, New Delhi
2. Paras Ram , 2022,Nilkhil Garg Export : What, Where and How? Anupam Publishers, New Delhi
3. Hand Book of Export Import Procedures: Ministry of Commerce 2020-2025 Government of India Volume No:1 and 2
4. Mahajan M.I, 2022, Export Do it yourself, Snow white Publications, Mumbai
5. Mahajan M.I, 2022, Import Policy, Procedure and Documentation, Snow white Publications, Mumbai

GOODS AND SERVICES TAX

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					1	2	25	75	100

Learning Objectives:	
LO1:	To enable the students to understand the basic concept of indirect tax
LO2:	To provide the students to know the structure of GST
LO3:	To educate the students with registration process of GST
LO4:	To educate the students for Input Tax Credit
LO5:	To understand the filing of returns and payment procedure of GST and Refund process and assessment.
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Comprehend the fundamentals of indirect tax and need for GST
CO2:	Understand the structure of GST and their schemes in practice
CO3:	Disseminate various modes of registration of GST
CO4:	Familiarize themselves with the adjustment of debit and credit notes
CO5:	Understand and apply the e-filling of GST in practice

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Unit I: Introduction to Goods and Services Tax

Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out the preview of GST – Other indirect Taxes

Unit II: Structure of GST

GST Structure – CGST –SGST- IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates

Unit III: GST Registration Process

Registration process in GST – Types – Compulsory Registration - Cancellation

Unit IV: Input Tax Credit

Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit

Unit V: Returns, Payments, Refund Process and Assessment

Process of Return Filing-Types of Returns - E-Ledger and E-Payment Process in GST-Assessment Methods – Refund under GST – Refund under Special Occasions - Authorities of GST

Amendments in Goods and Services Tax made from Time to Time
Faculty Member will impart the knowledge on the Amendments in Goods and Services Tax made from time to time, to the students and these components will not cover in the examination.

Text Books:

1. Balachandran V., 2024, Indirect Taxes, Sultan Chand and Sons, New Delhi
2. Satrangi G., Goods and Services Tax Precept and Practice 2024,Centax Publications, New Delhi
3. Anandaday Mishra, 2024, GST Law and Procedure, Taxmann Publications Pvt Limited,New Delhi
4. Raj. C. A., Agarwa. K, 2019, Taxation and Indirect Taxes, Taxmann Publications Pvt Limited,New Delhi

Supplementary Readings:

1. Anjali Agarwal, 2024, Goods and Service Tax, New Century Publications, New Delhi
2. Sanjeet Sharma and Shaileja Anand, 2024, VK Global Publications (P) Ltd., New Delhi
3. Mishra. SK, 2024, Simplified Approach to GST, Educreation Publishing, New Delhi
4. Viswanthan.B, 2024, Goods and Services Tax in India, New Century Publications, New Delhi

Web Reference:

1 https://taxguru.in/goods-and-service-tax/download-free-book-goods-services-tax-gst- india.html

6. https://cleartax.in/s/gst-book-online-pdf

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SECOND YEAR – SEMESTER – IV

CORE – VII: CORPORATE ACCOUNTING - II

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				5	5	25	75	100

Learning objective

LO1	To know the types of Amalgamation, Internal and external Reconstruction
LO2	To know Final statements of banking companies
LO3	To understand the accounting treatment of Insurance company accounts
LO4	To understand the procedure for preparation of consolidated Balance sheet
LO5	To have an insight on modes of winding up of a company

Prerequisite: Should have studied Financial Accounting in I Year

Unit	Contents	No. of Hours
I	**Amalgamation and Reconstruction** Amalgamation – Meaning - Purchase Consideration - Lump sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method - Methods of Accounting for Amalgamation - The Purchase Method (Excluding Inter-Company Holdings). **Internal & External Reconstruction** Internal Reconstruction – Conversion of Stock – Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction	15
II	**Accounting of Banking Companies** Final Statements of Banking Companies (As per New Provisions) - Non-Performing Assets - Rebate on Bills Discounted - Profit and Loss a/c - Balance Sheet as per Banking Regulation Act 1949.	15
III	**Insurance Company Accounts:** Meaning of Insurance – Principles – Types – Preparation of Final Accounts of Insurance Companies – Accounts of Life Insurance Business – Accounts of General Insurance Companies - New Format.	15
IV	**Consolidated Financial Statements** Introduction-Holding & Subsidiary Company - Legal Requirements relating to preparation of accounts - Preparation of Consolidated Balance Sheet (Excluding Inter-company holdings).	15

	V	**Liquidation of Companies** Meaning- Modes of Winding-up – Preparation of Statement of Affairs and Statement of Deficiency or Surplus (List H) Order of Payment – Liquidators Remuneration- Liquidator's Final Statements.	**15**
		TOTAL	75
THEORY 20% & PROBLEMS 80%			

	Course Outcomes	
	CO1	Understand the accounting treatment of amalgamation, Internal and external reconstruction
	CO2	Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format.
	CO3	Synthesize and prepare final accounts of Insurance companies in the prescribed format
	CO4	Give the consolidated accounts of holding companies
	CO5	Preparation of liquidator's final statement of account

	Textbooks
1	S.P. Jain and K.L Narang. Advanced Accountancy, Kalyani Publishers, New Delhi.
2	Dr.K.S .Raman and Dr. M.A. Arulanandam , Advanced Accountancy, Vol. II, Himalaya Publishing House, Mumbai.
3	R.L. Gupta and M. Radhaswamy, Advanced Accounts, Sultan Chand, New Delhi.
4	M.C. Shukla and T.S. Grewal, Advanced Accounts Vol.II, S Chand & Sons, New Delhi.
5	T.S. Reddy and A.Murthy, Corporate Accounting II, Margham Publishers, Chennai

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Reference Books	
1	B.Raman, Corporate Accounting, Taxmann, New Delhi
2	M.C.Shukla, Advanced Accounting, S.Chand, New Delhi
3	Prof. Mukesh Bramhbutt, Devi Ahilya publication, Madhya Pradesh
4	Anil kumar, Rajesh kumar, Advanced Corporate Accounting, Himalaya Publishing house, Mumbai.
5	PrasanthAthma, Corporate Accounting, Himalaya Publishing house, Mumbai.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.accountingnotes.net/amalgamation/amalgamation-absorption-and-reconstruction-accounting/126
2	https://www.slideshare.net/debchat123/accounts-of-banking-companies
3	https://www.accountingnotes.net/liquidation/liquidation-of-companies-accounting/12862

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	3	2	3	2	2
CO2	3	2	3	2	3	2	3	2	3	2	2
CO3	3	2	3	2	3	2	3	2	3	2	2
CO4	3	2	3	2	2	2	3	2	3	2	2
CO5	3	2	3	2	2	2	3	2	3	2	2
TOTAL	15	10	15	10	12	10	15	10	15	10	10
AVERAGE	3	2	3	2	2.4	2	3	2	3	2	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR– SEMESTER– IV

CORE PAPER VIII –PRINCIPLES OF MARKETING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	5				4	4	25	75	100

Learning Objectives	
LO1	To know the concept and functions of marketing
LO2	To understand the importance of market segmentation
LO3	To examine the stages of new product development
LO4	To gain knowledge on the various advertising medias
LO5	To analyse the global market environment

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Marketing** Meaning–Definition and Functions of Marketing– Evolution conceptualizations – Innovations in Modern Marketing. Role and Importance of Marketing - Classification of Markets - Niche Marketing. **Market Segmentation** Meaning and definition- Benefits–Criteria for segmentation –Types of segmentation – Geographic – Demographic –Psychographic – Behavioural - Targeting, Positioning &	12
II	**Repositioning** Introduction to Consumer Behaviour–Consumer Buying Decision Process and Post Purchase Behaviour — Motives. Freud's Theory of Motivation.	12
III	**Product & Price** Marketing Mix—an overview of 4P's of Marketing Mix– Product Introduction to Stages of New Product Development – Product Life Cycle—Pricing – Policies - Objectives – Factors Influencing Pricing – Kinds of Pricing.	12

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IV	**Promotions and Distributions** Elements of promotion–Advertising – Objectives – Kinds of Advertising Media- Traditional vs Digital Media -Sales Promotion – types of sales promotion – Personal Selling – Qualities needed for a Personal seller - Channels of Distribution for Consumer Goods - Channel Members – Channels of Distribution for Industrial Goods	12
V	**Competitive Analysis and Strategies** Global market environment social responsibility – marketing – Recent trends in marketing – A basic understanding of E-marketing, M-marketing, E- tailing – CRM – Market Research – MIS and Marketing Regulation.	12
	Total	60
	Course Outcomes	
CO1	Develop an understanding on the role and importance of marketing	
CO2	Apply the 4p's of marketing in their venture.	
CO3	Identify the factors determining pricing.	
CO4	Use the different Channels of distribution of industrial goods.	
CO5	Understand the concept of E-marketing and E-Tailing.	
	Textbooks	
1	Philip Kotler, Principles of Marketing: A South Asian Perspective, Pearson Education. New Delhi.	
2	Dr. C. B. Gupta &Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.	
3	Dr.AmitKumar,PrinciplesOfMarketing,ShashibhawanPublishingHouse,Chennai.	
4	Dr. N. Rajan Nair, Marketing, Sultan Chand & Sons. New Delhi	
5	Neeru Kapoor Principles Of Marketing, PHIL earning, New Delhi	

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	Reference Books
1	Prof. Kavita Sharma, Dr. Swati Agarwal, Principles of Marketing Book, Taxmann, New Delhi.
2	Dr. J. Jayasankar, Marketing Management, Margham Publications, Chennai.
3	Assael, H. Consumer Behavior and Marketing Action, USA: PWS-Kent
4	Hoyer, W.D. And Macinnis, D.J., Consumer Behavior, USA: Houghton Mifflin Company
5	Baker M, Marketing Management and Strategy, Macmillan Business, Bloom bury Publishing, India.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.aha.io/roadmapping/guide/marketing/introduction
2	https://www.investopedia.com/terms/m/marketsegmentation.asp

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	2	2	2	3	2
CO2	3	2	3	2	3	2	2	2	2	3	2
CO3	3	2	3	2	3	2	2	2	2	3	2
CO4	3	2	3	2	2	2	2	2	2	3	2
CO5	3	2	3	2	2	2	2	2	2	3	2
TOTAL	15	10	15	10	12	10	10	10	10	15	10
AVERAGE	3	2	3	2	2.4	2	2	2	2	3	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER – IV

ELECTIVE IV - FINANCIAL SERVICES

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				4	3	25	75	100

Learning Objectives	
LO1	To impart knowledge on the role and function of the Indian financial system.
LO2	To enrich their knowledge on key areas relating to management of financial products and services
LO3	To familiarize students about Venture Capital, Leasing.
LO4	To make them understand the Credit Rating system.
LO5	To provide insights into mutual funds and the operation of NSDL and CSDL.

