

**BHARATHIDASAN UNIVERSITY**  
**TIRUCHIRAPPALLI - 620024**



**B. COM., BANK MANAGEMENT**  
**SYLLABUS**

**FROM THE ACADEMIC YEAR**  
**2026-2027**

## PROGRAMME OBJECTIVES:

The **B. Com., Bank Management** Degree provides Programme 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.

- This course aims at enabling the students to understand and to contribute to the strategic operational policies and practices of commercial bank management in a competitive environment.
- This course prepares the students to take up various positions in the banking industry and financial services industry. The course is also a stepping stone for students aspiring to undertake higher education in Commerce, Banking, Management, etc.
- A general framework for bank valuation provides the background for a discussion of value-based bank management, covering topics including the drivers of bank value, a detailed examination of deposit and loan pricing and to risk management in banking.

| <b>BHARATHIDASAN UNIVERSITY REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Programme:</b>                                                                                                                                     | <b>B.COM., Bank Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Duration:</b>                                                                                                                                      | <b>3 years</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Programme Outcomes</b>                                                                                                                             | <p><b>PO1: Fundamental Subject Knowledge:</b> Students should acquire a comprehensive grasp of the primary concepts and foundational principles within their specific discipline, such as literature or sociology.</p> <p><b>PO2: . Contextual Insight:</b> It is vital for students to recognize the historical, social, and political backgrounds that define their area of expertise.</p> <p><b>PO3: Critical Interpretation:</b> Students are expected to develop the ability to examine and interpret various forms of data, texts, and social phenomena.</p> <p><b>PO4: Logical Argumentation:</b> A key outcome is the ability to assess academic arguments and derive well-supported, logical conclusions.</p> <p><b>PO5: Effective Expression:</b> Students should cultivate the</p> |

|                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                   | <p>skill of sharing ideas clearly and effectively through both spoken and written communication.</p> <p><b>PO6: Articulate Interaction:</b> Proficiency in using formal academic language to present arguments with clarity is required.</p> <p><b>PO7: Practical Application:</b> Learners should be able to identify real-world issues and apply theoretical knowledge to find evidence-based solutions.</p> <p><b>PO8: Introductory Research Skills:</b> Students must gain an understanding of basic investigative tools and methodologies used in academic research.</p> <p><b>PO9: Information Management:</b> A core skill involves gathering, organizing, and synthesizing information from diverse academic sources.</p> <p><b>PO10: Ethical and Social Consciousness:</b> Students should develop an awareness of ethical dilemmas and demonstrate sensitivity toward social justice, environmental concerns, and Programm Specific Outcomes for Undergraduate (UG) – B.Com.,</p>     |
| <p><b>Programme<br/>Specific<br/>Outcomes</b></p> | <p><b>PSO1 – Placement:</b><br/>To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.</p> <p><b>PSO 2 - Entrepreneur:</b><br/>To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations</p> <p><b>PSO3 – Research and Development:</b><br/>Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.</p> <p><b>PSO4 – Contribution to Business World:</b><br/>To produce employable, ethical and innovative professionals to sustain in the dynamic business world.</p> <p><b>PSO 5 – Contribution to the Society:</b><br/>To contribute to the development of the society by collaborating with stakeholders for mutual benefit</p> |

**B.COM., BANK MANAGEMENTG (UG)**  
**CHOICE BASED CREDIT SYSTEM–LEARNING OUTCOMES BASED CURRICULUM**  
**FRAME WORK (CBCS - LOCF)**  
 (Applicable to the candidates admitted from the academic year 2026-2027 onwards)

| Sem. | Part | Name of the Courses                          | Title of Course                    | Ins.<br>Hrs | Credits   | m.<br>Hour | Maximum Marks |      |            |
|------|------|----------------------------------------------|------------------------------------|-------------|-----------|------------|---------------|------|------------|
|      |      |                                              |                                    |             |           |            | Int.          | Ext. | Total      |
| I    | I    | Ability Enhancement Course – I (AEC - I)     | (Tamil\$ / Other Languages+, #)    | 6           | 3         | 3          | 30            | 70   | 100        |
|      | II   | Ability Enhancement Course – II (AEC - II)   | English Course - I                 | 6           | 3         | 3          | 30            | 70   | 100        |
|      | III  | Core Course–1 (CC-1)                         | Principles of Accountancy          | 4           | 4         | 3          | 30            | 70   | 100        |
|      |      | CoreCourse-2 (CC-2)                          | Marketing                          | 4           | 4         | 3          | 30            | 70   | 100        |
|      |      | Allied Course -1 (AC - 1)                    | Management Concepts                | 3           | 3         | 3          | 30            | 70   | 100        |
|      |      | Allied Course-2 (AC - 2)                     | Indian Financial System            | 3           | 3         | 3          | 30            | 70   | 100        |
|      | IV   | Value Education                              |                                    | 2           | 2         | 3          | 30            | 70   | 100        |
|      |      | Interdisciplinary Course – 1 (IDC - 1) #     | One Course from Outside Department | 2           | 2         | 3          | 30            | 70   | 100        |
|      |      | <b>Total</b>                                 |                                    | <b>30</b>   | <b>24</b> |            |               |      | <b>800</b> |
| II   | I    | Ability Enhancement Course – III (AEC - III) | (Tamil\$/Other Languages+,#)       | 6           | 3         | 3          | 30            | 70   | 100        |
|      | II   | Ability Enhancement Course – IV (AEC - IV)   | English Course - II                | 6           | 3         | 3          | 30            | 70   | 100        |
|      | III  | Core Course–3 (CC-3)                         | Business Accounting                | 4           | 4         | 3          | 30            | 70   | 100        |
|      |      | Core Course- 4(CC-4)                         | Business Tools for Decision Making | 4           | 4         | 3          | 30            | 70   | 100        |
|      |      | Allied Course-3 (AC -3)                      | Business Economics                 | 3           | 3         | 3          | 30            | 70   | 100        |
|      |      | Allied Course– 4 (AC -4)                     | Business Ethics                    | 3           | 3         | 3          | 30            | 70   | 100        |
|      |      | Skill Enhancement Course -1 (SEC-1) ##       | Naan Mudhalvan Course              | 2           | 2         | 3          | 30            | 70   | 100        |
|      |      | Interdisciplinary Course – 2 (IDC - 2) #     | One Course from Outside Department | 2           | 2         | 3          | 30            | 70   | 100        |
|      |      | <b>Total</b>                                 |                                    | <b>30</b>   | <b>24</b> |            |               |      | <b>800</b> |

|                                                                                  |     |                                                |                                    |    |    |    |    |    |     |
|----------------------------------------------------------------------------------|-----|------------------------------------------------|------------------------------------|----|----|----|----|----|-----|
| III                                                                              | I   | Ability Enhancement Course – V (AEC - V)       | (Tamil\$/Other Languages+,#)       | 6  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | II  | Ability Enhancement Course – VI (AEC - VI)     | English Course - III               | 6  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | III | Core Course–5 (CC-5)                           | Partnership Accounting             | 4  | 4  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Core Course- 6 (CC-6)                          | Business Law                       | 4  | 4  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Allied Course -5 (AC - 5)                      | Business Communication             | 3  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Allied Course -6 (AC - 6)                      | Co-operative Banking               | 3  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | IV  | Skill Enhancement Course- 2 (SEC- 2) ##        | Naan Mudhalvan Course              | 2  | 2  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Interdisciplinary Course – 3 (IDC - 3) \$\$    | One Course from Outside Department | 2  | 2  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Health & Wellness @                            |                                    | -- | 1  | -- |    |    | 100 |
|                                                                                  |     | Total                                          |                                    |    | 30 | 25 |    |    |     |
| IV                                                                               | I   | Ability Enhancement Course – VII (AEC - VII)   | (Tamil\$/Other Languages+,# )      | 6  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | II  | Ability Enhancement Course – VIII (AEC - VIII) | English Course - IV                | 6  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | III | Core Course– 7(CC-7)                           | Cost Accounting                    | 4  | 4  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Core Course - 8(CC-8)                          | Banking Theory, Law and Practice   | 4  | 4  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Allied Course-7 (AC - 7)                       | Company Law (2013 Amendments)      | 3  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Allied Course-8 (AC - 8)                       | Credit Management                  | 3  | 3  | 3  | 30 | 70 | 100 |
|                                                                                  | IV  | Skill Enhancement Course -3 (SEC- 3)##         | Naan Mudhalvan Course              | 2  | 2  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Interdisciplinary Course – 4 (IDC - 4) \$\$    | One Course from Outside Department | 2  | 2  | 3  | 30 | 70 | 100 |
|                                                                                  |     | Total                                          |                                    |    | 30 | 24 |    |    |     |
| Summer Internship / Industrial Activity during the Summer Vacation after II Year |     |                                                |                                    |    |    |    |    |    |     |

|    |                    |                                           |                                               |            |            |   |    |    |             |
|----|--------------------|-------------------------------------------|-----------------------------------------------|------------|------------|---|----|----|-------------|
| V  | III                | Core Course - 9(CC-9)                     | Corporate Accounting I                        | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Course - 10 (CC-10)                  | Computer Applications in Business (Theory)    | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Practical – 1 (CP-1)                 | Computer Applications in Business (Practical) | 4          | 4          | 3 | 40 | 60 | 100         |
|    |                    | Core Course – 11(CC-11)                   | Management Accounting                         | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Course – 12 (CC-12)                  | Digital Banking                               | 5          | 4          | 3 | 30 | 70 | 100         |
|    | IV                 | Skill Enhancement Course - 4 (SEC-4) ##   | Basics of Research Methodology                | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Skill Enhancement Course – 5 (SEC-5) ##   | Naan Mudhalvan Course                         | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Introduction to Disaster Management       |                                               | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Summer Internship / Industrial Activity@@ | (with Viva-Voce)                              | --         | 2          | - | 20 | 80 | 100         |
|    | <b>Total</b>       |                                           |                                               | <b>30</b>  | <b>28</b>  |   |    |    | <b>900</b>  |
| VI | III                | Core Course –13 (CC-13)                   | Corporate Accounting - II                     | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Course - 14 (CC-14)                  | Income Tax - Law and Practice                 | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Course - 15 (CC-15)                  | Financial Management                          | 5          | 4          | 3 | 30 | 70 | 100         |
|    |                    | Core Project Work (CPW) @@                | Project (with viva voce)                      | 5          | 3          | 4 | 20 | 80 | 100         |
|    | IV                 | Value Added Course                        | General Studies for Competitive Examinations  | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Skill Enhancement Course - 6 (SEC-6) ##   | Entrepreneurial Development                   | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Skill Enhancement Course - 7 (SEC-7) ##   | Naan Mudhalvan Course                         | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Environmental Science                     |                                               | 2          | 2          | 3 | 30 | 70 | 100         |
|    |                    | Gender Studies                            |                                               | 2          | 1          | 3 | 30 | 70 | 100         |
|    |                    | Extension Activities *                    |                                               | --         | 1          | - | -- | -- | --          |
|    | <b>Total</b>       |                                           |                                               | <b>30</b>  | <b>25</b>  |   |    |    | <b>900</b>  |
|    | <b>Grand Total</b> |                                           |                                               | <b>180</b> | <b>150</b> |   |    |    | <b>5100</b> |

| SKILL ENHANCEMENT COURSE |                                       |         |                                    |
|--------------------------|---------------------------------------|---------|------------------------------------|
| Sl. No.                  | Title of Courses                      | Sl. No. | MANDATORY Naan Mudhalvan Course ## |
| 1.                       | Digital Communication Skills          | 1.      | 2 <sup>nd</sup> Semester:          |
| 2.                       | Digital Marketing                     |         |                                    |
| 3.                       | Retail Management                     | 2.      | 3 <sup>rd</sup> Semester:          |
| 4.                       | AI in Commerce                        |         |                                    |
| 5.                       | Cyber Security Management             | 3.      | 4 <sup>th</sup> Semester:          |
| 6.                       | Logistics and Supply Chain Management |         |                                    |
| 7.                       | Basics of Research Methodology        | 4.      | 5 <sup>th</sup> Semester:          |
| 8.                       | Human Resource Management             |         |                                    |
| 9                        | Entrepreneurial Development           | 5.      | 6 <sup>th</sup> Semester:          |
| 10                       | Basics of Goods and Service Tax       |         |                                    |

| INTERDISCIPLINARY COURSE (IDC)<br>FOR WHO HAVE OPT TAMIL AS PART - I<br>(for other Department Students only) |                                                       |
|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| 1 <sup>st</sup> Semester                                                                                     | Personal Investment/Elements of Insurance             |
| 2 <sup>nd</sup> Semester                                                                                     | Introduction to Accountancy/Salesmanship              |
| 3 <sup>rd</sup> Semester                                                                                     | Digital Banking/Retail marketing                      |
| 4 <sup>th</sup> Semester                                                                                     | Tourism and travel Management/Stock Market Operations |

| INTERDISCIPLINARY COURSE (IDC) #<br>FOR WHO HAVE NOT OPT TAMIL AS PART - I                                                                                                                          |                          |                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------|
| Those who have studied Tamil upto 10 <sup>th</sup> +2 but opt for other languages in degree                                                                                                         | 1 <sup>st</sup> Semester | Special Tamil - I  |
|                                                                                                                                                                                                     | 2 <sup>nd</sup> Semester | Special Tamil - II |
| Those who have not studied Tamil in school level                                                                                                                                                    | 1 <sup>st</sup> Semester | Basic Tamil - I    |
|                                                                                                                                                                                                     | 2 <sup>nd</sup> Semester | Basic Tamil - II   |
| Those students who opt for either special Tamil (or) Basic Tamil as IDCs, have to choose 2 more IDCs courses in their 3 <sup>rd</sup> and 4 <sup>th</sup> Semester from Outside his/her department. |                          |                    |

| <b>INTERDISCIPLINARY COURSE (IDC) \$\$<br/>FOR NCC CADETS ONLY</b>                                                                                                        |                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>NCC Course is a Compulsory Course for the NCC Cadets in the 3<sup>rd</sup> Semester:</b>                                                                               | <b>NCC Course is a Compulsory Course for the NCC Cadets in the 4<sup>th</sup> Semester:</b>                |
| Introduction to NCC (Existing Syllabus)                                                                                                                                   | 1. Special Subject Army <b>(or)</b><br>2. Special Subject Navy <b>(or)</b><br>3. Special Subject Air force |
| Those students who opt for NCC Courses as IDCs, have to choose 2 more IDCs courses in their 1 <sup>st</sup> and 2 <sup>nd</sup> Semester from Outside his/her department. |                                                                                                            |

**SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES -  
ARTS/HUMANITIES**

| <b>Sl. No.</b> | <b>Part</b> | <b>Types of the Courses</b>                                                         | <b>No. of Courses</b> | <b>Credits for Each Course</b> | <b>Total Credits</b> | <b>Marks</b> |
|----------------|-------------|-------------------------------------------------------------------------------------|-----------------------|--------------------------------|----------------------|--------------|
| 1.             | I           | Ability Enhancement Course                                                          | 4                     | 3                              | 12                   | 400          |
| 2.             | II          | Ability Enhancement Course                                                          | 4                     | 3                              | 12                   | 400          |
| 3.             | III         | Core Courses (CC)                                                                   | 15                    | 4                              | 60                   | 1500         |
| 4.             |             | Core Practical (CP)                                                                 | 1                     | 4                              | 04                   | 100          |
| 5.             |             | Allied Course (AC)                                                                  | 8                     | 3                              | 24                   | 800          |
| 6.             |             | Core Project Work (CPW)                                                             | 1                     | 3                              | 03                   | 100          |
| 7.             | IV          | Skill Enhancement Courses (SEC)                                                     | 7                     | 2                              | 14                   | 700          |
| 8.             |             | Interdisciplinary Course (IDC)                                                      | 4                     | 2                              | 08                   | 400          |
| 9.             |             | Value Education                                                                     | 1                     | 2                              | 02                   | 100          |
| 10.            |             | Health and Wellness                                                                 | 1                     | 1                              | 01                   | 100          |
| 11.            |             | Introduction to Disaster Management                                                 | 1                     | 2                              | 02                   | 100          |
| 12.            |             | Summer Internship/<br>Industrial Activity                                           | 1                     | 2                              | 02                   | 100          |
| 13.            |             | Value Added Course                                                                  | 1                     | 2                              | 02                   | 100          |
| 14.            |             | Environmental Studies                                                               | 1                     | 2                              | 02                   | 100          |
| 15.            |             | Gender Studies                                                                      | 1                     | 1                              | 01                   | 100          |
| 16.            |             | Extension Activities<br>(NCC/NSS/SPORTS/ANTI DRUG<br>CELL/YRC& Any Other Activities | --                    | 1                              | 01                   | --           |
|                |             | <b>Total</b>                                                                        | <b>51</b>             |                                | <b>150</b>           | <b>5100</b>  |

| \$               | For those who have studied Tamil upto 10 <sup>th</sup> +2 (Regular stream)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|---------------|-----------|------------------|-----------|--------------|------------|----|---|------------------------------------------|----|-------|--|-----|
| +                | Syllabus for other Languages should be on par with Tamil at degree level                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| #                | Those who have studied Tamil up to 10 <sup>th</sup> +2 but opt for other languages in degree level under Part –I should study special Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part– IV under the Ability Enhancement Course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| ##               | Naan Mudhalvan Scheme: As per the Naan Mudhalvan Scheme instructions 5 courses from 2 <sup>nd</sup> to 6 <sup>th</sup> semester should be studied under Skill Enhancement Course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| \$\$             | NCC Course is one of the Choices in the Ability Enhancement Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is a Compulsory Course for the NCC Cadets.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| @                | <p><b>Health and Wellness: Assessments:</b></p> <ul style="list-style-type: none"><li>• Use self-reflective worksheets to assess their understanding</li><li>• submit the worksheets to internal audit / external audit</li><li>• Every student’s activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required.</li></ul> <p><b>Scheme of Evaluation:</b></p> <table><tr><th>Part</th><th>Description</th><th>Marks</th></tr><tr><td>A</td><td>Report</td><td>40</td></tr><tr><td>B</td><td>Attendance</td><td>20</td></tr><tr><td>C</td><td>Activities (Observation During Practice)</td><td>40</td></tr><tr><td colspan="2">Total</td><td>100</td></tr></table> | Part        | Description | Marks         | A         | Report           | 40        | B            | Attendance | 20 | C | Activities (Observation During Practice) | 40 | Total |  | 100 |
| Part             | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Marks       |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| A                | Report                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 40          |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| B                | Attendance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 20          |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| C                | Activities (Observation During Practice)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 40          |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| Total            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 100         |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| @@               | <p><b>Summer Internship / Industrial Activity</b></p> <p>Summer Internship will be carried out during the summer vacation after the second year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 5<sup>th</sup> semester Mark Statement.</p> <p><b>Summer Internship / Industrial Activity &amp; Project</b></p> <p><b>Scheme of Evaluation:</b></p> <table><tr><th>Description</th><th>Marks</th></tr><tr><td><b>Report</b></td><td><b>80</b></td></tr><tr><td><b>Viva-Voce</b></td><td><b>20</b></td></tr><tr><td><b>Total</b></td><td><b>100</b></td></tr></table>                                                                                                                                     | Description | Marks       | <b>Report</b> | <b>80</b> | <b>Viva-Voce</b> | <b>20</b> | <b>Total</b> | <b>100</b> |    |   |                                          |    |       |  |     |
| Description      | Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| <b>Report</b>    | <b>80</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| <b>Viva-Voce</b> | <b>20</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| <b>Total</b>     | <b>100</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |
| *                | Extension Activities shall be outside instruction hours.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |             |               |           |                  |           |              |            |    |   |                                          |    |       |  |     |

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                              |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CORECOURSE-I<br>PRINCIPLES OF ACCOUNTANCY                                                                                                                                                    | SEMESTER-I |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | (THEORY)                                                                                                                                                                                     | CREDIT:4   |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                              |            |
| <ul style="list-style-type: none"><li>To enable the students to understand the basic principles and concepts of Accountancy.</li><li>To enhance the students to prepare the Final accounts for Sole Traders and rectification of errors.</li><li>To gain the knowledge to prepare the accounts for Non-Profit organisation and Bills of exchange.</li><li>To motivate the students to prepare Accounts for Consignment and Joint Ventures.</li><li>In overall students can acquire conceptual knowledge and prepare the accounts of the Single Entry System. Depreciation - Methods, provisions and reserves.</li></ul>                       |                                                                                                                                                                                              |            |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | INTRODUCTION OF ACCOUNTING AND CONCEPTS:                                                                                                                                                     |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Introduction – Accounting concepts and conventions – Accounting Standards – Meaning- Double entry system – Journal, Ledger, Subsidiary books, Trial Balance - Bank Reconciliation Statement. |            |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | FINAL ACCOUNTS OF SOLE TRADERS:                                                                                                                                                              |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Final Accounts of sole traders with adjustment entries –Rectification of Errors.                                                                                                             |            |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ACCOUNTS FOR NONPROFIT ORGANISATION:                                                                                                                                                         |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Accounts of Non- profit organization – Bills of exchange – Average due date – Account Current.                                                                                               |            |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CONSIGNMENTS AND JOINT VENTURES ACCOUNTS:                                                                                                                                                    |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Consignments and Joint Ventures.                                                                                                                                                             |            |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SINGLE ENTRY SYSTEM AND DEPRECIATION:                                                                                                                                                        |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Single Entry System. Depreciation-Methods, provisions and reserves.                                                                                                                          |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (Theory 20% Problems 80%)                                                                                                                                                                    |            |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CURRENT CONTOURS (For Continuous Internal Assessment Only):                                                                                                                                  |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Contemporary Development related to the course during the Semester concerned                                                                                                                 |            |
| TEXT AND REFERENCE BOOKS:(Latest revised edition only) <                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                              |            |
| <ol style="list-style-type: none"><li>1. R.L. Gupta and Others, "Advanced Accountancy," Sultan Chand Sons, New Delhi</li><li>2. S.P. Jain and K.L.Narang, "Advanced Accounting, "Kalyani Publishers, New Delhi</li><li>3. RSN. Pillai, Bagavathi S.Uma, "Advanced Accounting," S.Chand &amp; Co,New Delhi.</li><li>4. M.C. Shukla, "Advanced Accounts," S.Chand and Co., New Delhi.</li><li>5. Mukerjee and Haneef, Advanced Accountancy, Tata McGraw Hill, New Delhi.</li><li>6. Arulanandam, "Advanced Accountancy," Himalaya Publication, Mumbai.</li><li>7. R.L. Gupta &amp; V.K. Gupta "Principles and practice of Accountancy</li></ol> |                                                                                                                                                                                              |            |

- ”,Eleventh edition-2005 Sultan & Sons, New Delhi
8. S.Manikandan & R. Rakesh Sankar,”Financial Accounting, ”Scitech Publications Pvt Ltd, Chennai. Volume I & II.
  9. T.S.Reddy&Dr.A.Murthy,“FinancialAccounting,”MarghamPublications,Chennai
  10. Tulsian., P.C.(2016) Financial Accounting, Tata Mcgraw-Hill, New Delhi.

**COURSE OUTCOMES:**

On successful completion of the subject, the students acquired knowledge about:

- The Concepts and Conventions of Financial Accounting.
- Accounting for sole traders with adjustment entries and Rectification of Errors
- Calculation of Accounts of Non-profit organization and Bills of exchange.
- Accounts of the Agency Business and temporary partnership.
- Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

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

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                     |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CORE COURSE – II<br>MARKETING                                                                                                                                                                                                                                                                                                       | SEMESTER - I |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | (THEORY)                                                                                                                                                                                                                                                                                                                            | CREDIT:4     |
| COURSEOBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                     |              |
| <ul style="list-style-type: none"><li>To know the basic concepts and functions of marketing</li><li>To learn about the buyer behaviour and new product development</li><li>To understand the pricing methods and service rendered by the middlemen</li><li>To gain knowledge on various promotional methods</li><li>To have an idea on marketing research and recent trends in marketing</li></ul>                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                     |              |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | INTRODUCTIONTOMARKETING:                                                                                                                                                                                                                                                                                                            |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketing - Evolution – Definition – Classification – Objectives - Selling Vs Marketing – Marketing A Science Or Art? - Modern Concept Of Marketing – Role of Marketing In Economic Development - Functions – Buying - Selling - Transportation – Warehousing – Standardization – Grading – Packaging- ISO Series And AGMARK – ISI. |              |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | PRODUCT:                                                                                                                                                                                                                                                                                                                            |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Buyer’s behaviour – Buying motive – Market segmentation - Product-Features - Classification - New Product Planning and Development - Product Mix - Product Life Cycle - Branding - Brand Loyalty and Equity.                                                                                                                        |              |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | PRICING:                                                                                                                                                                                                                                                                                                                            |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Whole seller and Retailer – Services rendered by them.                                                                                                                                                                                          |              |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SALESPROMOTION:                                                                                                                                                                                                                                                                                                                     |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Sales Promotion – types-Need – Sales Promotion mix – Advertising – Publicity - Personal selling - Advantages - Limitations.                                                                                                                                                                                                         |              |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | MARKETINGINFORMATIONSYSTEM:                                                                                                                                                                                                                                                                                                         |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marketing Information System - Marketing Research - Features –Direct marketing – Online Marketing -E Business – Telemarketing - Mail order business.                                                                                                                                                                                |              |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CURRENTCONTOURS: (For Continuous Internal Assessment Only):                                                                                                                                                                                                                                                                         |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Recent Trends, assignments and Seminars.                                                                                                                                                                                                                                                                                            |              |
| TEXTANDREFERENCEBOOKS:(Latest Revised Edition Only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                     |              |
| <ol style="list-style-type: none"><li>1. R.S.N.Pillai &amp; Bagavathi,“Modern Marketing,”S.Chand &amp; Co., New Delhi.</li><li>2. Rajan Nair.N.,Sanjith R.Nair, ”Marketing, ”Sultan Chand &amp; Sons, New Delhi.</li><li>3. KotlerPhilip,“Marketing Management, ”Prentice Hall of India (Pvt) Ltd., New Delhi.</li><li>4. Monga &amp; Shalini Anand, “Marketing Management” Deep &amp; Deep Publications, New Delhi.</li><li>5. Dr.L.Natarajan, “Marketing,”Margham Publications, Chennai.</li><li>6. Grewal, “Marketing, ”Tata McGraw Hill management, New Delhi.</li><li>7. B.S.Raman, “Marketing, ”United Publishers, Mangalore.</li></ol> |                                                                                                                                                                                                                                                                                                                                     |              |

**COURSE OUTCOMES:**

1. Familiar with the basic concepts and functions of marketing
2. Effective understanding of buyer behaviour and new product development
3. Communicate the pricing methods and service rendered by the middlemen
4. Demonstrate analytical skills in selling the product in the market
5. Develop knowledge in marketing research and recent trends in marketing

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 2               | 2               | 2               | 2               | 2               | 2                | 3                | 3                |
| <b>C02</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 2               | 3                | 3                | 2                |
| <b>C03</b>     | 3               | 3               | 3               | 2               | 3               | 2               | 2               | 2               | 2                | 3                | 3                |
| <b>C04</b>     | 3               | 2               | 3               | 2               | 2               | 3               | 2               | 2               | 3                | 3                | 2                |
| <b>C05</b>     | 3               | 2               | 3               | 2               | 2               | 2               | 2               | 2               | 2                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 11              | 15              | 11              | 12              | 11              | 10              | 10              | 12               | 15               | 13               |
| <b>AVERAGE</b> | 3               | 2.2             | 3               | 2.2             | 2.4             | 2.2             | 2               | 2               | 2.4              | 3                | 2.6              |