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Financial System** Structure of Financial System – Role of Financial System on Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.	9
II	**Financial Services - An Overview** Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.	9
III	**Venture Capital and Leasing** Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – Types of Leases – Evaluation of Leasing Option Vs. Borrowing.	9
IV	**Credit Rating** Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context.	9

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V	**Mutual Funds** Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services- Need and Operations- Role of NSDL and CSDL.	**9**
	TOTAL	**45**

Course Outcomes	
CO1	Summarise the role and function of the financial system
CO2	Gain practical knowledge on key areas relating to management of financial products and services
CO3	Familiarize students about Venture Capital, Leasing.
CO4	Infer the importance of the Credit Rating system.
CO5	Understand various types of Mutual funds schemes and the roles of NSDL and CSDL.
Textbooks	
1	Gurusamy.S, Financial Services, Tata McGraw Hill, Noida.
2	C. Rama Gopal, Financial Services, Vikas Publishing House, Noida.
3	M.Y.Khan, Financial Services, Tata McGraw Hill, Noida.
4	E. Dharmaraj, Financial Services, S.Chand, New Delhi.
Reference Books	
1	Mike Heffner, Business process management in Financial Services, F.W. Olin Graduate school of Business, United States.
2	Perry Stinson, Bank management and Financial Services,Clanrye International, USA.
3	E. Gordon and K. Natarajan, Financial Market and Services, Himalaya Publishing House, Mumbai.
4	B. Santhanam, Financial Services, Margham Publications, Chennai.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://www.civilserviceindia.com/subject/Management/notes/leasing-hire-purchase-and-venture-capital.html
2	https://corporatefinanceinstitute.com/resources/fixed-income/credit-rating/
3	https://scripbox.com/mf/what-is-mutual-fund/

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2	3	2	3	3	3	2	2
CO2	3	2	2	3	2	2	2	2	3	2	3
CO3	3	3	3	2	3	2	3	3	3	2	2
CO4	3	2	2	2	2	2	2	2	3	2	2
CO5	3	3	3	3	3	2	3	3	3	2	3
TOTAL	15	13	13	12	13	10	13	13	15	10	12
AVERAGE	3	2.6	2.6	2.4	2.6	2	2.6	2.6	3	2	2.4

4– Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER - IV

ELECTIVE - IV: CONSUMERISM & CONSUMER PROTECTION

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	3				4	3	25	75	100

Learning Objectives	
LO1	To understand the nature of consumers and consumerism
LO2	To know how consumers are exploited
LO3	To be familiar with consumer rights and duties
LO4	To learn about Consumer Protection Act
LO5	To gain insights into consumerism in India.

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Consumerism** Meaning of Consumer and Customer - Consumer Movements – Historical Perspectives - Concept of Consumerism – Need and Importance.	9
II	**Consumer Exploitation** Meaning and Causes of Consumer Exploitation - Forms of Consumer Exploitation – Underweight Measures, High Prices, Substandard Quality, Poor or Inadequate after sales services- Challenges of Consumer Exploitation.	9
III	**Consumer Rights and Duties** Consumer Rights – John F Kennedy's Consumer Bill of Rights. - Types of Consumer Rights – Right to Safety, Right to Information (RTI), Right to Redress, Right to Consumer Education -Duties of Consumers.	9
IV	**Consumerism – Recent Trends** Reasons for the Growth of Consumerism in India - Recent Trends in Consumerism - Problems Faced by Consumers in India.	9
V	**Consumer Protection (Amendment) Act 2019** Consumer Protection Council – Central, State, Districts Consumer Protection Councils- Consumer Dispute Redressal Mechanism.	9
	TOTAL	45

Course Outcomes	
CO1	Remember and recall aspects in consumerism
CO2	Identify the reasons for consumer exploitation
CO3	Discover the rights and duties of a consumer
CO4	Create an environment which protects the consumers in India

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CO5	Critically appraise the consumer Protection Act
Textbooks	
1	Premavathy and Mohini Sethi, Consumerism – Strategies and Tactics, CBS Publication
2	Prof Kavita Sharma, Dr Swati Aggarwal, Principles of Marketing Book, Taxmann
3	Dr. J. Jayasankar, Marketing Management, Margham Publications, Chennai.
4	Assael, H, Consumer Behaviour and Marketing Action, PWS-Kent, USA
Reference Books	
1	Hoyer, W.D.. and MacInnis, D.J., Consumer Behaviour, Houghton Mifflin Company, USA
2	Y.V. Rao, Consumer Protection Act, 1986, Asia Law House, Hyderabad
3	G B. Reddy and Baglekar Akash Kumar, Consumer Protection Act, Eastern Book Company, Bengaluru
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	https://lawcorner.in/forms-of-consumer-exploitation/
2	https://consumeraffairs.nic.in/en/organisation-and-units/division/consumer-protection-unit/consumer-rights
3	http://www.chdslsa.gov.in/right_menu/act/pdf/consumer.pdf

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO 3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	2	2	3	2	2	2	3	2	2
CO3	3	2	3	2	3	2	2	2	3	2	2
CO4	3	2	2	2	2	2	2	2	3	2	2
CO5	3	2	3	2	2	2	2	2	3	2	2
TOTAL	15	10	13	10	12	10	10	10	15	10	10
AVERAGE	3	2	2.6	2	2.4	2	2	2	3	2	2

3 – Strong, 2- Medium, 1- Low

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SECOND YEAR – SEMESTER – IV

Elective IV- Operation Research

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	3				4	3	25	75	100

Learning Objectives	
LO1	To introduce the students to operations research and linear programming.
LO2	To impart knowledge about transportation and assignment problems.
LO3	To get acquainted with game theory and simulation.
LO4	To develop abilities to analyse and manage inventories using various methods.
LO5	To acquire knowledge on network analysis.

Prerequisite: Should have studied Statistics in III semester of B.Com

UNIT	Contents	No. of Hours
I	**Introduction to Operation Research and Linear Programming Problem** Operation research – Origin and development - Role in decision making - Phases and approaches to OR - Linear programming problem – Applications and limitations - Formulation of LPP - Optimal Solution to LPP - Graphical method - Simplex Method	9
II	**Transportation and Assignment problem** Transportation Problem – methods - North West corner method - Least cost method - Vogel's approximation method - Moving towards optimality - Stepping stone & MODI methods - Assignment problem	9
III	**Game Theory and Simulation** Game Theory- different strategies followed by the players in a game - Optimal strategies of a game using maxi-min criterion - Dominance property - Graphical method - Simulation	9
IV	**Inventory Management** Introduction to inventory systems, inventory classification. Economic order quantity (EOQ) model, Single period probabilistic inventory models with discrete and continuous demand, determination of reorder point for deterministic and probabilistic Inventory System. Basic concepts of Just-in-Time (JIT) and Material Requirement Planning (MRP)	9

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V	**Network Analysis** Network models- CPM and PERT Determination of Critical Path Method (CPM)- PERT cost- Crashing a project- Scheduling of a project- Application of PERT and CPM.	9
	Total	45
CO	**Course Outcomes**	
CO1	Frame a linear programming problem for quantitative decisions in business planning.	
CO2	Optimise economic factors by applying transportation and assignment problems.	
CO3	Apply the concept of game theory and simulation for optimal decision making.	
CO4	Analyse and manage inventories to meet the changes in market demand.	
CO5	Construct networks including PERT, CPM for strategic management of business projects.	
Textbooks		
1.	C.R.Kothari, "Quantitative Techniques", Vikas Publications, Noida	
2.	V.K. Kappor, "Operations Research - Problems and Solutions", Sultan Chand & Sons Publisher, New Delhi	
3.	Anand Sharma, Operation Research, Himalaya Publishing House, 2014, Mumbai	
4.	M Sreenivasa Reddy, Operation Research, CENGAGE, New Delhi	
	S. Gurusamy, Elements of Operation Research, Vijay Nicole Imprints Private Limited	
Reference Books		
1.	S Kalavathy, Operations Research, Vikas Publications, Noida	
2.	S.P. Gupta, "Statistical Methods", S.Chand& Sons Publisher, New Delhi. 2019	
3.	Sarangi, SK Applied Operations Research and Quantitative Methods, Himalaya Publishing House, 2014, Mumbai	
4.	ND Vohra, Quantitative Techniques in Management, McGraw Hill, 6th Edition, New Delhi 2021	
5.	P.R.Vittal - Operation Research, Margham Publications, Chennai	
Web Resources		
1.	www.orsi.in	
2.	www.learnaboutor.co.uk	
3.	www.theorsociety.com	

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MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	3	2	2	2	2	2	3	2	2
CO3	3	2	3	2	3	2	2	2	3	2	2
CO4	3	1	3	2	3	2	2	2	3	2	2
CO5	3	3	3	2	3	2	2	2	3	2	2
TOTAL	15	11	15	10	13	10	10	10	15	10	10

AVERAGE	3	2.2	3	2	2.6	2	2	2	3	2	2

3-Strong, 2- Medium, 1- Low

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FILING OF GST RETURNS

Subject Code	L	T	P	S	Credits	Ins Hours	Marks		
							CIA	External (Practical)	Total
					1	2	50	50 (Internal Examiner)	100

Learning Objectives:	
LO1:	To understand the concept and importance of Goods and Services Tax
LO2:	To enable the students to prepare data for GSTR Forms
LO3:	To gain knowledge on Filing GST Returns
LO4:	To understand the steps involved in GST Filing
LO5:	To acquire knowledge on penalty for late filling of GST Returns
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Prepare the Students for filing of GST returns through Online
CO2:	Helps in filing up of GSTR forms (GSTR 1 – GSTR11)
CO3:	Explain the steps involved in GSTR filing
CO4:	Acquire knowledge on penalty for late filing GST Returns
CO5:	Understand the concept of interest on outstanding tax

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Contents

1. Forms and duedates

2. GSTR Registration Forms
3. ITC Forms
4. Steps involved in filing GST return
5. GSTR1: Return for Outward Supplies
6. Difference between GSTR2A and GSTR 2B
7. GSTR3B: Summary of Inward and Outward Supplies
8. GSTR4: Return For Composition Dealers
9. GSTR5: Return For Non-Resident Taxable Persons
10. GSTR6: Return For Input Service Distributors
11. GSTR7: Return For Taxpayers Deducting TDS
12. GSTR8: Return For E-Commerce Operators Collecting TCS
13. GSTR10: Return For Registered Person Whose GST Registration gets Cancelled
14. GSTR11: Return For UIN (Unique Identification Number) Holders
15. Penalty for late Filing of GST Return
16. Interest on Outstanding Tax
17. GSTR9C-ReconciliationStatement
18. GSTR9B– Filed by Electronic Commerce Operators

Recent Amendments in Filing of GST Returns
Faculty member will impart the knowledge on recent Amendments in Filing of GST Returns to the students and these components will not cover in the examination.

Text Books:

1. Balachandran V., 2024, Indirect Taxes, Sultan Chand and Sons, New Delhi
2. Satrangi G., Goods and Services Tax Precept and Practice 2024, Centax Publications, New Delhi
3. Anandaday Mishra, 2024, GST Law and Procedure, Taxmann Publications Pvt Limited,New Delhi
4. Raj. C. A., Agarwa. K, 2019, Taxation and Indirect Taxes, Taxmann Publications Pvt Limited,New Delhi

Supplementary Readings:

1. Anjali Agarwal, 2024, Goods and Service Tax, New Century Publications, New Delhi
2. Sanjeet Sharma and Shaileja Anand, 2024, VK Global Publications (P) Ltd., New Delhi
3. Mishra. SK, 2024, Simplified Approach to GST, Educreation Publishing, New Delhi.
4. Viswanthan.B, 2024, Goods and Services Tax in India, New Century Publications, New Delhi.

Web Reference:

1 https://taxguru.in/goods-and-service-tax/download-free-book-goods-services-tax-gst- india.html

2 https://cleartax.in/s/gst-book-online-pdf

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FUNDAMENTALS OF FIN TECH

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
					1	2	25	75	100

Learning Objectives:	
LO1:	To educate the students to introduce Fintech
LO2:	To gain knowledge in Financial Technology and Digital payments
LO3:	To acquire knowledge in Cryptocurrencies
LO4:	To know the knowledge in Block chin Technology
LO5:	To understand the effects of fintech on various sectors
Course Outcomes:	
	After the successful completion of the course, the students will be able to:
CO1:	Identify the benefits of Fin Tech industry;
CO2:	Enable a better understanding of Financial Technology and Digital Payments
CO3:	Analyse the functioning of Cryptocurrency
CO4:	Explain the impact of Block Chain Technology
CO5:	Evaluate the effects of Fintech on various sectors

Unit I: Introduction to Fintech

Introduction – Meaning of FinTech - Definitions - The History and Evolution of the Fintech Industry - FinTech Ecosystem - Recent Developments - FinTech In India - FinTech Market Trends In India - Types Of FinTech or Transformation of Financial Services - Benefits Of FinTech - Drawbacks Of FinTech - Key Growth Drivers - Challenges.

Unit II: Financial Technology and Digital Payments

Introduction -Artificial Intelligence (AI) in FinTech-Machine Learning in FinTech - Machine Learning in Accounting and Finance - Robotic Process Automation (RPA) – Financial Data Analytics - Data Science and Big Data in FinTech - Digital Payments - Cashless Society - DFS Eco System - Developing Countries and DFS: The Story of Mobile Money - RTGS networks.

Unit III: Crypto currencies

Cryptocurrencies - features, benefits, disadvantages- Outline of cryptocurrency – types wallet - Legal and Regulatory Implications - legal position of cryptocurrencies in India - Impact on cryptocurrencies.

Unit IV: Blockchain Technology

Blockchain Technology in FinTech – An understanding of Blockchain technology, its potential, and applications - BCT in Banking – Benefits of BCT in banking - BCT in Indian Banking Sector - BCT in supply chain management.

Unit V: Effects of Fin-Tech on Various Sectors

Effects of Fin-tech on Payment Innovations – The Implications of Fintech on Real Estate, Insurance, Health, and Payment Innovations - The effects of Fin-tech on

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Payment Innovations – Health- Real-Estate- Insurance Sector- Capital Market - Key Fin- tech trends - FinTech around the Globe: Asia, Middle East, South America, Europe, Southeast Asia / Australia and Africa.

Recent Trends in Fintech
Faculty member will impart the knowledge on recent trends in Fintech to the students and these components will not cover in the examination.

Text Books:

1 Dheenadhayalan V and Vijay C, 2022 Fintech, Vijay Nicole Imprints Pvt. Ltd, Chennai
2 Sanjay Phadke., 2020 Fintech Future : The Digital Dna Of Finance Paperback –
3 Agustin Rubini, 2021 Fintech in a Flash: Financial Technology Made Easy (new edition) Kindle Edition

Supplementary Readings:

1. Aravind Narayanan 2022 Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction
2. Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, 2022 Princeton University
3. Slava Gomzin 2020 Bitcoin for Non-Mathematicians: Exploring the foundations of Crypto, Universal Publishers, USA
4. The Robotics Process Automation, Handbook: A Guide to Implementing, Tom Taulli/ Apress, Latest 1 ST Edition 2020 Website Reference: https://www.ibm.com/industries/banking-financial-markets/resources/omni channel banking-paper/. https://thefinancialbrand.com/111080/evolution-future-digital-banking-baas
5. Diamandis, P. H., & Kotler, S. 2020. The Future Is Faster Than You Think: How Converging Technologies Are Disrupting Business, Industries, and Our Lives. New York: Simon &Schuste

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WORKING CAPTIAL MANAGEMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
	4				2	2	25	75	100

Learning Objectives	
LO 1	To explain working capital and interpret the cash conversion cycle
LO 2	To know whether the company maintain a large size of inventory for efficient and smooth production and sales operations.
LO 3	To prepare a cash budget and comment on it
LO 4	To assess the components of credit policy and its evaluation
LO 5	To explain the inventory management techniques and calculate the Economic Ordering Quantity

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction** Working Capital Meaning – Types of Working Capital - Importance of working capital management - Components of Working Capital - Factors Influencing Working Capital Requirements - Estimating Working capital management- Working Capital. Life Cycle - Role of Finance Manager in Working Capital.	6
II	**Financing Current Assets** Different Approaches to Financing Current Assets- Conservative, Aggressive and Matching approach - Sources of Finance Committees on Working Capital Finance – Working Capital Financing Approach.	6
III	**Cash Management** Importance - Factors Influencing Cash Balance – Motives of Holding Cash - Determining Optimum Cash Balance – Cash Budgeting - Controlling and Monitoring Collection and Disbursements - Cash Management Models – Baumol Model and Miller-Orr Model.	6
IV	**Receivables Management** Overview of Receivables Management – Significance – Elements of Credit Policy Variables - Credit Standards - Credit period - Cash discount and Collection efforts - Credit Evaluation - Control of Receivables.	6
V	**Inventory Management** Components of Inventory - Benefits of Holding Inventory - Importance of Inventory Management -Techniques for Managing Inventory - Economic Order Quantity (EOQ) - Stock levels - Analysis of Investment in Inventory - Selective Inventory Control - ABC, VED and FSN Analysis.	6
	TOTAL	**30**

THEORY 20% & PROBLEMS 80%

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CO	Course Outcomes
CO1	Construct the factors influencing working capital requirements and estimate it
CO2	Classify the approaches to financing Currents Assets
CO3	Determine the importance of cash management and cash budgeting
CO4	Formulate the receivables management and credit policy evaluation
CO5	Discuss about the Techniques of inventory management, EOQ, ABC, VED, and FSN Analysis
	Textbooks
1	V.K.Bhalla, Working Capital Management, S Chand, New Delhi
2	Dr.Periyaswamy, Working Capital Management, Himalaya Publishing House, Mumbai
3	Dr.R.P.Rustagi, Working Capital Management, Taxmann's, New Delhi
4	Dr. A Murthy, Working Capital Management, Margham Publications, Chennai
	Reference Books
1	James S Sagner, Working Capital Management, Application and Cases, Wiley, New Jersey
2	Dr. S P Gupta, Management of Working Capital, SahityaBhavan Publication , Agra
3	M. K. Rastogi, Working Capital Management, Laxmi Publication, Chennai
4	Hrishikes Bhattacharya, Working Capital Management, PHI Publication, New Delhi
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1	http://onlinecourses.nptel.ac.in
2	https://www.iifl.com
3	http://ebooks.lpude.in

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	3	2	2
CO2	3	2	3	2	2	2	2	2	3	2	2
CO3	3	2	3	2	3	2	2	2	3	2	2
CO4	3	1	3	2	3	2	2	2	3	2	2
CO5	3	3	3	2	3	2	2	2	3	2	2
TOTAL	15	11	15	10	13	10	10	10	15	10	10
AVERAGE	3	2.2	3	2	2.6	2	2	2	3	2	2

3-Strong, 2-Medium , 1- Low

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B.B.A.,
GENERAL

SYLLABUS

FROM THE ACADEMIC YEAR
2023 – 2024 ONWARDS

MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012

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LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	**B.B.A., General**
Programme Code:	
Duration:	**3 years [UG]**
Programme Outcomes:	**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups. **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. **PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations. **PO5: Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints. **PO6: Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation **PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common

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	cause and work efficiently as a member of a team **PO8: Scientific reasoning**: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective. **PO9: Reflective thinking**: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society. **PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data. **PO 11 Self-directed learning**: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion. **PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups. **PO 13: Moral and ethical awareness/reasoning**: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work. **PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way. **PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.
Programme Specific Outcomes:	**PSO1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making. **PSO 2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment. **PSO 3**: To familiarize students to the concepts and theories

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	related to Finance, Investments and Modern Marketing. **PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens. **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

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Keela Eral
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SEMESTER III COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
									INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	Marketing Management	Y	-	-	-	4	5	25	75	100
	Core Paper–VI	Financial Management	Y	-	-	-	4	5	25	75	100
	Elective –III	Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 4 Computer Applications in Business (Practical subject)		-	-	Y	-	2	1	50	50	100
	Skill Enhancement course SEC 5 Entrepreneurial Skill - New Venture Management / Naan Mudhalvan		Y		Y		2	2	25	75	100
	Environmental Studies		Y	-	-	-	2	2			
	Total						30	24			

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Keela Eral
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SEMESTER IV COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
									CIA	EXT	
Part I	Paper–IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–IV	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–VII	Business Environment	Y	-	-	-	4	5	25	75	100
	Core Paper–VIII	Human Resource Management	Y	-	-	-	4	5	25	75	100
	Elective Paper–IV	Operations Research	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC6 Tally (Practical Subject)		-		Y	-	2	1	50	50	100
	Skill Enhancement course SEC7 Intellectual Property Rights / Naan Mudhalvan		Y	-	-	-	2	2	25	75	100
	Value Based Education		Y	-	-	-	2	2	25	75	100
	Total						30	24			

Don Bosco College of Arts & Science
Keela Eral
Tuticorin Dist.

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Second year Vacation Internship -45 hours								**2 credits**			
SEMESTER V / **COURSE COMPONENT**		**SUBJECTS**	**L**	**T**	**P**	**O**	Hrs/week	**CREDIT**	**MAXM ARKS**		**TOTAL**
									CIA	**EXT**	
Part III	Core Paper–IX	Management Information system	Y	-	-	-	5	4	25	75	100
	Core Paper–X	Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	Production and Materials Management	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	Project with Viva –Voce	Y	-	-	-	5	3	25	75	100
	Elective–V	Digital Marketing Or Industrial Relations Or Financial Services	Y	-	-	-	4	3	25	75	100
	Elective –VI	Consumer Behaviour Or Innovation Management Or Security Analysis & Portfolio Management	Y	-	-	-	4	3	25	75	100
Part IV	Naan Mudhalvan		Y	-	-	-	2	2			
	Internship / Industrial Visit / Field Visit							2	50	50	100
	Total						30	25			

For Internship:

1. A report should be submitted at the end of 5th semester and evaluated by external examiner
2. Internship students should submit certificate of attendance from the industry along with report

For Viva voce Examination:

1. Internal: 50 marks, External: 50marks
2. Group project report should be submitted
3. External 50 marks will be evaluated by the external examiners.