**3 – Strong, 2- Medium, 1- Low****\*\*\*\***

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                               |                                                  |                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------|
| <b>FIRST YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                               | <b>ALLIED COURSE – I<br/>MANAGEMENT CONCEPTS</b> | <b>SEMESTER - I</b> |
| <b>CODE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>(THEORY)</b>                                                                                                                                                                                                               |                                                  | <b>CREDIT : 3</b>   |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                               |                                                  |                     |
| <ul style="list-style-type: none"><li>• To expose students to the history of management thought.</li><li>• To facilitate students, understanding of their own managerial skills for decision making</li><li>• To Examine the complexity of organization structure for business</li><li>• To understand the importance of communication,</li><li>• To aware of controlling techniques used in organization.</li></ul>                                                               |                                                                                                                                                                                                                               |                                                  |                     |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>INTRODUCTIONTOMANAGEMENT</b>                                                                                                                                                                                               |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Management – Definition - Nature, Scope, Functions and Levels of Management - Art, Science and Profession - Functions of Managers – Development of Management Thought - Contributions by F.W. Taylor, Henry Fayol and Others. |                                                  |                     |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>ROLEOFPLANNING</b>                                                                                                                                                                                                         |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Planning – Classification – Objectives – Characteristics – Steps – Process – Types – Methods – Advantages - Limitations, Decision Making - Policies.                                                                          |                                                  |                     |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>ORGANIZATIONSTRUCTURE</b>                                                                                                                                                                                                  |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Organization and Structure - Types - Supervision and Span of Control - Departmentation - Organisation Charts-Authority and Responsibility - Delegation and Decentralization.                                                  |                                                  |                     |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>MOTIVATIONANDCOMMUNICATION</b>                                                                                                                                                                                             |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Motivation – Types – Theories - Maslow, Herzberg, Mc Greg or and Others – Communication – Principles - Types and Barriers of Communication.                                                                                   |                                                  |                     |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>LEADERSHIP:</b>                                                                                                                                                                                                            |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Leadership - Functions- Styles - Theories- Coordination – Features - Types and Techniques - Control – Process - Effective Control System Techniques of Control.                                                               |                                                  |                     |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>CURRENTCONTOURS(For Continuous Internal Assessment Only)</b>                                                                                                                                                               |                                                  |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Globalization - Development of Environment - Ethics and Social Responsibility - Multicultural Effectiveness – Challenges in Modern Leadership – Time Management - Increasing Team Spirit.                                     |                                                  |                     |
| <b>TEXT AND REFERENCEBOOKS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                               |                                                  |                     |
| <ul style="list-style-type: none"><li>1. L.M. Prasad, Principles and Practice of Management - Sultan Chand and Company</li><li>2. K. Sundar, Principles of Management – Vijay Nicole Imprints Private Limited Chennai</li><li>3. Fred Luthans, Organisational Behaviour – Mc graw Hill New York</li><li>4. Louis A. Allen Management And Organisation – Mc graw Hill Tokyo</li><li>5. Weihrich And Koontz Et. Al Essentials of Management – Tata Mc graw Hill New Delhi.</li></ul> |                                                                                                                                                                                                                               |                                                  |                     |

**COURSE OUTCOMES:**

1. To Understand the Evolution and theory of Management,
2. To develop the students to take decisions in various fields.
3. To get a knowledge about various organization structure and its responsibility,
4. To develop the flow of communication among the people,
5. To examine and practice the suitable leadership pattern in organization.

\*\*\*\*

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 2               | 2               | 3                | 2                | 3                |
| <b>CO2</b>     | 3               | 2               | 3               | 3               | 2               | 2               | 2               | 2               | 3                | 2                | 2                |
| <b>CO3</b>     | 3               | 2               | 2               | 3               | 2               | 2               | 2               | 1               | 3                | 2                | 2                |
| <b>CO4</b>     | 3               | 2               | 2               | 3               | 2               | 2               | 2               | 2               | 3                | 2                | 2                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 2               | 2               | 2               | 1               | 3                | 2                | 2                |
| <b>TOTAL</b>   | 15              | 10              | 12              | 15              | 11              | 10              | 10              | 8               | 15               | 10               | 11               |
| <b>AVERAGE</b> | 3               | 2               | 2.4             | 3               | 2.2             | 2               | 2               | 1.6             | 3                | 2                | 2.2              |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| <b>FIRST YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                       | <b>ALLIED COURSE – II<br/>INDIAN FINANCIAL SYSTEM</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SEMESTER-I</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                                                                                                            | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>CREDIT:3</b>   |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| <ul style="list-style-type: none"> <li>• To enable the students to know the meaning and significance of financial system.</li> <li>• To make the students to know the Financial Markets.</li> <li>• To enable the students to know the financial institutions.</li> <li>• To develop knowledge about financial services.</li> <li>• To know the regulations, reforms and developments in the Banking sector.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>FINANCIAL SYSTEM: AN INTRODUCTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                         | Financial System: meaning, characteristics, significance and components; Phase I: Pre -1951 organization, Phase II: 1951 to Mid - eighties organization, Phase III: Post Nineties Organization, Narasimhan Committee (1991) on the banking system in India, Reform of the Banking sector (1992-2008), Present Status of Banking System - financial instruments, direct and indirect finance, scams in Indian Financial System.                                                                                                                         |                   |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                        | <b>FINANCIAL MARKETS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                         | Financial Markets – meaning, types, role, importance, and securities traded; linkages between financial markets and economy. Capital market – meaning, functions, organization; Equity market – primary and secondary market, ways of raising funds, private equity, venture capital, introduction to debt market. Money market – meaning, functions, organization, participants, instruments, trading mechanism, role of central bank.                                                                                                                |                   |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                       | <b>FINANCIAL INSTITUTIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                         | Commercial Banking, Nationalization of Commercial Banks, Structure of Commercial Banks in India, Depository and Non - Depository Institutions, Universal Banking, Payments Bank, Development Banks (IFCI, IDBI, NABARD and NHB), NBFCs, Risk Management in Banks, ARCs Problem of NPAs.                                                                                                                                                                                                                                                                |                   |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                        | <b>FINANCIAL SERVICES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                         | Credit Rating – Meaning, Process, Rating Methodology, Rating Symbols and Rating Agencies. Insurance – Meaning, Importance, Types, Seven Principles and Regulation. Leasing – Meaning, Features and Types of Leasing; Concept of Hire Purchase, Difference between Hire Purchase and Leasing; Factoring – Meaning, Functions, Types and Procedure; Forfeiting – Meaning, Process, Characteristics, Types, Advantages, Difference between Forfeiting and Factoring; Investment Banking – Meaning, Importance and Services Offered by Investment Bankers. |                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>UNIT – V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Indian Financial System - Regulators, Reforms &amp; Developments in the Banking sector</b>                                                                                                                                                                                                                                                                                                                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Role of Financial Sector Regulators in an Economy, Reserve Bank of India (RB), Securities and Exchange - Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDA), Pension Fund Regulatory and Development Authority (PFRDA) - Bad Banks, Infrastructure financing, Formation/role of Na BFID - National Bank for Financing, Infrastructure and Development, Basic concepts on EASE. |
| <b>UNIT-VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>CURRENT CONTOURS (For Continuous Internal Assessment Only):</b>                                                                                                                                                                                                                                                                                                                                                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Recent Developments in Banking Sectors.                                                                                                                                                                                                                                                                                                                                                                           |
| <b>TEXT AND REFERENCE BOOKS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ol style="list-style-type: none"> <li>1. Bhol, L.M “ <b>Financial Markets and Institution</b>” Tata Mcgraw-Hill Publishing Company, New Delhi.</li> <li>2. Khan, M.Y., “<b>Indian Financial system: Theory and practice</b>”, Vikas publishing House, New Delhi.</li> <li>3. Chandra, Prasanna, “<b>Financial Management: Theory and practice</b>”, TataMcGraw Hill, New Delhi.</li> <li>4. Kapila, Raj and Kapila, Uma, “<b>Banking and Financial Sector Reform in India</b>”, Academic Foundations. Delhi.</li> <li>5. Madura, Jeff, “<b>Financial Markets and Institutions</b>”, West Publishing Co., New York.</li> <li>6. Srivastava, R.M., “<b>Management of India Financial Institutions</b>”, Himalaya Publishing House, Mumbai.</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>COURSE OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>On completion of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Meaning and significance of financial system.</li> <li>2. Organisation and functions of financial markets.</li> <li>3. Functions of commercial banks and financial institutions.</li> <li>4. Types of financial services.</li> <li>5. To understand the Indian Financial System - Regulators, Reforms &amp; Developments in the Banking sector</li> </ol>                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                   |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| <b>CO1</b>     | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 3          | 3           | 2           | 2           |
| <b>CO2</b>     | 3          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 3           | 3           | 3           |
| <b>CO3</b>     | 3          | 2          | 3          | 3          | 3          | 2          | 2          | 3          | 3           | 2           | 2           |
| <b>CO4</b>     | 3          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 2           | 2           | 2           |
| <b>CO5</b>     | 3          | 3          | 3          | 3          | 2          | 2          | 2          | 2          | 3           | 2           | 2           |
| <b>TOTAL</b>   | 15         | 13         | 14         | 15         | 12         | 10         | 10         | 12         | 14          | 11          | 11          |
| <b>AVERAGE</b> | 3          | 2.6        | 2.8        | 3          | 2.4        | 2          | 2          | 2.4        | 2.8         | 2.2         | 2.2         |

3 – Strong, 2- Medium, 1- Low

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>FIRST YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>INTER DISCIPLINARY COURSE – I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SEMESTER - I</b> |
| <b>CODE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>1. PERSONAL INVESTMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>CREDIT : 2</b>   |
| <b>COURSE OBJECTIVES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| <ul style="list-style-type: none"> <li>• To make the students aware of various investment avenues and to facilitate them for effective investment planning.</li> <li>• To enable the students to prepare Investment and financial planning</li> <li>• To understand the students various bank deposit schemes and insurance policies</li> <li>• To know the basic concepts of Income tax benefits.</li> <li>• To know about role of SEBI under Investments.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| <b>UNIT – I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>INTRODUCTION TO INVESTMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Meaning and Definition of Investment–Concepts of Investment, Nature of Investment, Types of Investors, Stages in Investment, Speculation- Types of Speculators, Distinction between Investment and Speculation, Gambling – Meaning, features, Distinction between Investment and Gambling.                                                                                                                                                                                                                                                                                            |                     |
| <b>UNIT – II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>KINDS OF INVESTMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Importance and basic Principles of Investment, Kinds of Investment – Direct Investment alternatives – Fixed Principal Investments, Variable Principal Securities and Non-Security Investments – Stages in Investment.                                                                                                                                                                                                                                                                                                                                                                 |                     |
| <b>UNIT – III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>INVESTMENT PLANNING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Investment Planning – Financial Planning and Investment Planning, Features of Investment Planning, Setting of investment goals at different stages of an individual, Deciding the investment time frame.                                                                                                                                                                                                                                                                                                                                                                              |                     |
| <b>UNIT – IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>INVESTMENT ALTERNATIVES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Popular Investment Media – Bank deposits – Saving deposits, Fixed deposits, Recurring Deposits, Instruments of post office ,Savings certificates, Public Provident Fund , Company deposits –Life Insurance Schemes – Endowment policy, Whole Life policy, Term Life Policy, Money Back Policy, Joint Life Policy, Children’s Insurance Policy, Group Policy, Unit Linked Insurance Plans – Income tax benefits with respect to payment of premiums. Real Estate – Reasons for growth, problems with Real Estate Investments, Chit funds, Plantation and Farm Houses, Gold and Silver. |                     |
| <b>UNIT – V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>INVESTMENT IN SHARES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Investment in Equity and Preference Shares. Methods of Trading in Stock Exchanges, Investors’ Protection, Problems & Remedies, Role of SEBI in protecting investors’ interests.                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| <b>UNIT – VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>CURRENT CONTOURS:(For Continuous Internal Assessment Only)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |

**TEXT AND REFERENCE BOOKS**

1. Punithavathy Pandiyan – Security Analysis and Portfolio Management, Vikas Publishing house, New Delhi
2. Dr.Radha, Parameswaran and Dr.Nedunchezian Investment Management, Prasanna Publishers, Chennai.
3. Preeti Singh – Investment Management, Himalaya Publishing House, Mumbai.-4.
4. V.A.Avadhani – Investment Management, Himalaya Publishing House, Mumbai15
5. Rajivk.tayal-Artofh and lingmoney and investments: a practical guide to personal finances Atlantic publishers and distributors (P) Ltd,

**COURSE OUTCOMES**

On successful completion of the subject the student acquired knowledge about

1. Concept and conversions of personal investment
2. Calculation of personal investment planning
3. Knowledge about various methods of insurance policies.
4. Fundamentals of Investment in Equity and reference Shares
5. Well in prepared Investment Planning

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                     | PO1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
|---------------------|-----|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| <b>CO1</b>          | 3   | 2       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| <b>CO2</b>          | 3   | 2       | 2       | 3       | 3       | 2       | 3       | 3       | 2        | 3        | 3        |
| <b>CO3</b>          | 3   | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 2        | 3        | 3        |
| <b>CO4</b>          | 3   | 2       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| <b>CO5</b>          | 3   | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 3        | 3        | 3        |
| <b>TOTAL</b>        | 15  | 10      | 14      | 15      | 15      | 10      | 13      | 15      | 11       | 15       | 15       |
| <b>AVERAG<br/>E</b> | 3   | 2       | 2.8     | 3       | 3       | 2       | 2.6     | 3       | 2.2      | 3        | 3        |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                            |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | INTER DISCIPLINARY COURSE-I<br>2. ELEMENTS OF INSURANCE                                                                                                                                                                    | SEMESTER-I |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | (THEORY)                                                                                                                                                                                                                   | CREDIT : 2 |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                            |            |
| <ul style="list-style-type: none"><li>To high light the importance of insurance and its basic concepts.</li><li>To make the students aware of various insurance and to impact of economic development</li><li>To enable the students to prepare procedure regarding settlement of policy claims</li><li>To understand the students various Principles of life Insurance, marine, fire, Medical insurance etc.</li><li>To aware the students know Principles of life insurance and various kinds</li></ul> |                                                                                                                                                                                                                            |            |
| UNIT – I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | INTRODUCTIONTOINSURANCE                                                                                                                                                                                                    |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Introduction to insurance – purpose and need of insurance – insurance as a social security tool – insurance and economic development – types of insurance.                                                                 |            |
| UNIT – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | LICENSE FOR AGENT                                                                                                                                                                                                          |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Procedure for becoming an agent: Pre - requisite for obtaining a license – duration of license – cancellation of license – revocation or suspension/termination of agent appointment – code of conduct – unfair practices. |            |
| UNIT – III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | REGULATIONS FOR AGENT                                                                                                                                                                                                      |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Fundamentals of agency - definition of an agent – agent’s regulations – insurance intermediaries – agents’ compensation – IRDA.                                                                                            |            |
| UNIT – IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | FUNCTIONS OF AGENT                                                                                                                                                                                                         |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Functions of the agent: proposal form and other forms for grant of cover – financial and medical underwriting – material information – nomination and assignment – procedure regarding settlement of policy claims.        |            |
| UNIT – V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TYPES OF INSURANCE                                                                                                                                                                                                         |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Fundamentals/Principles of life insurance/ marine/ fire/ medical/ general insurance: Contracts of various kinds – insurable interest – Actuarial science.                                                                  |            |
| UNIT – VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CURRENTCONTOURS:(For Continuous Internal Assessment)                                                                                                                                                                       |            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Recent Trends, assignments and Seminars                                                                                                                                                                                    |            |
| TEXT AND REFERENCE BOOKS: (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                            |            |
| <ol style="list-style-type: none"><li>Insurance by Dr.P. Periyasamy –Tata Mc Graw Hill</li><li>Fundamentals of Insurance by P.Periasamy by Vijay Nicole Imprints (P) Ltd</li><li>Insurance in India by P.S. Palande, R.S. Shah.</li><li>Insurance principles and practices by Mishra M.N–S.Chand &amp; Co.</li><li>Insurance Regulatory Development Act,1999.</li></ol>                                                                                                                                   |                                                                                                                                                                                                                            |            |