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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SEMESTER VI COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
									CIA	EXT	
Part III	Core Paper–XIII	Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	Strategic Management	Y				6	4	25	75	100
	Core Paper–XV	Services Marketing	Y				6	4	25	75	100
	Elective–VII	International Business Or E-business Or Fundamentals of Logistics	Y	-	-	-	5	3	25	75	100
	Elective–Project VIII	Business Taxation	-	-	Y	-	5	3	20	80	100
	Professional Competency Enhancement- Quantitative Aptitude I And Quantitative Aptitude II (2 hours each) / Naan Mudhalvan						2	2	25	75	100
Part V	Extension Activities		-	-	Y	-		1			
	Total						30	21			

For Extension Activity:

Internal: 50 marks, External: 50 marks

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC03	MARKETING MANAGEMENT	Core	Y	-	-	-	5	4	25	75	100

Learning Objectives	
CLO1	To understand the marketplace.
CLO2	To identify the market segmentation and the Product mix
CL03	To select the different pricing methods
CLO4	To know the channels of distribution
CLO5	To understand the promotion mix

UNIT	Details	No. of Hours	Learning Objectives
I	**Fundamentals of Marketing** – Role of Marketing - Importance - Classification of Market – Modern Marketing - Marketing Functions - Concept of Marketing Mix – Marketing Approaches	12	CLO1
II	**Market Segmentation and product** – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process - Product Life Cycle	12	CLO2
III	**Pricing** – Meaning - Objectives - Significance Basic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions	12	CLO3
IV	**Physical Distribution**: Meaning- Importance – Features - Type of channel of distribution - Function of channel members - Factors influencing the channel selection	12	CLO4
V	**Promotion** - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix - Digital Marketing - Application and benefits	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3,PO6, PO8
CO3	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8
CO4	To determine the importance of various channels of distribution	PO1, PO2, PO6
CO5	To assess the applications of digital marketing	PO1, PO2, PO7

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Reading List	
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3.	L.Natarajan, Marketing, Margham Publications, 2017.
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5.	K Karunakaran, Marketing Management, Himalaya Publishing House,2017.
References Books	
1.	C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3.	Cranfield, Marketing Management, Palgrave Macmillan.
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5.	Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Web Resources	
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html
4.	Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5.	Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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Keela Eral
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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to Pos	2.8	3.0	3.0	2.8	3.0

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC06	**Financial Management**	Core	Y	-	-	-	5	4	25	75	100

Learning Objectives	
CLO1	Understand the basics of finance and roles of finance manager
CLO2	Evaluate Capital structure
CLO3	Evaluate Cost of capital
CLO4	Assess Capital budgeting
CLO5	Appraise Working Capital

UNIT	Details	No. of Hours	Learning Objectives
I	**Meaning, objectives and Importance of Finance** – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.	12	CLO1
II	**Capital structures planning -** Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.	12	CLO2
III	**Cost of capital** – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)	12	CLO3
IV	**Capital Budgeting**: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.	12	CLO4
V	**Working capital** – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	12	C5
	Total	**60**	

Course Outcomes		
Course Outcomes	On Completion of this course, the students will	**Program Outcomes**
CO1	Understand the basics of finance and roles of finance manager	PO1, PO5,PO6
CO2	Evaluate Capital structure	PO1,PO2,PO6
CO3	Evaluate Cost of capital	PO1, PO6
CO4	Assessing Capital budgeting	PO1, PO6
CO5	Appraise Working Capital	PO1, PO6

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Reading List		
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011	
2.	Advanced Financial Management kohok, M A, Everest Publishing House	
3.	Financial Management Kishore R M, Taxman Allied Service	
4.	Strategic Financial Management Jakhotiya	
5.	Financial Management & Policy Srivastava, R M Himalaya	
References Books		
1.	Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai	
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing	
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi	
4.	Financial Management – S.N.Maheswari	
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons	
6.	Financial Management – A. Murthy	
Web Resources		
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/	
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf	
3.	Journal of Financial Management (esciencepress.net)	
4.	Financial Management on JSTOR	
5.	Financial Management Wiley online library	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Don Bosco College of Arts & Science
Keela Eral
Tuticorin Dist.

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Don Bosco College of Arts & Science
Keela Eral
Tuticorin Dist.

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KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE03	**BUSINESS STATISTICS**	Generic Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	Apply the Statistical Data
CLO2	Understanding the Measures of Central Tendency in business
CLO3	Analyze Measures of Variation
CLO4	Understand Simple Correlation
CLO5	Testing of hypothesis

UNIT	Details	No. of Hours	Learning Objectives
I	**Introduction – Meaning and Definition of Statistics** – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-	12	CLO1
II	**Measures of Central Tendency** – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.	12	CLO2
III	**Measures of Variation** – Standard Deviation –Mean deviation – Quartile deviation	12	CLO3
IV	**Simple Correlation** – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.	12	CLO4
V	**Testing of hypothesis** – Chi-Square test, T Test, F Test, ANOVA.	12	CLO5
		60	

Course Outcomes

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Apply the Statistical Data	PO1,PO2,PO4,PO6
CO2	Understanding the Measures of Central Tendency in business	PO1,PO2,PO6
CO3	Analyze Measures of Variation	PO1,PO2,PO6
CO4	Understand Simple Correlation	PO1,PO2,PO6
CO5	Testing of hypothesis	PO2,PO8

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Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand &Sons, NewDelhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M.Levine, David F.Stephan etal. Business Statistics : A first Course, 7th edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand	MCQ, True/False, Short essays, Concept explanations, Short summary or	

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Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

PRINCIPAL
Don Bosco College of Arts & Science
KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC04	**Computer Application in Business**	SEC	Y	-	Y	-	2	2	25	75	100

Learning Objectives	
CLO1	To build skills in Ms-Word
CLO2	To build skills in Ms-Excel,
CLO3	To build skills in Ms- Power Point
CLO4	To understand the Google form
CLO5	To build skills in model preparation of PPT in Google forms

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .	6	CLO1
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools-Error checking, spell check, formula auditing, tracking changes, customization	6	CLO2
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	6	CLO3
IV	Use Google forms to develop & share questionnaire.	6	CLO4

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V	Prepare and Presentation and preparation of Google forms Note: Assignment 5 marks allotted for model preparation of PPT of Google forms	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
CO4	Demonstrate hands on experience with Google forms	PO1, PO2, PO6, PO7
CO5	Demonstrate hands on experience with PPT in Google forms	PO1, PO2, PO6, PO7

Reading List	
1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .
References Books	
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2.	Google Form Made Simple The Perfect Guide to Creating and Modifiying Google Forms from Beginners to Expert by Mary Brockman
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.
Web Resources	
1.	https://www.microsoft.com/en-us/microsoft-365/blog/
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18
3	https://byjus.com/govt-exams/microsoft-word/
4	https://edu.gcfglobal.org/en/google-forms/
5	https://www.tutorialkart.com/tally/tally-tutorial/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	M	M
CO 2	S	M	M	M	M	S	S	M
CO 3	M	M	M	S	M	S	M	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	S	M	S	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

PRINCIPAL
Don Bosco College of Arts & Science
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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC05	Entrepreneurial Skill - New Venture Management	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives	
CLO1	To learn to generate and evaluate new business ideas
CLO2	To learn about a business model that generates money
CLO3	To understand how to find, evaluate and buy a business
CLO4	To evaluate the feasibility of idea into a Venture
CLO5	To understand sources who lend for new ventures

UNIT	Details	No. of Hours	Learning Objectives
I	**Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity	6	CLO1
II	**Developing Successful Business Ideas:** Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	6	CLO2
III	**Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	6	CLO3
IV	**Moving from an Idea to a New Venture:** Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	6	CLO4
V	**Financing the New Venture:** Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
CO3	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
CO5	Evaluate different sources for financing new venture	PO2, PO6

Reading List	
1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book

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	(2008)	
5.	Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
References Books		
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)	
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.	
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.	
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcome

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 07	**Business Environment**	Core	Y	-	-	-	5	4	25	75	100

Course Objectives	
CLO1	To impart knowledge on the concept of business environment & its significance
CLO2	To know the political environmental factors and its impact on business.
CLO3	To know the Economic environmental factors and its impact on business
CLO4	To throw light on importance of the types of Social Organization.
CLO5	To create awareness of industrial-technological advancements.

UNIT	Details	No. of Hours	Course Objectives
I	**The concept of Business Environment**: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions	12	CLO1
II	**Political Environment**: Functions of state, economic roles of government, government and legal environment.	12	CLO2
III	**Economic Environment**: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions	12	CLO3
IV	**Social environment**; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups	12	CLO4
V	**Technology environment** – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics	12	CLO5
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Business Environment.	PO1,PO2
CO2	To apply knowledge in the business and strategic decisions.	PO1, PO2,PO3
CO3	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
CO4	To evaluate the types of economic environment and its impact on business.	PO3,PO4, PO5, PO6
CO5	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8

Reading List	
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition
2.	Gupta C.B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition

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3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

References Books	
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
2.	Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
3.	Business Environment,Fourth Edition,By Pearson
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

Web Resources	
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition,India.
4.	https://pestleanalysis.com/political-factors-affecting-business/
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	M	S
CO 2	S	S	M	S	S	M	M	S
CO 3	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	S	M	M	S
CO 5	S	S	M	S	S	M	M	S

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

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC09	**HUMAN RESOURCE MANAGEMENT**	Core	Y	-	-	-	5	4	25	75	100

Learning Objectives	
CLO1	Explain the concepts, functions and process of HRM
CLO2	Examine the selection and placement process
CLO3	Evaluate the training and performance
CLO4	Understand the importance of employee engagement and compensation
CLO5	Understand the recent trends in HR

UNIT	Details	No. of Hours	Learning Objectives
I	**Introduction** - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM	12	CLO1
II	**Human Resource Planning**- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement	12	CLO2
III	**Training and Development**, Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.	12	CLO3
IV	**Employee Engagement**- Meaning- Importance-evaluation- measuring employee employee engagement- Employee Compensation-components- incentives- benefits- welfare and social security measures	12	CLO4
V	**Human Resource Audit** – Nature – Benefits – Scope – Recent trends in HRM: Green HRM &Virtual HRM Practices,	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6
CO2	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7, PO8
CO3	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8
CO4	Understand the employee engagement and compensation	PO1 PO2,PO3,PO4,PO5,PO6
CO5	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8

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Reading List		
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018	
2.	**Steve** Brown**,** HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1st Edition, 2018	
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015	
5	Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013	
References Books		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Applicatio	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

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n (K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE04	**Operation Research**	Generic Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
CLO4	Analyse Network models and constructing network- critical path, various floats.
CLO5	Analyse Game Theory and Decision Theory

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	**Introduction - Overview of Operation Research** - Nature - Scope and Characteristics of OR - Features of OR - Stages in OR - Limitations of Operational Research	12	CLO1
II	**Linear Programming problem** -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.	12	CLO2
III	**Vogel's approximation method to find the optimal solution.**	12	CLO3
IV	**Network models**-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT	12	CLO4
V	**Game Theory**- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	Analyse Linear Programming	PO1,PO2,PO6
CO2	Analyse Transportation problem	PO1,PO2,PO6

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CO3	Analyse Assignment problem	PO1,PO2,PO6
CO4	Analyse Network models	PO1,PO2,PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
Reading List		
1.	Operational Research | Research.com	
2.	Operations Research | PubsOnLine (informs.org)	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
References Books		
1.	P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

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KEELA ERAL

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	S	M	S
CO2	S	S	M	M	S	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	M	M	S	M	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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Keela Eral
Tuticorin Dist.

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KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC06	**Tally**	SEC	Y	-	Y	-	2	2	25	75	100

Learning Objectives	
CLO1	To impart knowledge about basic use of Tally and its functions
CLO2	To understand the creation of groups and Ledgers
CLO3	To provide understanding about Data Management in Tally
CLO4	To understand the process of GST, EPF etc.
CLO5	To familiarize students about significance of Tally in implications in the Organizations

UNIT	Details	No. of Hours	Learning Objectives
I	**Basic of Accounting & Fundamentals of Tally**. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.	6	CLO1
II	**Accounting Master in Tally**. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.	6	CLO2
III	**Vouchers Entries & Advance Accounting in Tally**. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.	6	CLO3
IV	**Advance Inventory & Taxes in Tally**. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.	6	CLO4
V	**Technological Advantages**, Payroll, Report Generations, Short Keys in Tally. ERP 9	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	To understand about the basic accounting and Tally. ERP 9	PO1
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7
CO3	Creation of various vouchers and bill wise details	P01, PO4, PO7
CO4	Understand various taxes returns and filing	PO2, PO6, PO7
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7

Reading List	
1.	Journal of Emerging Technologies and Innovative Research
2.	Global Journal for Research Analysis

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3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press	
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017	
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications	
References Books		
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015	
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications	
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education	
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition	
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020	
Web Resources		
1.	https://tallysolutions.com/learning-hub/	
2.	https://www.tutorialkart.com/tally/tally-tutorial/	
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/	
4,	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/	
5.	https://www.javatpoint.com/tally	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcome

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	-	3	3
CO 2	3	3	-	3	3
CO 3	3	3	-	3	3
CO 4	3	3	-	3	3
CO 5	3	3	-	3	3
Weightage	15	15	-	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	-	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	S	M
CO 2	S	M	M	M	M	S	S	S
CO 3	S	M	M	M	M	S	S	S
CO 4	M	M	M	M	M	M	S	M
CO 5	M	S	M	M	S	M	S	M

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Keela Eral
Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC07	**Intellectual Property Rights**	SEC	Y	-	-	-	2	2	25	75	100

Learning Objectives	
CLO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
CLO2	To disseminate knowledge on patents in India and abroad and registration aspects
CLO3	To evaluate the copyright law
CLO4	To disseminate knowledge on copy rights and its related rights and registration aspects
CLO5	To understand about Geographical Indicators

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	**IPR Introduction**: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing	6	CLO1
II	**Introduction–Classification–Importance**–Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.	6	CLO2
III	**Introduction–Fundamentals –Concept**–Purpose– Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non- Register Trademarks	6	CLO3
IV	**Introduction to Copyright– Conceptual Basis** –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement	6	CLO4
V	**Geographical Indications**: Concept, Protection & Significance	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8

Reading List	
1.	Journal of Intellectual Property Rights
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian
3.	IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim

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4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS
References Books	
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain
Web Resources	
1.	https://nptel.ac.in/courses/110/105/110105139/
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3.	https://ipindia.gov.in/
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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Mapping with program outcome

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	**M**	M
CO 2	M	S	M	M	S	M	**S**	M
CO 3	M	S	S	S	M	S	**S**	M
CO 4	M	M	M	M	M	M	**M**	M
CO 5	M	M	M	M	S	M	**S**	M

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INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with External evaluation for the award of 2 Credits

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: External evaluation by the concerned training supervisor along with External Examiner shall be appointed by the controller of Examinations of M.S University made during the end of the fifth semester for award of two credits and report the same to the university.

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Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC12	**MANAGEMENT INFORMATION SYSTEM**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	Understand MIS in decision making
CLO2	Explain MIS, its structure and role in management functions
CLO3	Classify & discuss information system categories, Database Management systems
CLO4	Discuss SDLC and functional information system categories
CLO5	Outline functions of BPO, Data mining and the recent trends in information management

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	15	CLO1
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	15	CLO2
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing.	15	CLO3
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	15	CLO4
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	15	CLO5
		75	

Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	Understand MIS in decision making	PO1, PO4,PO5,PO7, PO8
CO2	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7

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CO3	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8
CO4	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8

Reading List	
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
2.	Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
4	Management Information System by Ozz Effy
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India

References Books	
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2.	Management Information System by Concise study by Kelkhar S A
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5	Management Information System by Oka MM

Web Resources	
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3	JMIS - Journal of Management Information Systems (jmis-web.org)
4	Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,

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(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	S	M
CO 2	S	M	M	M	S	S	S	M
CO 3	M	M	M	M	M	M	S	M
CO 4	S	S	M	M	M	S	S	M
CO 5	S	M	M	M	S	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	2	3	3
CO 3	3	3	3	3	3
CO 4	2	3	3	3	3
CO 5	3	3	3	3	3
Weightage	14	15	14	15	15
Weighted percentage of Course Contribution to Pos	2.8	3.0	2.8	3	3.0

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Keela Eral
Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 10	Research Methodology	Core		-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem
CLO2	To provide insights on research design and scaling
CLO3	To throw light on data collection and presentation
CLO4	To elucidate on Hypothesis Testing and other statistical Test
CLO5	To summarize and present research results with focus on ethics and plagiarism

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.	15	CLO1
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.	15	CLO2
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.	15	CLO3
IV	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15	CLO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Understand the concepts and principles of Research	PO1, PO2, PO6, PO7
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1, PO2, PO6
CO3	Analyze data collection sources and tools	PO1, PO2,PO7
CO4	Summarize and establish solutions through data analysis	PO1, PO2,PO6
CO5	Compare and justify the process of writing and organizing a research report.	PO1,PO2,PO3, PO4, PO6

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Reading List	
1	W.Lawrence Newman" Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
2	Mark Saunders,Philip Lewis. Adrain Thornhill" Research Methods for Business Students" 5th Edition Pearson India 2011
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019
Reference Books	
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021
Web Resources	
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	S	S	S	M

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

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 15	**Production & Materials Management**	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives	
CLO1	To provide comprehensive outlook on basic concepts and practices of production.
CLO2	To understand types of layout facilities
CLO3	To analyse work study methods and quality control
CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating
CLO5	To give an insight to Purchase management

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	15	CLO1
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	15	CLO2
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.	15	CLO3
IV	. Integrated materials management- the concept-service function advantages- Inventory Control-Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	15	CLO4
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-Vendor rating and Management	15	CLO5
	Total	**75**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6
CO2	Identify right plant location and plant layout of factory	P01, PO2,PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8
Reading List		
1.	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020	
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015	
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010	
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018	
5	,tnemeganaM snoitarepO , nosnevetS .J mailliWMcGraw Hill; 13th Edition, 2022	
References Books		
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004	
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.	
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.	
5.	S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

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on		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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BBA DSE2 PROJECT WORK (GROUP)-
5 Hours, 4 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION
GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

CO-PO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	M	M	M	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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Keela Eral
Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1A	**Digital Marketing**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	To provide basic knowledge about digital marketing.
CLO2	To understand and develop various digital marketing tools used for business.
CLO3	To know the digital analytics and measurement tools used for digital marketing.
CLO4	To familiarise online and Social media marketing
CLO5	To Understand various data analytics and measurement tools in digital marketing

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	12	CLO1
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.	12	CLO2
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.	12	CLO4
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.	12	CLO5
V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital	12	CLO3

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	Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)		
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8
CO2	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8
CO3	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8
CO4	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8

Reading List	
1.	Journal of Digital & Social Media Marketing
2.	International Journal of Internet Marketing and Advertising
3.	Understanding Digital Marketing,Damian ryan,4th Edition 2017 publisher:Korgan page limited USA
4.	Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press ,Chennai
5.	Digital Marketing essentials you always wanted to know,7th edition2012,Vibrant publishers USA

References Books	
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2.	Nitin C Kamat & Chinmay Nitin Kamat,Digital Social Media Marketing, Himalaya Publishing House, 2018.
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

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Web Resources	
1	.https://www.soravjain.com/ebook/ebook.pdf
2	.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners
3	https://www.optron.in/blog/digital-marketing/
4	. https://www.tutorialsduniya.com/notes/digital-marketing-notes
5	https://digitalmarketinginstitute.com/resources/ebooks

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M
CO2	M	M	S	M	S	M	S	M
CO3	M	M	S	M	S	M	S	M
CO4	M	M	S	S	S	M	S	M
CO5	M	M	S	S	S	M	S	M

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

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KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1B	**Industrial Relations**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	To educate about the Industrial legislation in India.
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
CLO3	To know about Labor Legislation
CLO4	To provide knowledge about the Councils and Collective Bargaining
CLO5	To educate about Trade Unions

UNIT	Details	No. of Hours	Learning Objectives
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.	12	CLO1
II	Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication.Grievance: Causes & Redressal Procedure, Standing Orders	12	CLO2
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and MiscellaneousProvisions Act 1952 , Payment of Gratuity act,1972	12	CLO3
IV	Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process &Importance.	12	CLO4
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures,Types and Functions,Social	12	CLO5
	Total	**60**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6
CO3	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6
CO5	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5

	Reference Books
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
2.	Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
3.	Chris Hall; Trade Union and its State, Princeton University, 2017
4.	S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016
	Text Books
1	Dr.CB Mamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022
2	Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012
3	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e

	Web Resources
1.	https://labour.gov.in/industrial-relations
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union
4.	https://theintactone.com/2022/08/17/joint-management-councils/
5.	https://labourlawreporter.com/

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	M	M	M	M	M
CO2	S	S	M	M	S	M	M	S
CO3	M	M	S	M	M	S	S	M
CO4	S	S	S	M	S	M	M	S
CO5	S	M	M	M	S	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

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Keela Eral
Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1C	**FINANCIAL SERVICES**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	Understand the types of financial services and its environment
CLO2	Recognize role and functions of merchant banker and capital market
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
CLO4	Understand Consumer Finance, Venture capital and credit rating
CLO5	Understand mutual funds and its functions

UNIT	Details	No. of Hours	Learning Objectives
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)	12	CLO1
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI	12	CLO2
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor	12	CLO3
IV	Venture Capital – Credit Rating – Consumer Finance	12	CLO4
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	**Program Outcomes**
CO1	List types of financial services and their role	PO1,PO2,PO6
CO2	Recognize role and functions of merchant banker and capital market	PO1, PO2, PO3, PO4, PO6
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8

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CO5	Understand mutual funds and its functions	PO 2
Reading List		
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul	
2.	Financial Services By Thmmuluri Siddaiah	
3.	Financial Services By Kevin D Peterson	
4.	Financial markets and services By E.Gordon and K.Natarajan	
5.	Financial services and Markets By Dr Punithavathy pandian	
References Books		
1.	1. Financial Services –M.Y.Khan	
2.	2. Financial Services –B.Santhanam	
3.	3. Law of Insurance – Dr.M.N.Mishra	
4.	4. Indian Financial System – H.r.Machiraju	
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.	
Web Resources		
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf	
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf	
3.	*https://academyfinancial.org/journal*	
4.	Financial Remedies Journal	
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	M	M
CO 2	M	M	M	M	M	S	M	S
CO 3	S	S	M	M	M	M	M	S
CO 4	S	S	M	M	S	M	M	M
CO 5	S	S	M	M	M	M	M	M

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	2
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	14
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3A	**CONSUMER BEHAVIOR**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior
CLO2	Understand the various internal influences on consumer behavior
CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
CLO4	Learn about the various external influences on consumer behavior
CLO5	Understand the process of human decision making in a marketing context.