**COURSE OUTCOMES**

On successful completion of the subject the student acquired knowledge about

1. Concept and conversions of elements of insurance
2. Fundamentals of agency, Procedure for becoming an agent
3. Knowledge about various methods of insurance policies.
4. Calculation of Agent proposal form and other forms
5. Know about procedure all types of insurance.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b>     | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3    | 2    | 2    |
| <b>CO2</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO3</b>     | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO4</b>     | 3   | 2   | 3   | 2   | 2   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO5</b>     | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3    | 3    |
| <b>TOTAL</b>   | 15  | 12  | 14  | 14  | 14  | 12  | 11  | 11  | 15   | 11   | 11   |
| <b>AVERAGE</b> | 3   | 2.4 | 2.8 | 2.8 | 2.8 | 2.4 | 2.2 | 2.2 | 3    | 2.2  | 2.2  |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                      |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CORE COURSE - III<br>BUSINESS ACCOUNTING                                             | SEMESTER -II |
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | (THEORY)                                                                             | CREDIT : 4   |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                      |              |
| <ul style="list-style-type: none"><li>To help students gain knowledge about branch accounts and departmental accounts.</li><li>To impart knowledge of handling hire purchase accounts and Instalment purchase system.</li><li>To transform knowledge about Self Balancing and Sectional Balancing ledgers and Royalty Account</li><li>To enable students to prepare the accounts for Fire Insurance claims and sale of return.</li><li>To impart skills for prepare the accounts for in solvency, statement of affairs.</li></ul>                                                                                                                                                                                                                                                          |                                                                                      |              |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | BRANCH AND DEPARTMENTAL ACCOUNTS:                                                    |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Branch accounts - (Excluding foreign branches) – Departmental accounts               |              |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | HIRE PURCHASE & INSTALLMENT PURCHASE SYSTEM:                                         |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Hire Purchase accounts & Instalment purchase system.                                 |              |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ROYALTY ACCOUNTS:                                                                    |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Self Balancing and Sectional Balancing ledgers – Royalty Account.                    |              |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | FIRE INSURANCE CLAIMS AND ACCOUNT FOR SALE OF RETURN:                                |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Fire Insurance claims for loss of stock and profits – Accounting for sale or return. |              |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | INSOLVENCY ACCOUNTS:                                                                 |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Insolvency accounts – statement of affairs – insolvency of individual only.          |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Theory20%Problem:80%                                                                 |              |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CURRENTCONTOURS(For Continuous Internal Assessment Only):                            |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Recent Trends, assignments and Seminars                                              |              |
| TEXT AND REFERENCE BOOKS: (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                      |              |
| <ol style="list-style-type: none"><li>1. R.L.GuptaandOthers:“AdvancedAccountancy”, Sultan Chand Sons, New Delhi.</li><li>2. S.P.JainandK.L.Narang:“AdvancedAccounting”,Kalyani Publisherss, New Delhi</li><li>3. R.S.N.Pillai, Bagavathi,S. Uma: “AdvancedAccounting”, S.Chand &amp; Co, New Delhi.</li><li>4. M.C.Shukla:“Advanced Accounts” S.Chandand Co.,NewDelhi.</li><li>5. Mukerjee and Haneef “Modern Accountancy”, Tata Mc Graw Hill, Delhi.</li><li>6. Arulanandam “Advanced Accountancy“, Himalaya Publications, Delhi</li><li>7. NVinayagam&amp;B.Charumathi“FinancialAccounting”,Secondrevisededition- 2008 S. Chand &amp; Company Ltd, New Delhi</li><li>8. Compendium of Statement and standards of Accounting: The Institute of Chartered Accountants, New Delhi</li></ol> |                                                                                      |              |

9. Maheswari, S.N. & Maheshwary, S.K (2012)., **“Fundamentals of Accounting”**, Viikas Publishing, New Delhi.
10. Gosh, T.P., **“Fundamentals of Accounting”**, Sultan Chand & Sons, New Delhi.

**COURSE OUTCOMES:**

- On successful completion of the subject the student acquired knowledge about
- Students are familiarized with branch accounts and departmental accounts
  - Students can deal with hire purchase system and Installment purchase system
  - Become knowledge able on self balancing and section all balancing ledgers and royalty account.
  - Trained to handle the Insolvency accounts and statement of affairs
  - Trained to calculate Fire insurance claims and accounting for sale or return.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b>     | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3    | 2    | 2    |
| <b>CO2</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO3</b>     | 3   | 2   | 2   | 3   | 2   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO4</b>     | 3   | 2   | 3   | 3   | 2   | 2   | 2   | 2   | 3    | 2    | 2    |
| <b>CO5</b>     | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 3    | 3    | 3    |
| <b>TOTAL</b>   | 15  | 11  | 14  | 15  | 13  | 12  | 11  | 11  | 15   | 11   | 11   |
| <b>AVERAGE</b> | 3   | 2.2 | 2.8 | 3   | 2.6 | 2.4 | 2.2 | 2.2 | 3    | 2.2  | 2.2  |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                       |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                              | CORE COURSE-IV<br>BUSINESS TOOLS FOR DECISION<br>MAKING                                                                                                                                                                                                                                                               | SEMESTER-II |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                   | (THEORY)                                                                                                                                                                                                                                                                                                              | CREDIT:4    |
| COURSEOBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                       |             |
| <ul style="list-style-type: none"><li>To impart introduction to statistics, and Measure of central tendency</li><li>To learn Measures of Dispersion and Skewness.</li><li>To understand Simple correlation and regression</li><li>To familiar with Time series and interpolation</li><li>To study Index numbers.</li></ul>                                                              |                                                                                                                                                                                                                                                                                                                       |             |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                | INTRODUCTION & MEASURE OF CENTRAL TENTENCY                                                                                                                                                                                                                                                                            |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Introduction- Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and Piediagrams – Graphs of one and two variables –Graphs of frequency distribution – Measure of central tendency – Arithmeticmean, Median, Mode, Geometric Mean and Harmonic mean. |             |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                               | BUSINESS STATISTICS MEASURES OF DISPERSION                                                                                                                                                                                                                                                                            |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Measures of dispersion- Range – Quartile deviation – Mean deviation – Standard deviation – Co- efficient of variation - Measurement of Skewness.                                                                                                                                                                      |             |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                              | CORRELATION & REGRESSION                                                                                                                                                                                                                                                                                              |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Correlation Simple correlation – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations.                                                                                                              |             |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                               | TIME SERIES ANALYSIS                                                                                                                                                                                                                                                                                                  |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Analysis of time series - Components – Methods – Semi average – Moving average- Method of least square – Interpolation –Meaning,Uses, Assumptions – Problems in Newton’s method only.                                                                                                                                 |             |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                | INDEX NUMBERS                                                                                                                                                                                                                                                                                                         |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Index numbers- Price index numbers – un weighted and weighted – Tests in index numbers (Problems in Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method.                                                                                         |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | (Theory20%Problems80%)                                                                                                                                                                                                                                                                                                |             |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                               | CURRENTCONTOURS(For Continuous Internal Assessment Only):                                                                                                                                                                                                                                                             |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Recent Trends, assignments and Seminars.                                                                                                                                                                                                                                                                              |             |
|                                                                                                                                                                                                                                                                                                                                                                                         | Theory 20%; Problem 80%                                                                                                                                                                                                                                                                                               |             |
| TEXT AND REFERENCEBOOKS:                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                       |             |
| <ul style="list-style-type: none"><li>1. Elements of Statistics by S.P. Gupta – Sultan Chand &amp; Sons</li><li>2. Tools and Decision making by SL Aggarwal and SL Bharadwaj, Kalyani Publishers</li><li>3. Business Statistics by PA. Navanitham, Jai Publications, Trichy.</li><li>4. Elements of Practical Statistics by S.K. Kapoor – Oxford and IBHP Publishing Company.</li></ul> |                                                                                                                                                                                                                                                                                                                       |             |

5. Tools for Business Decision Making by Paul D. Kimmel Jerry J Weeygandt, and Donald E. Kieso.

**COURSE OUTCOMES:**

On successful completion of the course, the students will acquire knowledge on:

- Basics in statistics, Classification, Tabulation and Measure of central tendency
- Measures of Dispersion and Skewness.
- Simple correlation and regression
- Time series and interpolation
- Index numbers

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| <b>CO1</b>     | 3       | 2       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| <b>CO2</b>     | 3       | 3       | 2       | 3       | 3       | 2       | 3       | 3       | 2        | 2        | 3        |
| <b>CO3</b>     | 3       | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 2        | 3        | 2        |
| <b>CO4</b>     | 3       | 3       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| <b>CO5</b>     | 3       | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 3        | 3        | 3        |
| <b>TOTAL</b>   | 15      | 12      | 14      | 15      | 15      | 10      | 13      | 15      | 11       | 14       | 14       |
| <b>AVERAGE</b> | 3       | 2.4     | 2.8     | 3       | 3       | 2       | 2.6     | 3       | 2.2      | 2.8      | 2.8      |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                     |             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                            | ALLIED COURSE – III<br>BUSINESS ECONOMICS                                                                                                                                                                                                                                                           | SEMESTER-II |
| CODE:                                                                                                                                                                                                                                                                                                                                                                 | (THEORY)                                                                                                                                                                                                                                                                                            | CREDIT:3    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                     |             |
| <ul style="list-style-type: none"><li>To know about basics of Economics</li><li>To understand the concept of demand and supply</li><li>To know the factors of production and economics of large scale production.</li><li>To understand the concept of pricing under perfect and monopolistic competition</li><li>To learn fiscal policy of the Government.</li></ul> |                                                                                                                                                                                                                                                                                                     |             |
| UNIT – I                                                                                                                                                                                                                                                                                                                                                              | INTRODUCTION:                                                                                                                                                                                                                                                                                       |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Definition, Nature and Scope of Economics – Art or Science – Concepts - Tools of Economic Analysis – Micro and Macro Economics – Decision making in Business – Meaning of Business Economics - The Economic System – Objectives of the Business Firm.                                               |             |
| UNIT – II                                                                                                                                                                                                                                                                                                                                                             | DEMAND ANALYSIS:                                                                                                                                                                                                                                                                                    |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Types of Demand – Law of Demand – Demand curves - Utility Analysis of Demand – Elasticity of Demand and Demand Forecasting – Production function and law of returns: Factors of production – Law of variable proportions–The law of returns to scale – Economies of scale – Consumer’s Equilibrium. |             |
| UNIT – III                                                                                                                                                                                                                                                                                                                                                            | ANALYSIS OF SUPPLY, COST AND REVENUE                                                                                                                                                                                                                                                                |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Supply – Law of Supply - supply schedule and supply curve – Determinants of supply – Measurement of Elasticity of supply. Concepts of Cost – Cost of Production in short and long period – Demand and revenue curves –Relation between average and marginal revenue – Break Even Analysis.          |             |
| UNIT – IV                                                                                                                                                                                                                                                                                                                                                             | MARKET STRUCTURE                                                                                                                                                                                                                                                                                    |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Market Structure – Equilibrium of firm and industry – Optimum firm – Pricing under perfect & Monopolistic competition - Types of supply curves.                                                                                                                                                     |             |
| UNIT – V                                                                                                                                                                                                                                                                                                                                                              | COMPETITIONS AND THEORIES OF FACTORS OF PRODUCTION:                                                                                                                                                                                                                                                 |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Perfect Competition – Imperfect Competition – Theories of Rent, Wages, Interest and Population-National Income and Expenditure – Measurement – Fiscal policy method.                                                                                                                                |             |
| UNIT-VI                                                                                                                                                                                                                                                                                                                                                               | CURRENT CONTOURS (For Continuous Internal Assessment Only):                                                                                                                                                                                                                                         |             |
|                                                                                                                                                                                                                                                                                                                                                                       | Recent Trends, assignments and Seminars,                                                                                                                                                                                                                                                            |             |
| TEXT AND REFERENCE BOOKS:                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                     |             |
| <ul style="list-style-type: none"><li>1. Business Economics by <b>T.Aryamala</b> – vijay Nicole Imprints Private Limited – Chennai.</li><li>2. Business Economics by <b>Dr.S.Sankaran</b> –Margam Publication, Chennai.</li><li>3. Business Economics by <b>K.P.M.Sundaram and Sundharam</b> –Sultan Chand &amp; Co., New Delhi.</li></ul>                            |                                                                                                                                                                                                                                                                                                     |             |

4. Business Economics by Misra & Puri – Himalaya Publications, Mumbai.
5. Business Economics by P.N. Reddy & Appannaiah – S. Chand & Co., Chennai.