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying	12	CLO1
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	12	CLO2
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model	12	CLO3

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IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	12	CLO4
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	12	CLO5
	Total	**60**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process.	P06, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

Text Books

1.	Consumer Behaviour – Satish K Batra, S H H Kazmi
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

References Books

1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
3.	Sarkar A. Problems of Consumer Behaviour in India, Discovery Publishing House

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	New Delhi
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5.	David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

Web Resources

1.	https://www.economicsdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457
2.	https://issuu.com/thenappanganesen/docs/e-book___consumer_behaviour_11th_edition
3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
5.	https://www.iedunote.com/attitude-and-consumer-behavior

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

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CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

Mapping with program outcomes

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	M	S	S	S	M	S	M	M
CO 3	M	S	M	M	M	S	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	S	S	S	M	M	M	M	M

Level of Correlation between PSO's and CO's

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

PRINCIPAL
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KEELA ERAL

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE 3B	**Innovation Management**	Core	Y	-	-	-	3	4	25	75	100

Course Objectives	
CLO1	To have a broad understanding on the concept innovation management.
CLO2	To familiarize the students about the creativity and innovation in product development.
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.
CLO4	To provide the knowledge about the technical innovation and its need and importance.
CLO5	To understand the business strategy and objectives in current scenario.

UNIT	Details	No. of Hours	Course Objectives
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.	12	CLO1
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques:Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method.	12	CLO2
III	Areas of Innovation Product Innovation:Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering	12	CLO3
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	12	CLO4
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.	12	CLO5
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Innovation management.	PO1,PO2
CO2	To apply knowledge new business plans and strategy.	PO1, PO2,PO3
CO3	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7

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CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8

Reading List	
1.	Innovation and Entrepreneurship, Peter F. Drucker
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

References Books	
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

Web Resources	
1.	https://www.coursera.org/learn/innovation-management
2.	https://sloanreview.mit.edu/tag/innovation-management/
3.	https://www.worldscientific.com/worldscinet/ijim
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate	Longer essay/ Evaluation essay, Critique or justify with pros and cons

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(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	S	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3C	**Security Analysis and Portfolio Management**	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives	
CLO1	Understand the basic concepts and terminologies relating to stock market
CLO2	Evaluate the value of different equity and debt instruments
CLO3	Comprehend the different methods of performing fundamental and technical analysis
CLO4	Evaluate portfolio based on different portfolio theories
CLO5	Possess a basic knowledge of derivatives, its types and characteristics

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	***Theory*** : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. ***Problem***: Measurement of risk and return	12	CLO1
II	Equity and bond valuation *Theory* : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity ***Problem*:** Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return	12	CLO2
III	**Security analysis** ***Theory*:** Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels ***Problems* :** Relative Strength Analysis, Moving Averages, breadth of market	12	CLO3

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IV	**Portfolio management** ***Theory*:** steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory ***Problems***: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model	12	CLO4
V	**Derivatives** ***Theory*:** characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	12	CLO5
	Total	**60**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	P02, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8.PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2

Text Books	
1.	Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai

References Books	
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

Web Resources	
1.	www.stock-trading-infocentre.com
2.	www.sebi.gov.in
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/

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4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M
CO 3	M	S	M	S	M	M	M	S
CO 4	M	M	M	M	M	S	M	S
CO 5	M	S	M	M	M	S	M	M

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC13	**Entrepreneurship Development**	Core	Y	-	-	-	4	6	25	75	100

Course Objectives	
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
CLO2	To know the various ideas and implementation of business plan.
CLO3	To throw light on importance of the Business analysis and evaluation.
CLO4	To discuss the role of Government in developing entrepreneurship.
CLO5	To understand the problems and remedies of Entrepreneurial failure.

UNIT	Details	No. of Hours	Course Objectives
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.	18	CLO1
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.	18	CLO2
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models- Dealing with basic and initial problems of setting up of enterprises.	18	CLO3
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.	18	CLO4
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.	18	CLO5
	Total	**90**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3

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CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf	
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
.Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQs, True/False, Short essays, Concept explanations, Short summary or overview	

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(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	S	M	S	S	S	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	M	S	M	S	M	S	M	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	2	3
CO 3	3	2	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	14	15	14	14
Weighted percentage of Course Contribution to Pos	3.0	2.8	3.0	2.8	2.8

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Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4C	Strategic Management	Core	Y	-	-	-	4	6	25	75	100

Learning Objectives	
CLO1	To understand the concept of strategy and strategic management process.
CLO2	To create awareness of evolving business environment.
CLO3	To understand strategic alternatives and make appropriate strategic choice
CLO4	To know the basics of strategic implementation
CLO5	To understand recent trends for competitive advantage

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition	18	CLO1
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis	18	CLO2
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies	18	CLO3
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control	18	CLO4
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability	18	CLO5
		90	

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Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4,PO8

Reading List	
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
5.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
References Books	
1.	Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3.	Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5.	Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)
Web Resources	
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266
2	https://str.aom.org/teaching/all-levels
3	https://online.hbs.edu/courses/business-strategy/
4	https://study.sagepub.com/parnell4e
5	https://www.strategicmanagement.net/

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	M	S	M	S
CO 2	S	S	S	M	S	S	M	S
CO 3	M	S	M	M	S	M	M	M
CO 4	S	S	M	M	S	S	M	S
CO 5	M	M	S	M	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 14	**Services Marketing**	Specific Elective	Y	-	-	-	4	6	25	75	100

Learning Objectives	
CLO1	To recall the basic concepts of Services Marketing.
CLO2	To know the Marketing Mix in Service Marketing.
CLO3	To examine effectiveness of Service Marketing.
CLO4	To discuss on delivering Quality Service.
CLO5	To analyze the Marketing of Services.

UNIT	Details	No. of Hours	Learning Objectives
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.	18	CLO1
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing-people, physical evidence and process.	18	CLO2
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	18	CLO3
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.	18	CLO4
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.	18	CLO5
	Total	**90**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate	Longer essay, Evaluation essay, Critique or justify with pros and cons	

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(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE02	**International Business**	Generic Elective		-	-	-	3	5	25	75	100

Learning Objectives	
CLO1	To familiarize students with basic concepts of International Business
CLO2	To impart knowledge about theories of international trade
CLO3	To know the concepts of foreign exchange market and foreign direct investment
CLO4	To understand the global environment
CLO5	To gain knowledge on the Contemporary Issues of International Business

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.	15	CLO1
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	15	CLO2
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.	15	CLO3
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.	15	CLO4
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	15	CLO5
	Total	**75**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8
Reading List		
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.	
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.	
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010	
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.	
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.	
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017	
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020	
5.	Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	https://online.hbs.edu/blog/post/international-business-examples	
2	https://saylordotorg.github.io/text_international-business	
3	https://www.imf.org/en/home	
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4B	**E-Business**	Specific Elective	Y	-	-	-	3	5	25	75	100

Learning Objectives	
CLO1	To understand the basic concepts of electronic business.
CLO2	To identify web-based tools.
CLO3	To examine the security threats to e-business.
CLO4	To discuss the strategies on marketing.
CLO5	To analyze the business plan for e-business.

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business	15	CLO1
II	Web based tools for e - business - e - business software - overview of packages	15	CLO2
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15	CLO3
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	15	CLO4
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	CLO5
	Total	**75**	

Course Outcomes	
Course Outcomes	On completion of this course, students will;
CO1	To define and understand the basic concepts of business done through web — PO2, PO6, PO7
CO2	To Examine and apply web tools in real-time business situations. — PO2, PO5, PO6, PO7
CO3	To analyze the security threats in e-business. — PO6, PO7, PO8
CO4	To evaluate strategies for marketing. — PO2, PO4, PO7
CO5	To prepare the environment for e-business. — PO1, PO2, PO4, PO7, PO8

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Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	S	S
CO 2	M	S	S	M	S	S	S	M
CO 3	M	S	S	M	M	S	S	S
CO 4	M	M	S	S	M	M	S	M
CO 5	M	M	S	M	S	M	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	**3**	**3**	**3**	**3**	**3**
CO 2	**3**	**3**	**3**	**3**	**3**
CO 3	**3**	**3**	**3**	**3**	**3**
CO 4	**3**	**3**	**3**	**3**	**3**
CO 5	**3**	**3**	**3**	**3**	**3**
Weightage	**15**	**15**	**15**	**15**	**15**
Weighted Percentage of Course Contribution to PSO	**3.0**	**3.0**	**3.0**	**3.0**	**3.0**

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4A	**Fundamentals of Logistics Management**	Specific Elective	Y	-	-	-	3	5	25	75	100

Learning Objectives

CLO1	Understand the various basic concepts and terms relating to Logistics
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics
CLO3	Evaluate the importance and issues in global logistics
CLO4	Possess an overall knowledge about the services and factors allied to logistics
CLO5	Understand the technological impact of logistics

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Logistics: History of Logistics- Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy	15	CLO1
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing	15	CLO2
III	GlobalLogistics Global Supply Chain.Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM	15	CLO3
IV	**Key logistics activities** Warehousing: Meaning, Types,Benefits. Transportation Meaning;TypesofTransportations,efficienttransportationsystemand its benefits. Courier/Express logisticsMeaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domesticshipping.	15	CLO4

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V	**Technology &Logistics** :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits	15	CLO5
	Total	**75**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Explain the basic concepts relating to logistics	PO4
CO2	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
CO3	Appraise the needs, modes and issues relating to global logistics	P01, PO2, PO4,PO6,PO8
CO4	Describe about the different activities allied to logistics	PO4,PO6
CO5	Identify the various areas of logistics where technology can be applied	PO7, PO6

Text books	
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) PearsonLimited
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012
References Books	
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3.	FundamentalsofLogisticsManagement(TheIrwin/Mcgraw- HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw- hill/Irwin, First Edition,1998
4.	FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR.Stock,LisaM.Ellram,McGraw Hill Higher Education,1997.
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.
Web Resources	
1.	https://www.techtarget.com/searcherp/definition/logistics-management
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/
3	https://www.track-pod.com/blog/functions-of-logistics/
4	https://www.projectmanager.com/blog/logistics-management-101
5	https://angelikamntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-

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	management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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Keela Eral
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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	S	M	M	M	M
CO 2	S	M	M	M	M	S	M	S
CO 3	S	S	M	S	M	S	M	S
CO 4	M	M	M	S	M	S	M	M
CO 5	M	M	M	M	M	S	S	M

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	**3**	**3**	**3**	**3**	**3**
CO 2	**3**	**3**	**3**	**3**	**3**
CO 3	**3**	**3**	**3**	**3**	**3**
CO 4	**3**	**3**	**3**	**3**	**3**
CO 5	**3**	**3**	**3**	**3**	**3**
Weightage	**15**	**15**	**15**	**15**	**15**
Weighted Percentage of Course Contribution to PSO	**3.0**	**3.0**	**3.0**	**3.0**	**3.0**

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC11	Business Taxation	Core	Y	-	-	-	3	5	25	75	100

Learning Objectives	
CLO1	To understand the basic concepts of Taxes.
CLO2	To provide insights on the Income Tax Act.
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.
CLO4	To discuss on GST.
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST

UNIT	Details	No. of Hours	Learning Objectives
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.	15	CLO1
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure	15	CLO2
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.	15	CLO3
IV	Definitions of GST – business related person's capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.	15	CLO4
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	CLO5
	Total	**75**	

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	To define and understand the basic concepts of tax.	PO2, PO6
CO2	To Examine and apply GST rules in real-time business situations.	PO2, PO5, PO6
CO3	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
CO5	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8
Reading List		
1.	V.S. Datey, **Central Excise,** JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	**Business Taxation (Goods & Services TAX - GST),** Margam Publication, Edition2019.	
3.	Srinivasan N.P and Priya Swami. M, **Business Taxation,** Kalyani publishers Edition 2013	
4.	Pagaredinkar, **Business Taxation,** Sultan Chand and Sons,2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.	
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.	
3.	Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020	
4.	DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.	
5.	T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/	MCQ, True/False, Short essays, Concept explanations, Short summary or	

Don Bosco College of Arts & Science Keela Eral Tuticorin Dist.

PRINCIPAL
Don Bosco College of Arts & Science
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Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8
CO1	M	M	M	M	S	M	M	M
CO2	S	M	M	M	M	M	M	M
CO3	S	M	M	M	S	M	M	M
CO4	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	M	M	M

CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Don Bosco College of Arts & Science
Keela Eral
Tuticorin Dist.

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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA PCE01	**Quantitative Aptitude I**	PCE	Y	-	-	-	2	2	25	75	100

Learning Objectives

CLO1	Tocategorize,applyandusethoughtprocesstodistinguishbetweenconceptsof Quantitativemethods.
CLO2	Toprepareandexplainthefundamentalsrelatedtovariouspossibiliti esandprobabilitiesrelated to time
CLO3	To be able to solve questions relating to percentages, Profit and loss
CLO4	To analyze data in Charts
CLO5	To understand the application Geometry and mensuration

UNIT	Details	No. of Hours	Learning Objectives
I	Numericalcomputation: ApplicationsbasedonNumbers,ChainRule,RatioProportion	6	CLO1
II	Numericalestimation–I ApplicationsBasedonTimeandwork,TimeandDistance	6	CLO2
III	Numericalestimation–II Applicationsbasedon percentages,ProfitLossandDiscount,SimpleinterestandCom poundInterestPartnerships,Sharesanddividends	6	CLO3
IV	Datainterpretation DatainterpretationrelatedtoAverages,Mixtures andallegations,Barcharts,Piecharts,Venndiagrams	6	CLO4
V	ApplicationtoindustryinGeometryandMensuration	6	CLO5
	Total	**30**	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1, PO6
CO2	Solve questions related to time and distance and time and work	PO1 PO6
CO3	Apply concept of percentages, Profit and loss, discount	PO1 PO6
CO4	Interpret data using bar charts and diagrams	PO1 PO6
CO5	Solve questions relating to Geometry and Mensuration	PO1 PO6

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Reading List	
1.	QuantitativeaptitudebyRSAgarwal,SChandPublication
2.	Fast Track Objective Airthmetic by Rajesh Verma , Arihant
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijay Jain , Disha Publications
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

References Books	
1.	Barron"sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.)
2.	QuantitativeAptitudebyUMohanRaoScitechpublications
3.	QuantitativeAptitudebyArunSharmaMcGrawhillpublications
4.	QuantitativeAptitudebyAbhijitGuha
5.	QuantitativeAptitudebyPearsonpublications

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

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Don Bosco College of Arts & Science
KEELA ERAL

Mapping with program outcome

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3	3.0	-

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

Don Bosco College of Arts & Science
Keela Eral
Tuticorin Dist.

PRINCIPAL
Don Bosco College of Arts & Science
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Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA PCE02	**Quantitative Aptitude II**	PCE	Y	-	-	-	2	2	25	75	100

Learning Objectives	
CLO1	Tocategorize,applyandusethoughtprocesstodistinguishbetweenconceptsof reasoning
CLO2	Toprepareandexplainthefundamentalsrelatedtovariouspossibiliti esandprobabilitiesrelatedtoquantitativeaptitude.
CLO3	To explain and interpret data sufficiency
CLO4	To analyze the applications of Base system
CLO5	To critically evaluate numerous possibilities related to puzzles.

UNIT	**Details**	**No. of Hours**	**Learning Objectives**
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification ofnumbers,Letterseries,Seatingarrangements,Directions,bl oodrelationsandpuzzletest.	6	CLO1
II	Combinatorics: Countingtechniques, Permutations, Combinations and Probability	6	CLO2
III	Syllogisms and data sufficiency	6	CLO3
IV	Application of Base system: Clocks(Base24),Calendars(Base7), Cutting of Cubes and cuboids	6	CLO4
V	PuzzleSolving&TimeManagementusingvariousprobl emssolvingtoolsandtechniques	6	CLO5
	Total	**30**	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	**Program Outcomes**
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	PO1
CO2	Solve questions related to combinations	PO1
CO3	Solve questions based on syllogisms	PO1
CO4	Solve questions based on clocks, calendars	PO1
CO5	Solve puzzles	PO1

Reading List	
1.	Quantitative aptitude by RS Agarwal, S Chand Publication.
2.	Puzzlestopuzzleyou byShakunataladeviorientpaperbackpublication

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3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA
4.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal, S Chand Publications
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications

References Books	
1.	Barron"sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.)
2.	QuantitativeAptitudebyUMohanRaoScitechpublications
3.	QuantitativeAptitudebyArunSharmaMcGraw-Hillpublications
4.	QuantitativeAptitudebyAbhijitGuha
5.	QuantitativeAptitudebyPearsonpublications
Web Resources	
1.	www.m4maths.com
2.	www.Indiabix.com
3.	https://www.123test.com/numerical-reasoning-test/
4.	https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html
5.	https://playquiz2win.com/reasoning.html

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge

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Mapping with program outcome

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	S	S	M	M
CO 2	S	M	M	M	M	S	M	M
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	M	S	S	M	M
CO 5	S	M	M	M	M	S	M	M

CO/PO	PSO 1	PSO 2	PSO3	PSO 4	PSO 5
CO 1	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
Weightage	15	-	15	15	-
Weighted Percentage of Course Contribution to POs	3.0	-	3.0	3.0	-

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SYLLABUS

MANONMANIAMSUNDARANARUNIVERSITY

TIRUNELVELI -12

COMMON SKILL BASED SUBJECT FOR U.G. PROGRAMME

Personality Development

UNIT-I

PERSONALITY-Definition–Determinants–Personality Traits–Theories of Personality– Importance of Personality Development. **SELF AWARENESS** – Meaning – Benefits of Self – Awareness–Developing Self–Awareness.**SWOT**–Meaning–Importance-Application– Components.**GOALSETTING**Meaning-Importance–Effectivegoalsetting–Principlesof Goal setting– Goal setting at the Right level.

UNIT– II

SELF MONITORING – Meaning – High self – monitor versus low self monitor – Advantages and Disadvantages self monitor- Self –monitoring and job performance. **PERCEPTION**- Definition- Factor influencing perception- Perception process –Errors in perception – Avoiding perceptual errors. **ATTITUDE** – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes – Barriers to attitude change – Methods to attitude change. **ASSERTIVENESS** -Meaning – Assertiveness in Communication – Assertiveness Techniques – Benefits of being Assertive – Improving Assertiveness.

UNIT– III

TEAM BUILDING– Meaning – Types of teams – Importance of Team building- Creating Effective Team. **LEADERSHIP** – Definition – Leadership style- Theories of leadership – Qualities of an Effect leader. **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process – Common mistakes in Negotiation process. **CONFLICT MANAGEMENT** – Definition- Types of Conflict- Levels of Conflict – Conflict Resolution – Conflict management .

UNIT–IV

COMMUNICATION – Definition – Importance of communication – Process of communication - Communication Symbols – Communication network – Barriers in communication – Overcoming Communication Barriers. **TRANSACTIONAL ANALYSIS**– Meaning–EGO States–Types of Transactions– Johari Window- Life Positions. **EMOTIONAL INTELLIGENCE** - Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence – How to develop Emotional Quotient. **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress

UNIT– V

SOCIAL GRACES– Meaning – Social Grace at Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. **GROUP DISCUSSION** – Meaning – Personality traits required for Group Discussion-Process of Group Discussion-Group Discusson Topics**. INTERVIEW**–Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

References:

1. Dr.S. Narayana Rajan,Dr. B.Rajasekaran, G. Venkadasalapthi, V. Vijuresh Nayaham and Herald M.Dhas, **Personality Development**, Publication Division, Manonmaniam Sundaranar University, Tirunelveli
2. Stephan P.Robbins, **Organisational Behaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3. Jit S. Chandan,**Oragnisational Behaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr.K.K.Ramachandranand Dr.K.K.Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi,2010.

MANONMANIAMSUNDARANARUNIVERSITYTIRUNELVELI

U.G.PART IV-COURSES–AFFILIATED COLLEGES

(Choice Based Credit System)

(For those who joined from 2021-2022 onwards)

Value Based Education

II Semester

L	T	P	C
2			2

a. Course Objectives:

The course will enable the student to:

1. state the meaning of social justice, human rights, Globalization, mass media and new media
2. enumerate the rights of women, children, Dalits, minorities and physically challenged as per Indian constitution
3. comprehendthesocialrealitiesandissuesandchallengesinglobalizationand inculcate an essential value system towards building a healthy society

b. Course Prerequisites:

a. Positive attitude towards social justice and communal harmony
b. Aspiration to create better world
c. Respect for Indian constitution, humanity, ethics and value

c. Course Outcome (COs):

d. ***After completing the course the students will be able to:***

CO1: Identify the contribution of social reformers and factors that influence social justice.