**COURSE OUTCOMES:**

1. The Micro and Macro Economics relating to business.
2. Demand and concepts in relation to Law of Demand, Demand Curves and Elasticity of Demand.
3. Production function, scale of production and economics of large scale production and limitations.
4. Law of Supply, Optimum firm, pricing under Perfect and Monopolistic competition.
5. Income and Expenditure pattern of National Income.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 2               | 2               | 2               | 2               | 2               | 2               | 1                | 2                | 2                |
| <b>CO2</b>     | 3               | 2               | 3               | 3               | 2               | 2               | 2               | 2               | 2                | 2                | 3                |
| <b>CO3</b>     | 3               | 3               | 3               | 3               | 2               | 2               | 2               | 2               | 3                | 2                | 2                |
| <b>CO4</b>     | 3               | 2               | 2               | 3               | 2               | 2               | 2               | 2               | 2                | 3                | 2                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 2               | 2               | 2               | 2               | 3                | 2                | 2                |
| <b>TOTAL</b>   | 15              | 11              | 13              | 14              | 11              | 10              | 10              | 10              | 12               | 11               | 11               |
| <b>AVERAGE</b> | 3               | 2.2             | 2.6             | 2.8             | 2.2             | 2               | 2               | 2               | 2.4              | 2.2              | 2.2              |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

| FIRST YEAR                                                                                                                                                                                                                                                                                                                               | ALLIED COURSE – IV<br>BUSINESS ETHICS                                                                                                                                                                                                                                                                      | SEMESTER - II |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| CODE                                                                                                                                                                                                                                                                                                                                     | (THEORY)                                                                                                                                                                                                                                                                                                   | CREDIT : 3    |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                            |               |
| <ul style="list-style-type: none"><li>• Having knowledge on value systems and business ethics.</li><li>• Having knowledge on ethical leadership.</li><li>• Having knowledge on ethics related to hiring employees</li><li>• Having knowledge on Social responsibility of business.</li><li>• Having knowledge on Social Audit.</li></ul> |                                                                                                                                                                                                                                                                                                            |               |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                          | <b>INTRODUCTION TO BUSINESS ETHICS</b>                                                                                                                                                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                          | Ethics -Business Ethics--Concept of Value -Morality Characteristic features of Moral standards - Value systems – Categorization of values – Morality -Culture – Importance of ethics in Business - History of the development of business ethics.                                                          |               |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                         | <b>BUSINESS POLICIES</b>                                                                                                                                                                                                                                                                                   |               |
|                                                                                                                                                                                                                                                                                                                                          | Impact of Ethics on Business Policies - Strategies – Utilitarianism – Principles of Utilitarianism - Criticism of Utilitarianism - Impact on Business Culture - Role of CEO in shaping Business Culture – Ethical Leadership – Characteristics – Ethical attitudes of Indian CEOs.                         |               |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                        | <b>TYPES OF ETHICAL ISSUES</b>                                                                                                                                                                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                          | Types of Ethical issues - Internal Ethics of Business – Hiring Employees – Promotion - Wages – Job discrimination - Its nature – Extent - Exploitation of Employees – Discipline - Whistle Blowing.                                                                                                        |               |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                         | <b>CONSUMER PROTECTION AND ETHICS ENVIRONMENT</b>                                                                                                                                                                                                                                                          |               |
|                                                                                                                                                                                                                                                                                                                                          | Markets and consumer Protection – Consumer rights – Unethical Practices in Marketing –Ethics of Competition - Fair Prices – Ethics in Advertising - False Claims - Environmental Protection - Ethics – Types of Pollutants - The ethics of environment Protection - Pollution Control – Ecological ethics. |               |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                          | <b>SOCIAL RESPONSIBILITIES</b>                                                                                                                                                                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                          | Social Responsibilities of Business – Meaning – Responsibilities towards Customers - Shareholders - Employees – Social Audit – Objectives - Need for Social Audit – Methods of Social Audit – Benefits – Obstacles - Social Audit in India.                                                                |               |
| <b>UNIT-VI</b>                                                                                                                                                                                                                                                                                                                           | <b>CURRENTCONTOURS(For Continuous Internal Assessment Only):</b>                                                                                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                                                                                                          | Recent Trends, assignments and Seminars,                                                                                                                                                                                                                                                                   |               |
| <b>TEXT AND REFERENCE BOOKS</b>                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                            |               |
| 1. U.C. Mathur, Corporate Governance & Business Ethics, Macmillan, 2005                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                            |               |
| 2. Fernando. A. C., Business Ethics – An Indian Perspective, Pearson Publication, 2009.                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                            |               |
| 3. Sanjeev.R., Ethics & Values in Business Management, Ane Books, 2009.                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                            |               |
| 4. Dr.S. Sankaran, Business Ethics and Values, Margham Publications,2006                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                            |               |
| 5. Velasquez, Business Ethics - Concepts and Cases, Prentice Hall, 5th edition, 2002.                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                            |               |

**COURSE OUTCOMES**

1. Remember the Value system and business ethics.
2. Apply the knowledge of business policy and ethics leadership.
3. Analyze the various types ethical issues.
4. Evaluate the consumer protection and ethics Environment.
5. Understand the social responsibilities and social audit.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C02</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 2                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C04</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 10              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2               | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                         |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | INTER DISCIPLINARY COURSE – II<br>1. INTRODUCTION TO ACCOUNTING                                                                                                                                         | SEMESTER - II |
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | (THEORY)                                                                                                                                                                                                | CREDIT : 2    |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                         |               |
| <ul style="list-style-type: none"><li>To enable the students to know the importance of accountancy and its concepts.</li><li>To make the student aware of Double entry Book keeping system rules and procedures.</li><li>To enable the students to prepare procedure Final Accounts of Sole Trader</li><li>To understand the students various types of ledgers and Journals.</li><li>To enable the students to know Bank Reconciliation Statement.</li></ul>                                                |                                                                                                                                                                                                         |               |
| UNIT – I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | INTRODUCTION TO ACCOUNTANCY                                                                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Definition of Accounting – Nature, Objectives and Utility of Accounting in Industrial and Business Enterprise – Difference between Book - keeping and Accounting – Accounting Concepts and Conventions. |               |
| UNIT – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | DOUBLE ENTRY SYSTEM                                                                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Double Entry System – Rules – Advantages and Disadvantages – Journal – Subsidiary Books.                                                                                                                |               |
| UNIT – III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TRIAL BALANCE                                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Ledger – Meaning – Balancing of Accounts – Difference between Journal and Ledger – Trial Balance – Objectives – Limitations – Preparation of Trial Balance                                              |               |
| UNIT – IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ERRORS AND Bank Reconciliation Statement                                                                                                                                                                |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Rectification of Errors – Objectives – Types – Methods – Bank Reconciliation Statement. (Simple problems only)                                                                                          |               |
| UNIT- V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | FINAL ACCOUNTS                                                                                                                                                                                          |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Final Accounts of Sole Trader (with Simple Adjustments).                                                                                                                                                |               |
| UNIT – VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | CURRENT CONTOURS: (For Continuous Internal Assessment)                                                                                                                                                  |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Recent Trends, assignments and Seminars                                                                                                                                                                 |               |
| Theory:20%Problem:80%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                         |               |
| TEXT AND REFERENCE BOOKS (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                         |               |
| <ol style="list-style-type: none"><li>Advanced Accountancy – Arulanandam, Himalaya Publications, New Delhi.</li><li>Advanced Accounting – S.P.Jain and K.L.Narang, Kalyani Publishers, Chennai.</li><li>Advanced Accounts –M.C. Shukla T.S. Grewal and S.C. Gupta, S. Chand &amp; Sons, New Delhi.</li><li>Principles of Accounting – Finnerly, H.A. and Miller, H.E.,Prentice Hall.</li><li>Introduction to Accountancy – Jaya, Charulatha and Baskar,Vijay Nicole Imprints (P) Ltd, Chennai 20.</li></ol> |                                                                                                                                                                                                         |               |
| COURSE OUTCOMES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                         |               |
| On successful completion of the subject the student acquired knowledge about <ul style="list-style-type: none"><li>Concept and conversions of Accounting</li><li>Fundamentals of Double Entry System</li></ul>                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                         |               |

- Knowledge about various Journal and Ledger.
- Preparation of Final accounts.
- Knowledge about various methods Final account adjustments.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|         | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| CO1     | 3       | 2       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| CO2     | 3       | 2       | 2       | 3       | 3       | 2       | 3       | 3       | 3        | 3        | 3        |
| CO3     | 3       | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 2        | 3        | 3        |
| CO4     | 3       | 3       | 3       | 3       | 3       | 2       | 2       | 3       | 2        | 3        | 3        |
| CO5     | 3       | 2       | 3       | 3       | 3       | 2       | 3       | 3       | 3        | 3        | 3        |
| TOTAL   | 15      | 11      | 14      | 15      | 15      | 10      | 13      | 15      | 12       | 15       | 15       |
| AVERAGE | 3       | 2.2     | 2.8     | 3       | 3       | 2       | 2.6     | 3       | 2.4      | 3        | 3        |

3 – Strong, 2- Medium, 1- Low

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                          |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| FIRST YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | INTER DISCIPLINARY COURSE – II<br>2. SALESMANSHIP                                                                                                                                                                                                                                        | SEMESTER - II |
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | (THEORY)                                                                                                                                                                                                                                                                                 | CREDIT : 2    |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                          |               |
| <ul style="list-style-type: none"><li>• To make the students aware of selling techniques and planning</li><li>• To enable the students to types of sale man in the Marketing area</li><li>• To understand the students in buyer motives and behaviours</li><li>• To enable the students to know the importance of online stores and sale support unities.</li><li>• To know about various selling techniques.</li></ul>                                                                |                                                                                                                                                                                                                                                                                          |               |
| UNIT – I                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | INTRODUCTION                                                                                                                                                                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Introduction to selling – meaning – definitions – importance – methods – qualities - functions duties - responsibilities – types of sales person – sales careers.                                                                                                                        |               |
| UNIT – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SELLINGPROCESS                                                                                                                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Selling process – steps – customer expectations – understanding prospects - importance sources - buyer motives and behaviour - transaction oriented selling – relationship selling.                                                                                                      |               |
| UNIT – III                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SELLINGTECHNIQUES                                                                                                                                                                                                                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Selling techniques – planning – setting objectives - approach techniques – building rapport - product knowledge - product benefits - features – functions - sales presentation demonstration - handling objections – handling difficult customers – closing sales – after sales service. |               |
| UNIT – IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SALES OPPORTUNITIES                                                                                                                                                                                                                                                                      |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sales territory- sales targets/quotas - creating product strategies – understanding selling terms and prices - retail store sales person - online stores and sales opportunities – personal selling in the information age                                                               |               |
| UNIT – V                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | SALESFORCEMANAGEMENT                                                                                                                                                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sales force management- selection- training – motivation - compensation – supervision and control - sales reports and knowledge management – evaluation - selling expenses - sales team professionalism – ethics - personal grooming.                                                    |               |
| UNIT – VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | CURRENTCONTOURS:(For Continuous Internal Assessment)                                                                                                                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                  |               |
| TEXTANDREFERENCEBOOKS:                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                          |               |
| <ol style="list-style-type: none"><li>1. Sahu and Raut : Salesmanship and Sales Management, Vikas Publishing House, Chennai.</li><li>2. CL Tyagi &amp; Arun Kumar: Sales Management, Atlantic Publishers</li><li>3. SaChunawalla : Sales Management, Himalayas Publications, New Delhi.</li><li>4. Sundar and Madhavan: Salesmanship and Sales Management, Vijay Nicole Imprints (P) Ltd, Chennai</li><li>5. PC Pardesi: Salesmanship and Sales Management, Nirali Prakashan</li></ol> |                                                                                                                                                                                                                                                                                          |               |

**COURSEOUTCOMES**

On successful completion of the subject the student acquired knowledge about

- Concept and conversions of salesmanship
- Fundamentals of selling process and its activities
- Knowledge about various Sales force management.
- To know how about Selling techniques.
- Knowledge about personal selling and sales team professionalism

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 2                | 3                | 3                |
| <b>CO4</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 10              | 14              | 15              | 15              | 10              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2               | 2.8             | 3               | 3               | 2               | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                    |                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>SECOND YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CORECOURSE – V<br/>PARTNERSHIP ACCOUNTS</b>                                                                                                                                                                                                                                                                                                                                     | <b>SEMESTER - III</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                    | <b>CREDIT : 4</b>     |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                    |                       |
| <ul style="list-style-type: none"> <li>To enable the students understand the Partnership &amp; Partnership Deed and prepare the accounts related to partnership accounts.</li> <li>To impart knowledge to prepare accounts for partner admission, Revaluation account, Partner's capital accounts and balance sheet</li> <li>To embed the students to prepare accounts for retirement of partners, Revaluation of Assets and Liabilities, Capital Accounts and Balance Sheet.</li> <li>To orient the students to prepare the accounts for Dissolution of partnership firm, Realisation of asset and Liabilities.</li> <li>To equip the students to prepare the accounts of amalgamation of firms and conversion of sale of a partnership firm to a company.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                    |                       |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>PARTNERSHIP ACCOUNTS ELEMENTARY:</b>                                                                                                                                                                                                                                                                                                                                            |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Partnership - Meaning, Partnership Deed, Capital Accounts. Accounting Treatment - Distribution of Profits - Interest on Partner's Loans - Interest on Capital and Drawings - Salary and Commission of Partner - P & L Appropriation Account - Capital Accounts of partners - Fixed - Fluctuating - Past Adjustment and guarantee.                                                  |                       |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>ADMISSION OF A PARTNER:</b>                                                                                                                                                                                                                                                                                                                                                     |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Admission of Partner, Calculation of Profit sharing ratio, Revaluation of assets and liabilities, Treatment of Goodwill - Adjustments in Partners' capital Accounts, Revaluation of Assets and Liabilities, Accumulated Profits and Losses, Partner's Capital Accounts and Balance.                                                                                                |                       |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>RETIREMENT &amp; DEATH OF A PARTNER</b>                                                                                                                                                                                                                                                                                                                                         |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Retirement of a Partner, calculation of Gaining ratio, Treatment of goodwill, Revaluation of assets and liabilities, Accumulated reserves and profits, Adjustments regarding partner's Capital Account, Calculation of profit up to the date of death of a partner. Preparation of Capital Accounts and Balance Sheet.                                                             |                       |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>DISSOLUTION OF PARTNERSHIP FIRM :</b>                                                                                                                                                                                                                                                                                                                                           |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Dissolution of partnership firm, Realisation of asset and making payment of Liabilities, Treatment of unrecorded Assets and Liabilities, Preparation of Realisation Accounts, Partner's Capital Accounts and Bank Accounts - Insolvency of a partner - Garner vs Murray - in solvency of all partners - Piece - meal distribution - Proportionate capital - Maximum possible loss. |                       |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>AMALGAMATION OF FIRMS</b>                                                                                                                                                                                                                                                                                                                                                       |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Amalgamation of firms - Computation of purchase consideration - Conversion of sale of a partnership firm to a company.                                                                                                                                                                                                                                                             |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Theory : 20% Problem : 80%                                                                                                                                                                                                                                                                                                                                                         |                       |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>CURRENT CONTOURS: (For Continuous Internal Assessment Only)</b>                                                                                                                                                                                                                                                                                                                 |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                                                                                                            |                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Theory 20%; Problem 80%</b>                                                                                                                                                                                                                                                                                                                                                     |                       |

**TEXT AND REFERENCEBOOKS:**

1. Financial Accounting by T.S. Reddy and A. Murthy, Margham Publications, Chennai.
2. Modern Accountancy by A Mukherjee and M HanifTMH Publishing company, New Delhi
3. Financial Accounting by Dr. S.N. Maheswari, Vikas Publishing House, New Delhi.
4. Advanced Accounting by Grewal and Shukla, S. Chand Publishers, New Delhi.
5. Introduction to Accounting by P.C. Tulasian, Pearson Editions,
6. Financial Accounting by Jain & Narang. Kalyani Publishers, Chennai.
7. Advanced Accountancy by Jain. S. Pand Narang.K.L. edition 2018, Kalyani Publications, Ludhiana.
8. Advanced Accounts by M.C.Shukla,T.S.Grewal.S.C.Gupta19 the Edition 2016.S.Chand& Co., Ltd., New Delhi.
9. Advanced Accounting (Financial Accounting) by R.S.N. Pillai, Bagawathi & S. Uma - volume I. edition 2017.S.Chand & Co. Ltd., New Delhi.
10. Financial Accounting by R.L. Gupta& V.K. Gupta, edition 2017,Sultan Chand & Sons,New Delhi.