CO2: Compare and list the legal rights provided to women, children, Dalits, minorities and physically challenged as per human rights and Indian constitution

CO3: Stay as a responsible citizen and raise voice for any violence against women

CO4: analyze the prospects and challenges in mass media role of media in.

CO5: assess the influence of new media on children and youth and use them to inculcate communal harmony and social justice.

CO6: frame their own personal values based on social ethics to moderate the social issues and lead a secular society.

f. Course Outline:

The course inculcates value and ethics in individual for being a responsible citizen and build a nation with social justice and communal harmony.

Unit I: Social Justice **Contact Hours: 7**

Social Justice: definition–need–parameters–influencing factors–caste and gender– contributions of social reformers.

Unit II:Human Rights and Marginalized People **Contact Hours: 8**

Human Rights: concept – principles – human rights and Indian constitution – Rights of Women and children–violence against women–Rights of marginalized people, women, children, dalits, minorities and physically challenged.

Unit III: Social Issues and Communal Harmony **Contact Hours: 8**

Social issues: causes and magnitude – alcoholism, drug addiction, poverty, unemployment – Communal harmony: concept–religion and its place in public domain–separation of region from politics – secularism role of civil society.

Unit IV: Media Education and Globalized World Scenario **Contact Hours:7**

Mass media: functions, characteristics, need and purpose – effects and influence – youth and children–media power– social cultural and political consequences–mass mediated culture– consumeristic culture – Globalization – New media: prospects and challenges

UnitV:Values and Ethics **ContactHours:6**

Personal values–family values–social values–cultural values–Professional values–and overall ethics – duties and responsibilities.

Mapping of Cos to Pos and PSOs

	Course Outcome	**PO Addressed**	**Correlation Level**	**PSO Addressed**	**Correlation Level**	**Cognitive Level**
CO1		PO1to PO8	L/M/H	PSO1toPSO8	L/M/H	$K_1$to K_6
CO2						
CO3						
CO4						
CO5						
CO6						

(L–Low,M–Medium,H–High; K_1–Remember,K_2–Understand,K_3 –Apply,K_4–Analyze,K_5–Evaluate,K_6–Create)

ReferenceBooks:

1. Francis,K.(1993).*Educationreformforsocialjustice (Vol.2).*Discoverypublishing house
2. SatvinderJuss.(2020).*Humanrights inIndia*. Routledge
3. SmarakSwain,S.(2011). *SocialissuesofIndia*.NewVishal publications
4. Chakraborty,S.K.,Chakraborty,D.(2006).*HumanValuesandEthics*.ICFAIUniversity Press
5. DavidBuckingham.(2013).*MediaEducation:Literacy,Learning&Contemporaryculture*. Wiley Publishers.

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

SYLLABUS FOR ENVIRONMENTAL STUDIES FOR

UNDERGRADUATE COURSES –

PART IV-COMPULSORY PAPER

UNIT I: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance Natural resources and associated problems:

a) Forest resources: Use and over-exploitation, deforestation, timber extraction, dams and their effects on forests and tribal people.
b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems, water conservation and watershed management.
c) Mineral resources: Use and exploitation, environmental effects.
d) Food resources: World food problems, changes, effects of modern agriculture, fertilizer-pesticide problems.
e) Energy resources: Growing energy needs, renewables and non-renewable energy sources, alternate energy sources.
f) Land resources: Land as a resource, land degradation, man-induced landslides, soilerosionand desertification.
g) Role of an individual in conservation of natural resources.
h) Equitable use of resources for sustainable lifestyles.

UNIT II: ECOSYSTEMS

a) Forest Ecosystem
b) Grassland Ecosystem
c) Desert ecosystem
d) Aquatic Ecosystem (Ponds rivers, oceans, estuaries) Food Chains, Food Webs and Ecological Pyramids Energy flow in the ecosystem
Ecological succession

UNIT III : BIODIVERSITY AND ITS CONSERVATION

Introduction Definition: Genetic, species and ecosystem diversity.
Biogeographical classification of India Values of Biodiversity
Biodiversity at global, national and local levels India as a mega-diversity nation
Hot-Spots of biodiversity
Threats to biodiversity
Endangered and endemic species of India
Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT IV: ENVIRONMENTAL POLLUTION

Definition- Causes, effects and control measures of:-

a) Air Pollution
b) Water Pollution
c) Soil Pollution
d) Marine Pollution
e) Noise Pollution.
f) Thermal Pollution

Solid Waste Management
Disaster Management: Floods, earthquake, cyclone and landslides.

UNI TV: SOCIAL ISSUES AND THE ENVIRONMENT

Climatic change, global warming, acid rain, ozone depletion.
Wasteland reclamation
Consumerism and Waste products, use and through plastics
Environment Protection Act
Air (Prevention and Control of Pollution Act
Water (Prevention and Control of Pollution) Act
Wildlife Protection Act
Forest Conservation Act
Population Explosion — Family Welfare Programme
Human Rights

REFERENCES:

1. Vijayalakshmi, G. S.|, A. G. Murugesan and N. Sukumaran.2006. Basics of Environmental Science, Manonmaniam Sundaranar University Publications, Tirunelveli, pp.160
2. Agarwal. K. C.2001.Environmental Biology, Nidi Publications Limited, Bikaner.
3. A. K. De.1999. Environmental Chemistry, Wiley Eastern Limited, India.
4. Jadhav, H. and Bhosale,V.M.1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi. pp284.
5. O dum, E.P.1971. Fundamentals of Ecology, W.B.Saunders Co.,USA.pp.574.

AWARENESS PROGRAMMES / OUTREACH ACTIVITIES RELATED TO ENVIRONMENT

S.No	Name and Designation of the Resource Persons	Event	Date	No. of Beneficiaries
1	Dr.M.Prabhu NSS Coordinator, Don Bosco College of Arts and Science, Keela Eral	Campus cleaning Programme	13.07.2023	350
2	Thirumaran Founder Children's Trust - Tenkasi	Seed ball Preparation	11.10.2023	400
3	Rev.Dr.S.Victor Antonyraj, Secretary Don Bosco College of Arts and Science, Keela Eral	Mega Tree Plantation	19.10.2023	350
4	Dr.Kowshik Primary Health Center, Keela Eral.	Nilavembu Juice Distribution	06.11.2023	300

ஒரு கோடி பனை விதைகள் நடும் நெடும் பணி 2023

9.0764616000
78.3651137000

பாராட்டுச் சான்றிதழ்

SCAN TO VERIFY

DR . M . PRABHU

01.10.2023 அன்று தமிழ்நாடு பனைமரத் தொழிலாளர்கள் நல வாரியம், கிரீன் நீடா சுற்றுச்சூழல் அமைப்பு, தமிழ்நாடு நாட்டு நலப்பணி திட்டம், தமிழ்நாடு தன்னார்வலர்கள் உள்ளிட்ட அமைப்புகள் இணைந்து முன்னெடுத்த, தமிழ்நாட்டின் 14 கடற்கரை மாவட்டங்களில், ஒரு கோடி பனை விதைகள் நடும் நெடும் பணியில் தன்னார்வலராக பங்கேற்று சிறப்பித்தமைக்காக பாராட்டுச் சான்றிதழ் வழங்கப்படுகிறது.

Thiru Siva. V. MEYYANATHAN
Minister for Environment and Climate Change,
Government of Tamil Nadu, Secretariat, Chennai - 600 009

கோடியில் ஒருவர்

(SPECIAL AWARD)

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இந்தியத் துணைக் கண்டத்திலுள்ள 45 கோடி மாணவ மாணவியர்,

20 கோடி இளைஞர்களை ஈடுபடுத்தி 1 கோடி மரம் உருவாக்கும் திட்டத்தின்கீழ்

.....ஆ.ஆரோன்.....

என்னும்

தொன் பேரஸ்கோ நலை(மா) அறிவியல்

☐ பள்ளி ☑ கல்லூரி ☑ மாணவர் ☐ மாணவி

10 விதைப்பந்துகளை உருவாக்கி, ஒரு மரக்கன்றை நட்டு

"கோடியில் ஒருவர்"

விருதினை பசுமை காக்கும் உலக நன்மைக்காகப் பெறுகிறார்.

இந்த உலகம், இவர் வைக்கும் மரம், இவரின் குடும்பம் வாழ்க! வாழ்க!!

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தலைக்குப் பத்து விதைப்பந்து

Dr. S. விஜயராகவன், M.S
அப்துல் கலாமின் ஆத்ம நண்பர்

S. பாலசுப்பிரமணியன்
National Co-ordinator
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செல் : 80123 65655

Mrs.T. சாந்தி
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பேச மட்டும் : 73 73 73 74 89

11 | 10 | 2023

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இந்தியத் [illegible]ணைக் கண்டத்திலுள்ள 45 கோடி மாணவ மாணவியர்,

[illegible] இளைஞர்களை ஈடுபடுத்தி 1 கோடி மரம் உருவாக்கும் திட்டத்தின்கீழ்

J. விஜய பிரவீன் பிமலா.

என்னும்

[illegible]

☐ பள்ளி ☑ கல்லூரி ☐ மாணவர் ☑ மாணவி

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11 | 10 | 2023

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.....ஆ. ஆகோன்.....

என்னும்

தொன் பேரஸ்கோ நலை(மா) அறிவியல்

☐ பள்ளி ☑ கல்லூரி ☑ மாணவர் ☐ மாணவி

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.....[illegible].....

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பல் மருத்துவர்
அசிதி பல் மருத்துவமனை
முக்கூடல்
செல் 80123 65655

Mrs.T. சாந்தி
Women World

பூ. திருமாறன்
முதன்மை வேலைக்காரர்
"டிரஸ்ட்" குழந்தைகள் இல்லம்
வெங்காடம்பட்டி-627415
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கோடியில் ஒருவர்

(SPECIAL AWARD)

AIM TO GROW 1 CRORE TREES

TRUST

IWSF

இந்தியத் துணைக் கண்டத்திலுள்ள 45 கோடி மாணவ மாணவியர்,
20 கோடி இளைஞர்களை ஈடுபடுத்தி 1 கோடி மரம் உருவாக்கும் திட்டத்தின்கீழ்

.....A. பேரணி ஃப்யோரா.....

என்னும்

தொன் போஸ்கோ கலை பல அறிவியல்

☐ பள்ளி ☑ கல்லூரி ☐ மாணவர் ☑ மாணவி

10 விதைப்பந்துகளை உருவாக்கி, ஒரு மரக்கன்றை நட்டு

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விருதினை பசுமை காக்கும் உலக நன்மைக்காகப் பெறுகிறார்.

இந்த உலகம், இவர் வைக்கும் மரம், இவரின் குடும்பம் வாழ்க! வாழ்க!!

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S. பாலசுப்பிரமணியன்
National Co-ordinator
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.....S. [illegible].....

என்னும்

[illegible]

☐ பள்ளி ☑ கல்லூரி ☐ மாணவர் ☑ மாணவி

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..... B. வருணிகா .....

என்னும்

[illegible]

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P. Thirumaran

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