**COURSEOUTCOMES:**

- On successful completion of the subject the student acquired knowledge about
- Students are aware about partnership accounts and various Accounting Treatments.
  - Students can familiar with accounts for Admission of Partner, Partner's Capital Accounts and Balance Sheet.
  - Students become knowledge able on calculation of Gaining ratio, Adjustments regarding partner's Capital Account at the time of Retirement of a Partner
  - Students get trained to Prepare the accounts for Dissolution of partnership firm, Realisation of asset and Insolvency of a partner.
  - Trained to calculate the accounts for Amalgamation of firms and Conversion of sale of a partnership firm to a company.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 2                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 11              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2.2             | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CORECOURSE –VI<br>BUSINESS LAW                                                                                                                                                                                                                                                  | SEMESTER - III |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | (THEORY)                                                                                                                                                                                                                                                                        | CREDIT : 4     |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                 |                |
| <ul style="list-style-type: none"><li>• To gain knowledge about the law relating to Business activities’</li><li>• To gain knowledge law relating to Contract</li><li>• To gain knowledge law relating to Bailment, pledge and Agency</li><li>• To gain knowledge about the Law of sale of Goods Act</li><li>• To gain Knowledge about the Negotiable Instruments Act and Information Technology Act and to create awareness about e-commercial law (IT Act and Cyber- Crime)</li></ul>                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                 |                |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>MERCANTILELAW:</b>                                                                                                                                                                                                                                                           |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Introduction – Definition and Scope of Mercantile law – Sources of Mercantile Law – Contracts – Nature, Kinds and requisites for Valid contracts – Contingent Contract – Quasi Contract – Void agreements.                                                                      |                |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CONTRACT:</b>                                                                                                                                                                                                                                                                |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Performance of a Contract – Discharge of a contract - Remedies for breach including Specific Performance.                                                                                                                                                                       |                |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>AGENCY:</b>                                                                                                                                                                                                                                                                  |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Indemnity and Guarantee – Bailment and pledge – Agency - Creation of Agency – Classification of Agents, Powers and Duties of Agent and Principal – Termination of Agency.                                                                                                       |                |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>LAW OF SALE OF GOODS:</b>                                                                                                                                                                                                                                                    |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Definition - Essentials of a Contract of Sale – Goods – Classification of Goods - Distinction between Sale and Agreement to sell – Document of Title to Goods – Rules Regarding delivery of goods – Acceptance of delivery – Rights of an unpaid seller – condition & warranty. |                |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>LAW OF NEGOTIABLE INSTRUMENTS:</b>                                                                                                                                                                                                                                           |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Law of Negotiable Instruments (Instrument Amendment Act, 2015 – Definition – characteristics – classification - notes, bills, cheques and promissory note.)                                                                                                                     |                |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CURRENT CONTOURS : (For Continuous Internal Assessment Only)</b><br><b>Recent Laws relating to business:</b> Cyber Laws- Information Technology Act 2000.<br><b>Recent Trends in Business Laws:</b> Recent amendments in Contract Act- Case studies                          |                |
| <b>TEXT AND REFERENCEBOOKS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                 |                |
| <ol style="list-style-type: none"><li>1. Mercantile law by M.C. Shukla – S. Chand &amp; Company, New Delhi.</li><li>2. Business law by N.D. Kapoo r– S. Chand &amp; Sons, New Delhi.</li><li>3. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai</li><li>4. Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai</li><li>5. Dynamic Business Law Nancy Kubasek and M. Neil Browne and Daniel Herron and Lucien , 5 th edition MC Graw Hill</li><li>6. Essentials of Business Law Student Edition, Anthony Liuzzo, MC Graw Hill</li><li>7. <a href="https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-">https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-</a></li></ol> |                                                                                                                                                                                                                                                                                 |                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| cheeseman-in-2022--1105141196033462626/<br>8. Business Law I Essentials – Open Text book Library (umn.edu)<br>9. The Information Technology Act,2000   LegislativeDepartment   Ministry of Law and Justice   GoI<br>10. The Information Technology Act, 2000(3).pdf (meity.gov.in)                                                                                                                                                                                                                                                                                                                                                              |
| <b>COURSEOUTCOMES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| After the successful completion of the course students will able to get <ul style="list-style-type: none"> <li>• Knowledge about the basics of Law and to know about the meaning of contract.</li> <li>• Knowledge about the Principle and Practices of law relating to contract.</li> <li>• Knowledge about the law relating to Bailment, pledge and Contract of Agency</li> <li>• Knowledge about the different aspects and the rules and regulations connected with Sale of Goods Act</li> <li>• Knowledge about the basics law pertaining to Negotiable Instruments, cyber-crime and the law relating to Information Technology.</li> </ul> |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3               | 2                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 11              | 14              | 15              | 15              | 11              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.2             | 2.8             | 3               | 3               | 2.2             | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                        |                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                             | ALLIED COURSE - V<br>BUSINESS COMMUNICATION                                                                                                                            | SEMESTER - III |
| CODE                                                                                                                                                                                                                                                                                                                                    | (THEORY)                                                                                                                                                               | CREDIT : 3     |
| COURSEOBJECTIVE:                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                        |                |
| <ul style="list-style-type: none"><li>• To know the basics of communication</li><li>• To understand various types of communication</li><li>• To know how to prepare various reports</li><li>• To prepare different types of letters</li><li>• To prepare different types of corporate communication</li></ul>                           |                                                                                                                                                                        |                |
| UNIT - I                                                                                                                                                                                                                                                                                                                                | INTRODUCTION:                                                                                                                                                          |                |
|                                                                                                                                                                                                                                                                                                                                         | Meaning – Importance of communication – Forms of Communication – Nature – Scope – Network of the Communication – Process of Communication – Barriers to Communication. |                |
| UNIT - II                                                                                                                                                                                                                                                                                                                               | COMMUNICATIONINBUSINESS                                                                                                                                                |                |
|                                                                                                                                                                                                                                                                                                                                         | Enquiries and Replies – Orders and their Execution –Credit and Status Enquiries – Claims and Adjustments.                                                              |                |
| UNIT - III                                                                                                                                                                                                                                                                                                                              | CORRESPONDENCE LETTERS                                                                                                                                                 |                |
|                                                                                                                                                                                                                                                                                                                                         | Collection letter – Sales letter – Circular letter – Letters to Government - Bank Correspondence – Import and Export Agency.                                           |                |
| UNIT - IV                                                                                                                                                                                                                                                                                                                               | APPLICATIONLETTERS:                                                                                                                                                    |                |
|                                                                                                                                                                                                                                                                                                                                         | The form and contents of an application letter–Bio-data – Application blanks – Specimen application letters – Reports - By individuals – By Committees.                |                |
| UNIT - V                                                                                                                                                                                                                                                                                                                                | MODERN COMMUNICATION METHODS:                                                                                                                                          |                |
|                                                                                                                                                                                                                                                                                                                                         | Online Communication – Fax – E – mail – Voicemail – SMS – Internet – Teleconferencing – Videoconferencing – Electronic bulletin boards.                                |                |
| UNIT - VI                                                                                                                                                                                                                                                                                                                               | CURRENTCONTOURS(For Continuous Internal Assessment only)                                                                                                               |                |
|                                                                                                                                                                                                                                                                                                                                         | Recent Trends, assignments and Seminars                                                                                                                                |                |
| TEXT AND REFERENCE BOOKS:                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                        |                |
| <ul style="list-style-type: none"><li>1. Business Communication by <b>N.S.Ragunathan &amp; B.Santhanam.</b></li><li>2. Effective business English – <b>Patternhetty</b></li><li>3. Essentials of Business Communication – <b>RajendraPal &amp; KoralaHalli</b></li><li>4. Effective Business English – <b>Pattern Shetty.</b></li></ul> |                                                                                                                                                                        |                |
| COURSEOUTCOME :                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                        |                |
| <ul style="list-style-type: none"><li>1. Understands the basics of communication</li><li>2. Knowledge about different types of communication</li><li>3. Through knowledge on report writing</li><li>4. Knowledge on preparation of different official letters</li><li>5. Knowledge on corporate communication</li></ul>                 |                                                                                                                                                                        |                |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 2               | 3               | 2               | 2               | 2               | 2               | 2                | 3                | 2                |
| <b>C02</b>     | 3               | 3               | 2               | 3               | 2               | 2               | 3               | 3               | 3                | 2                | 2                |
| <b>C03</b>     | 3               | 2               | 3               | 3               | 2               | 2               | 2               | 2               | 2                | 3                | 2                |
| <b>C04</b>     | 3               | 3               | 2               | 3               | 2               | 2               | 3               | 2               | 3                | 3                | 2                |
| <b>C05</b>     | 3               | 3               | 2               | 3               | 2               | 2               | 2               | 2               | 2                | 3                | 2                |
| <b>TOTAL</b>   | 15              | 14              | 11              | 15              | 10              | 10              | 12              | 11              | 12               | 14               | 10               |
| <b>AVERAGE</b> | 3               | 2.8             | 2.2             | 3               | 2               | 2               | 2.4             | 2.2             | 2.4              | 2.8              | 2                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                |                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ALLIED COURSE- VI<br>CO-OPERATIVE BANKING                                                                                                                                                                                                                                      | SEMESTER - III |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (THEORY)                                                                                                                                                                                                                                                                       | CREDIT:3       |
| COURSEOBJECTIVE:                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                |                |
| <ul style="list-style-type: none"><li>To enable the students to know the growth and structure of co-operative credit.</li><li>To enable the students to know the functions of PACCS.</li><li>To enhance the students to know about the working and functions of district and stateco-operative banks.</li><li>To develop knowledge about co-operative land development banks.</li><li>To enable the students to know about the NABARD, SBI and commercial banks.</li></ul> |                                                                                                                                                                                                                                                                                |                |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | INTRODUCTION                                                                                                                                                                                                                                                                   |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Growth of co - operative credit in India – structure of co - operative credit – prospects and problems.                                                                                                                                                                        |                |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETY                                                                                                                                                                                                                               |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Primary agricultural co - operative credit society (PACCS) – organisation, functions and workings – lending policies and procedures – recovery and overdue problems – viability of primary co-operatives.                                                                      |                |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | DISTRICT CO-OPERATIVE BANKS                                                                                                                                                                                                                                                    |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | District co - operative banks – organization, functions and workings – lending policies and procedures, funds position – recovery and overdue problems. State co - operative banks – constitution and workings. Its role in institutional financing.                           |                |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CO-OPERATIVE LAND DEVELOPMENT BANK                                                                                                                                                                                                                                             |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Co - operative land development bank – SLDB – PLDB – constitution, workings – sources of funds, lending and overdue problems. Urban co - operative banks – employees co - operative credit societies – objects – functions and workings.                                       |                |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | NABARD                                                                                                                                                                                                                                                                         |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Role of NABARD and co-operative development - SBI and co-operatives – commercial banks and co-operative credit – marketing co-operative – structure – primary co-operative marketing societies – State co-operative marketing society – constitution – objectives – functions. |                |
| TEXT AND REFERENCE BOOKS:                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                |                |
| <ol style="list-style-type: none"><li>Cooperative Banking in India – Dr.S.Nakkiran., Rainbow Publication Coimbatore.</li><li>Cooperative Banking – C.D. Indule , Continental Prakashan, Pune.</li><li>Principles and practice of Cooperative Banking in India – B.N. Chobey.,</li><li>Asia Publishing House, London.</li></ol>                                                                                                                                             |                                                                                                                                                                                                                                                                                |                |

**COURSE OUTCOMES :**

On successful completion of the subject, the students acquired knowledge about ;

1. The growth and structure of co-operative credit.
2. The functions of PACCS.
3. The functions of district and state co-operative banks.
4. The objects of co-operative land development banks.
5. The role of NABARD, SBI and commercial banks.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 2                | 3                | 3                |
| <b>C04</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 10              | 13              | 15              | 14               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2               | 2.6             | 3               | 2.8              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                        |                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>SECOND YEAR</b>                                                                                                                                                                                                                                                                                                                 | <b>INTER DISCIPLINARY COURSE – III</b>                                                                                                                                                                                                                                                                                                                                 | <b>SEMESTER - III</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                       | <b>1. DIGITAL BANKING</b>                                                                                                                                                                                                                                                                                                                                              |                       |
|                                                                                                                                                                                                                                                                                                                                    | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                        | <b>CREDIT : 2</b>     |
| <b>COURSE OBJECTIVES</b>                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                        |                       |
| <ul style="list-style-type: none"> <li>• To learn e-banking and its features.</li> <li>• To acquire knowledge about electronic delivery channels.</li> <li>• To impart regulation safe-banking cards</li> <li>• To understand digital banking cards</li> <li>• To understand the genesis and concept of Online-Banking.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                        |                       |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                    | <b>INTRODUCTION</b>                                                                                                                                                                                                                                                                                                                                                    |                       |
|                                                                                                                                                                                                                                                                                                                                    | E – Banking – Meaning – Benefits – Internet Banking Services – Drawbacks – Mobile Banking – Features – Drawbacks – Call Centre Banking – Features – Challenges – Traditional Vs e – banking – e – banking in India.                                                                                                                                                    |                       |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                   | <b>DIGITAL CARDS</b>                                                                                                                                                                                                                                                                                                                                                   |                       |
|                                                                                                                                                                                                                                                                                                                                    | Introduction – concept and meaning – Electronic delivery channels – need for computerization – ATM – Types – Features , benefits and Constraints of Credit Card – Debit Card – Smart Card – Biometric Card.                                                                                                                                                            |                       |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                  | <b>MODERN BANKING OPERATIONS</b>                                                                                                                                                                                                                                                                                                                                       |                       |
|                                                                                                                                                                                                                                                                                                                                    | National Electronic Fund Transfer (NEFT) – RBI Guidelines – Benefits of Electronic Clearing Systems – E-Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction – Core Banking Solutions (CBS) – Benefits – UPI – Single Window Concepts – Features – CIBIL Credit Information Bureau (India) Ltd – MICR Cheques. |                       |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                   | <b>E-BANKING SECURITY</b>                                                                                                                                                                                                                                                                                                                                              |                       |
|                                                                                                                                                                                                                                                                                                                                    | Introduction need for security – Security concepts – Privacy – Survey. Findings on security Attack – Cyber crimes – Reasons for Privacy – Tampering – Encryption – Meaning – The encryption process – may appear as follows – Cryptogram and crypto currency – digital currency.                                                                                       |                       |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                    | <b>E-BUILDER SOLUTIONS</b>                                                                                                                                                                                                                                                                                                                                             |                       |
|                                                                                                                                                                                                                                                                                                                                    | Digital certificate – Digital Signature & Electronic Signature – E – Security solutions – solutions providers – E – locking technique – E – locking services.                                                                                                                                                                                                          |                       |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                   | <b>CURRENT CONTOURS : (For Continuous Internal Assessment only)</b>                                                                                                                                                                                                                                                                                                    |                       |
|                                                                                                                                                                                                                                                                                                                                    | Quiz and Self reading on Current developments related to the Digital Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources- Print, Internet, Interaction, Social Media, Webinars and soon.                                                                                               |                       |

|                                                                                                                                                                                                                                                                                                                                                                                        |  |  |  |  |  |  |  |  |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| <b>TEXT AND REFERENCE BOOKS (Latest revised edition only)</b>                                                                                                                                                                                                                                                                                                                          |  |  |  |  |  |  |  |  |  |  |  |
| 1. C.S. Rayudu, E-Business, Himalaya Publishing House Roger Hunt & John Shelly, Computers and Commonsense. Bhushan Dewan,<br>2. E-Commerce An Introduction to Information Technology by Dr. Srinivasa vallabhan, Sulthan Chand & Sons.<br>3. Law of Information Technology, D.P. Mittal, Tax Man.<br>4. E Markets, Macmillan, 2007<br>5. Basic Information of E Banking, Paramasivan C |  |  |  |  |  |  |  |  |  |  |  |
| <b>COURSE OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                                 |  |  |  |  |  |  |  |  |  |  |  |
| On successful completion of the subject, the students acquired knowledge about: <ol style="list-style-type: none"> <li>1. e-banking in India.</li> <li>2. Usage of e – banking cards.</li> <li>3. Payment through NEFT, RTGS and others.</li> <li>4. Cipher systems.</li> <li>5. Security devices.</li> </ol>                                                                          |  |  |  |  |  |  |  |  |  |  |  |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 2                | 3                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C05</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 13              | 15              | 15              | 15              | 11              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.6             | 3               | 3               | 3               | 2.2             | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                              |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | INTER DISCIPLINARY COURSE – III<br>2. RETAIL MARKETING                                                                                                                                                                                                                       | SEMESTER - III |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | (THEORY)                                                                                                                                                                                                                                                                     | CREDIT : 2     |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                              |                |
| <ul style="list-style-type: none"><li>• To understand the concepts of effective retailing</li><li>• To determine formats for emerging trends</li><li>• To evaluate and make effective decision</li><li>• To understand promotional aspects and emerging trends</li><li>• To Analyze the behaviour of consumer and build valuable relationship.</li></ul>                                                                                                                                                                              |                                                                                                                                                                                                                                                                              |                |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | INTRODUCTION                                                                                                                                                                                                                                                                 |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio - economic and technological Influences on retail management – Government of India policy implications on retails.                                                           |                |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | RETAIL FORMATS                                                                                                                                                                                                                                                               |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.                                                                                        |                |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | RETAILING DECISIONS                                                                                                                                                                                                                                                          |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandizing and category management – buying. |                |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | RETAIL SHOP MANAGEMENT                                                                                                                                                                                                                                                       |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .                          |                |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | RETAIL SHOPPER BEHAVIOUR                                                                                                                                                                                                                                                     |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Understanding of Retail shopper behaviour – Shopper Profile Analysis – Shopping Decision Process -Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.                                    |                |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | CURRENT CONTOURS : (For Continuous Internal Assessment)                                                                                                                                                                                                                      |                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                      |                |
| TEXT AND REFERENCE BOOKS (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                              |                |
| <ol style="list-style-type: none"><li>1. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007., UK</li><li>2. Krit Dang Longani &amp; MadhuriShete, Retail Marketing, Nirali Prakashan Publishers, Pune</li><li>3. Ramkrishnan And Y.R. Srinivasan, Indian Retailing Text And Cases, Oxford University Press, London</li><li>4. A Siva Kumar, Retail Marketing, Excel Books, Thrissur</li><li>5. T SrinavasaRao, Retail Marketing, Global Vision Publishing House, New Delhi</li></ol> |                                                                                                                                                                                                                                                                              |                |

**WEB RESOURCES**

1. <https://www.tutorialspoint.com>
2. <https://www.eiilmlibrary.com>
3. <https://www.marketingtutor.net>
4. <https://www.mbaknol.com>

**COURSE OUTCOMES**

Provide insights on the concept of retail operation

1. Provide insights on the concept of retail operation
2. Exposed to the effective methods and strategies required for retail management.
3. Para phase learners how to utilize resources and techniques used in retail management.
4. Identify and relate to the analysis of store location, merchandising, products and pricing.
5. Learners will gain knowledge about shopping behavior.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 11              | 13              | 15              | 15              | 10              | 13              | 15              | 13               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.2             | 2.6             | 3               | 3               | 2               | 2.6             | 3               | 2.6              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                               |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | CORECOURSE – VII<br>COST ACCOUNTING                                                                                                                                                                                                                                           | SEMESTER - IV |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | (THEORY)                                                                                                                                                                                                                                                                      | CREDIT : 4    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                               |               |
| <ul style="list-style-type: none"><li>To enable the students to know the importance of costing and to understand the basic concepts</li><li>To make learner understand the material cost.</li><li>To Analyze the Labour cost.</li><li>To determine the format of overhead and Reconciliation</li><li>To acquaint learner with various methods and techniques of costing.</li></ul>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                               |               |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | COST ACCOUNTING:                                                                                                                                                                                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Definition, nature and scope of cost accounting cost concepts - classification - objectives and advantages –demerits of cost accounting methods and techniques – cost unit cost centres - cost sheet.                                                                         |               |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | MATERIALS COST:                                                                                                                                                                                                                                                               |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Purchase procedure - stores procedure - receipt and issue of materials - storage organization and layout –Inventory control levels of stock, perpetual inventory. ABC Analysis, EOQ Stores ledger –pricing of material issues, FIFO, LIFO, Simple Average & Weighted Average. |               |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | LABOUR COST:                                                                                                                                                                                                                                                                  |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Time keeping and time booking - methods of remuneration and incentive schemes - overtime and idle time - labour turnover - types - causes and remedies.                                                                                                                       |               |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | OVERHEADS AND RECONCILIATION:                                                                                                                                                                                                                                                 |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Classification, allocation, apportionment, absorption – recovery rates - Over & Under absorption - cost sheet and cost reconciliation statement.                                                                                                                              |               |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | METHODS OF COSTING:                                                                                                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Contract costing, Process costing (Normal loss, Abnormal loss and gains only) - operating costing.                                                                                                                                                                            |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Theory:20%,Problem:80%                                                                                                                                                                                                                                                        |               |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | CURRENTCONTOURS:(For Continuous Internal Assessment)                                                                                                                                                                                                                          |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                       |               |
| TEXT AND REFERENCES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                               |               |
| <ol style="list-style-type: none"><li>Cost Accounting by Jainand Narang – Kalyani Publishers, Chennai</li><li>Cost Accounting by S.P. Iyengar – Sultan Chand &amp; Sons, New Delhi.</li><li>Cost Accounting 2.e by A. Murthy and S. Gurusamy –Vijay Nicole Imprints (P) Ltd, Chennai.</li><li>Cost Accounting by Bhagwathi and Pillai – Sultan Chand &amp; Sons, New Delhi.</li><li>Cost Accounting by S.N. Maheswari – Sultan Chand &amp; Sons, New Delhi.</li><li>Cost Accounting by Dr. R. Ramachandran &amp; Dr. R. Srinivasan, SriRam Publication , Trichy.</li><li>Fundamental of cost accounting by DR NARISIS-Atlantic publication New Delhi</li></ol> |                                                                                                                                                                                                                                                                               |               |

**COURSE OUTCOMES:**

1. Learners are explained how accounts are maintained in cost a/c. And how to record various costing transactions.
2. Learner understood of Material Cost and labour cost
3. Learner will gain knowledge about overhead and reconciliation statement.
4. Learner got insight as to where contract costing is applied, steps in contract costing, and profit is ascertained of complete & incomplete contract.
5. Learner understood of Process costing is applicable and to ascertain cost at each stage of process; valuation of abnormal gain & abnormal loss.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 14              | 15              | 15              | 15              | 10              | 13              | 15              | 13               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.8             | 3               | 3               | 3               | 2               | 2.6             | 3               | 2.6              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>SECOND YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>CORECOURSE-VIII<br/>BANKING THEORY, LAW AND PRACTICE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>SEMESTER - IV</b> |
| <b>CODE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>CREDIT:4</b>      |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |
| <ul style="list-style-type: none"> <li>• To acquire knowledge about relationship between banker and customer and services rendered</li> <li>• To make the students understand the various types of accounts and savings schemes</li> <li>• To give the man overview about types of customers</li> <li>• To have clarity about the rights, responsibilities and duties of paying and collecting banker</li> <li>• To make the aware of recent trends in Modern Banking</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>BANKERANDCUSTOMER:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Definition of the term banker and customer – General relationship – special relationship– main functions and subsidiary services rendered by banker – agency services and general utility services.                                                                                                                                                                                                                                                                                                                               |                      |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>TYPESOFSAVINGSACCOUNTS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | OperationsofBankAccounts–FixedDeposits– FixedDepositReceiptanditsimplications – Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme.                                                                                                                                                                       |                      |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>TYPESOFCUSTOMERS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics–Drunkards–JointStockCompanies–Non-TradingAssociations–Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order. |                      |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>PAYINGANDCOLLECTINGBANKER:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Paying and collecting banker – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.                                                                                                                                                                                                              |                      |
| <b>UNIT-V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>PASSBOOKANDCHEQUES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Passbook and Issue of duplicate passbook – cheques –Definition of a cheque – requisites of a cheque – drawing of a cheque – types of cheque –alteration – marking – crossing – different forms of crossing and their significance – Endorsement loss of cheques in transit – legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATM- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.                                                                              |                      |
| <b>UNIT-VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>CURRENTCONTOURS:(For Continuous Internal Assessment)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                      |

**TEXT AND REFERENCE BOOKS (Latest revised edition only):**

1. Sundaram and Varshney, "Banking Theory, Law & Practice" Sultan Chand Company, New Delhi.
2. S.M.Sundaram "Banking Theory, Law & Practice" Sri Meenaksi Publications, Karaikudi.
3. M. Kumar, Srinivasa, "Banking" New Central Book Agency.
4. M.S. Ramasamy, "Tanna's Banking Law & Practice in India" Sultan Chand Company, New Delhi.
5. E. Gordon and N.Natarajan "Banking Theory, Law & Practice" Himalaya Publication.
6. B. Santhanam, "Banking Theory, Law & Practice" Margham Publications, Chennai.
- R.J. Jayasankar, "Marketing," Margham Publications, Chennai

**COURSE OUTCOMES:**

- Elucidate the services rendered by banks
- Have an understanding about various types of accounts and savings schemes
- Generate information types of customers
- Analyse information about the rights, responsibilities and duties of paying and collecting banker
- Express opinions recent trends in Modern Banking

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 2                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 12              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2.4             | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                              |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ALLIED COURSE-VII<br>COMPANY LAW (2013 AMENDMENTS)                                                                                                                                                                                                                                                           | SEMESTER-IV |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | (THEORY)                                                                                                                                                                                                                                                                                                     | CREDIT:3    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                              |             |
| <ul style="list-style-type: none"><li>To know about the procedures to form a company.</li><li>To know about the documents of a company.</li><li>To know about the Shares and debentures.</li><li>To know about the types of company meetings.</li><li>To know about the procedures for wind up a company.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                              |             |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | JOINT STOCK COMPANY:                                                                                                                                                                                                                                                                                         |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Definition – Kinds – Formation – Incorporation - Characteristics.                                                                                                                                                                                                                                            |             |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | FORMATION OF A COMPANY:                                                                                                                                                                                                                                                                                      |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Memorandum of Association under companies Act 2013 Contents – Doctrine of Ultra Vires – Doctrine of indoor management - Articles of Association under companies Act 2013 – Contents – Prospectus – Contents – Statement in lieu of Prospectus – Duties of a secretary during the incorporation of a company. |             |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SHARE CAPITAL AND DEBENTURES:                                                                                                                                                                                                                                                                                |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Share Capital – Kinds of Shares – Voting Rights – Debentures Types of Debentures.                                                                                                                                                                                                                            |             |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | MEETINGS AND RESOLUTIONS:                                                                                                                                                                                                                                                                                    |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Meaning of Meetings – Types of Meeting - Director's meeting - Statutory Meeting – Annual general body meeting – Extra Ordinary general body Meeting – Prerequisites of valid meeting - Resolutions – Ordinary & Special – Minutes – Duties of a secretary to conduct a meeting.                              |             |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | WINDING UP OF A COMPANY:                                                                                                                                                                                                                                                                                     |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Meaning - Modes of winding up – winding up by the court – Voluntary winding up – Members' voluntary winding up – Creditors' voluntary winding up.                                                                                                                                                            |             |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CURRENT CONTOURS:(For Continuous Internal Assessment)                                                                                                                                                                                                                                                        |             |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Recent amendments in company's Act 2013 - CSR                                                                                                                                                                                                                                                                |             |
| TEXT AND REFERENCE BOOKS:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                              |             |
| <ol style="list-style-type: none"><li>M.C. Shukla and S.S. Gulshan Principles of Company Law</li><li>N.D. Kapoor, Elements of Company Law, Sultan Chand and Sons</li><li>Gaffoor and Thothadri, Company Law, Vijay Nicole Imprints (P) Ltd</li><li>M.V. Dhandapani, Business Laws, Sultan Chand and Sons</li><li>V. Balachandran &amp; M. Govindarajan, A Student Hand book on Company Law and Practice, Vijay Nicole Imprints (P) Ltd.</li><li>S. Badri Alam and Saravanavel, Company Law, Himalaya Publications</li><li><a href="#">Alan Dignam, John Lowry, Company Law</a>, Oxford University Books</li><li><a href="#">PPS Gogna</a>, A Text Book of Company Law, S. Chand Publishing</li><li>N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand and Sons</li><li><a href="https://e-book.icsi.edu/">https://e-book.icsi.edu/</a></li><li><a href="https://www.taxmann.com/virtualbooks/product/7110-company-law-%7C-virtual-book">https://www.taxmann.com/virtualbooks/product/7110-company-law-%7C-virtual-book</a></li></ol> |                                                                                                                                                                                                                                                                                                              |             |

**COURSEOUTCOMES:**

After the successful completion of the course students will able to get

- Knowledge regarding the procedures to form a company.
- Knowledge regarding how to prepare the documents of a company.
- Knowledge how to raise their owned capital and borrowings.
- Knowledge about the types of company meetings.
- Knowledge about the procedure for windup a company.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C05</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 15              | 15              | 15              | 11              | 13              | 15              | 13               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 3               | 3               | 3               | 2.2             | 2.6             | 3               | 2.6              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                   |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ALLIEDCOURSE - VIII<br>CREDIT MANAGEMENT                                                                                                                                                          | SEMESTER - IV |
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | (THEORY)                                                                                                                                                                                          | CREDIT : 3    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                   |               |
| <ul style="list-style-type: none"><li>To learn Forms of credit.</li><li>To acquire knowledge about Principles of lending.</li><li>To know the Benefits and dangers in using credit.</li><li>To understand Credit Policy.</li><li>The student will understand the Consumer Assessments.</li></ul>                                                                                                                                                                                                                                    |                                                                                                                                                                                                   |               |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | INTRODUCTION TO CREDIT MANAGEMENT                                                                                                                                                                 |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Definition of Credit - concept of credit management - characteristics of credit- Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.          |               |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | LENDING & BORROWERS                                                                                                                                                                               |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | meaning - principles of lending – the 7c’s of credit – fair practice code – various types of borrowers.                                                                                           |               |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CONSUMER RIGHTS                                                                                                                                                                                   |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Benefits and dangers in using credit, understanding consumer rights and obligations.                                                                                                              |               |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CREDIT POLICY                                                                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credit Policy: Definition – Role and use of the policy – Basic contents of the policy.                                                                                                            |               |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CONSUMER ASSESSMENTS                                                                                                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debt Recovery Tribunal, Writing off Bad Debts.                                              |               |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CURRENTCONTOURS:(For Continuous Internal Assessment)                                                                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Recent Trends self study, assignments, Seminars Quiz and Self reading on Current developments related to the Credit management during the semester through collection, discussion and evaluation. |               |
| TEXT ANDREFERENCEBOOKS:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                   |               |
| <ol style="list-style-type: none"><li>Credit Management by Ed. Vol – Oscar Publication, New Delhi.</li><li>Credit Management Hand book by Cecil J.Bond , McGraw Hill., USA</li><li>Credit Planning and Management by Krishna Gupta – Arihant Publishers, Jaipur.</li><li>Credit Appraisal, Risk Analysis and Decision making – Dr. D. D. Mukherjee, Snow WhitePublications, Chennai.</li><li>Risk Management, IIBF, Macmillan, New Delhi.</li><li>Credit Risk Management, Andrew Fight, Butterworth Heinmann, Oxford, UK.</li></ol> |                                                                                                                                                                                                   |               |

**COURSE OUTCOMES:**

On successful completion of the subject, the students acquired knowledge about:

1. Forms of credit.
2. Principles of lending.
3. Benefits and dangers in using credit.
4. Credit Policy.
5. Consumer Assessments.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO5</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 15              | 15              | 15              | 11              | 13              | 15              | 13               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 3               | 3               | 3               | 2.2             | 2.6             | 3               | 2.6              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                 |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| SECOND YEAR                                                                                                                                                                                                                                              | INTER DISCIPLINARY COURSE – IV<br>1. TOURISM AND TRAVEL<br>MANAGEMENT                                                                                                                                                           | SEMESTER - IV |
| CODE                                                                                                                                                                                                                                                     | (THEORY)                                                                                                                                                                                                                        | CREDIT : 2    |
| COURSE OBJECTIVES                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                 |               |
| 1. To understand the concepts of tourism<br>2. To acquire knowledge of accommodation and transport<br>3. To impact of tourism development in India<br>4. To analyze the intermediaries and WTO<br>5. To evaluate the documentation in travel management. |                                                                                                                                                                                                                                 |               |
| UNIT - I                                                                                                                                                                                                                                                 | INTRODUCTION                                                                                                                                                                                                                    |               |
|                                                                                                                                                                                                                                                          | Definition of Tourism – Types of Tourism – Basic Components of Tourism - Motivation for Tourism.                                                                                                                                |               |
| UNIT - II                                                                                                                                                                                                                                                | ACCOMMODATIONS                                                                                                                                                                                                                  |               |
|                                                                                                                                                                                                                                                          | Different kinds of Accommodations: Star Hotels – Resort Groups – Cottages – Time share Hotels – Motels. Different kinds of Transport: Air Transport – Rail Transport – Sea way Transport and Road Transport.                    |               |
| UNIT - III                                                                                                                                                                                                                                               | TOURISM DEVELOPMENT IN INDIA                                                                                                                                                                                                    |               |
|                                                                                                                                                                                                                                                          | Tourism Development in India: Sargent Committee – Ministry of Tourism - ITDC – TTDC – Trade Fair – Travel Agents Association of India (TAAI).                                                                                   |               |
| UNIT - IV                                                                                                                                                                                                                                                | TRAVEL INTERMEDIARIES                                                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                          | Travel Agency – Tour Operator – Tourist Guides –International Air Transport Association (IATA) - Pacific Area Travel Association (PATA) – International Civil Aviation Organisation (ICAO) - World Tourism Organizations (WTO). |               |
| UNIT - V                                                                                                                                                                                                                                                 | DOCUMENTATION                                                                                                                                                                                                                   |               |
|                                                                                                                                                                                                                                                          | Passport - Visa – Emigration and Immigration – Foreign Exchange – Balance of Payment – Insurance Cover – Overseas Tour Packages.                                                                                                |               |
| UNIT - VI                                                                                                                                                                                                                                                | CURRENT CONTOURS:(For Continuous Internal Assessment)                                                                                                                                                                           |               |
|                                                                                                                                                                                                                                                          | Recent Trends, assignments and Seminars                                                                                                                                                                                         |               |
| TEXT AND REFERENCE BOOKS (Latest revised edition only)                                                                                                                                                                                                   |                                                                                                                                                                                                                                 |               |
| 1. Ramachary, Tourism in India, 2001<br>2. A.K. Bhaattia, Tourism in India, 2001<br>3. Davison Rob, Toursim Pitman, London 2004<br>4. G.K. Puri, Handbook of Tourism.<br>5. Biswanath Ghosh, Tourism & Travel Management, Vikas publishing.              |                                                                                                                                                                                                                                 |               |

**COURSE OUTCOMES:**

On successful completion of the subject, the students acquired knowledge about:

1. Understood tourism of India.
2. Knew the accommodation and transportation models.
3. Awareness about the development agencies.
4. Knowledge about travel intermediaries
5. Gathering of Documentation requirements.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 2                | 3                | 3                |
| <b>C02</b>     | 3               | 2               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3               | 2                | 3                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>C05</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 12              | 13              | 15              | 12               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2.4             | 2.6             | 3               | 2.4              | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                    |               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| SECOND YEAR                                                                                                                                                                                                                                                                                                                                                                                      | INTER DISCIPLINARY COURSE – IV<br>2. STOCK MARKET OPERATIONS                                                                                       | SEMESTER - IV |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                            | (THEORY)                                                                                                                                           | CREDIT:2      |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                    |               |
| <ul style="list-style-type: none"><li>To understand the companies procedures</li><li>To know about the types of share and market conditions.</li><li>To impact of stock exchanges in India</li><li>To analyze the trading procedures.</li><li>To determine the SEBI functions.</li></ul>                                                                                                         |                                                                                                                                                    |               |
| UNIT – I                                                                                                                                                                                                                                                                                                                                                                                         | INTRODUCTION TO COMPANY                                                                                                                            |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | Company - Meaning - Definitions - Types of Companies.                                                                                              |               |
| UNIT – II                                                                                                                                                                                                                                                                                                                                                                                        | SHARE AND MARKET CONDITIONS                                                                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | Share - Meaning - Types of shares - How to apply for shares – Primary Market – Secondary Market – Market conditions – Bull - Bear.                 |               |
| UNIT – III                                                                                                                                                                                                                                                                                                                                                                                       | STOCK EXCHANGE                                                                                                                                     |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | SEBI - functions - Stock Exchanges in India – NSE, Nifty - BSE, Sen sex.                                                                           |               |
| UNIT – IV                                                                                                                                                                                                                                                                                                                                                                                        | INVESTMENT AND TRADING                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | Investments in shares – Demat - Trading account on line and off line trading of shares – PAN - KYC – trading speculation and gambling - Trading.   |               |
| UNIT – V                                                                                                                                                                                                                                                                                                                                                                                         | INVESTMENT ANALYSIS                                                                                                                                |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | Investment concepts of capital gain dividend – EPS - market capitalization – listed companies – NCFM -- price band – STT – STOP LOSS – Volatility. |               |
| UNIT – VI                                                                                                                                                                                                                                                                                                                                                                                        | CURRENT CONTOURS:(For Continuous Internal Assessment)                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                  | Recent Trends, assignments and Seminars                                                                                                            |               |
| TEXT AND REFERENCE BOOKS(Latest revised edition only)                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                    |               |
| <ul style="list-style-type: none"><li>1. Securities &amp; Portfolio management – Punithavathi Pandiyan.</li><li>2. Magazines practical banking advances - H.L.Bedi, V.K.Hardikar</li><li>3. Stock Market Operations – By Srajan Kumar Singh and Shivangee Sharma</li><li>4. Financial Market Operations – by Dr. F.C. Sharma</li><li>5. The Intelligent Investor – by Benjamin Graham.</li></ul> |                                                                                                                                                    |               |
| COURSE OUTCOMES:                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                    |               |
| On successful completion of the subject, the students acquired knowledge about:                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                    |               |
| <ul style="list-style-type: none"><li>1. Understood about the company and its classifications</li><li>2. Knowledge on shares and its types</li><li>3. Awareness about stock exchange and its regulations.</li><li>4. Knowing on stock investment and trading</li><li>5. Appraisal of investment portfolios.</li></ul>                                                                            |                                                                                                                                                    |               |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 2                | 3                |
| <b>C03</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 2                |
| <b>C05</b>     | 3               | 2               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 12              | 14              | 15              | 15              | 10              | 13              | 15              | 15               | 14               | 14               |
| <b>AVERAGE</b> | 3               | 2.4             | 2.8             | 3               | 3               | 2               | 2.6             | 3               | 3                | 2.8              | 2.8              |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>THIRD YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>CORE COURSE – IX<br/>CORPORATE ACCOUNTING - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>SEMESTER - V</b> |
| <b>CODE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>CREDIT : 4</b>   |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| <ul style="list-style-type: none"> <li>To enable the students to know about accounting procedure in corporate accounting</li> <li>To make learner to understand format of company final accounts and various schedules of company final accounts.</li> <li>To acquaint learner with various methods of valuation of goodwill and shares.</li> <li>To apply the form schedule III of companies Act 2013.</li> <li>To gain knowledge various accounting standards</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>COMPANY ACCOUNTS:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction legal provisions regarding issue of shares, application, allotment, calls, calls – in - arrears, calls – in -advance, issue of shares at premium – issue of shares at discount – for feature of shares - re-issue - accounting entries.                                                                                                                                                                                                                  |                     |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>DEBENTURES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Issue and redemption of debentures - methods of redemption of debentures - installment – cum - interest and Ex - interest redemption by conversion, sinking fund, insurance policy. Redemption of preference shares - implication of Section 80 and 80A of the Companies Act.                                                                                                                                                                                         |                     |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>VALUATION OF GOODWILL AND SHARES</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Valuation of goodwill – meaning – need for valuation of goodwill – methods of valuing goodwill – average of profit – super profit – annuity and capitalisation method. Valuation of shares – need for valuation of shares – methods of valuations of shares – Net Asset Method - Yield method – Fair value method.                                                                                                                                                    |                     |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>FINAL ACCOUNTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Introduction – final accounts – form and contents of financial statement as per Schedule III of companies Act 2013 – part I form of balance sheet – Part II form of statement of profit and loss – ascertaining profits for managerial remuneration.                                                                                                                                                                                                                  |                     |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>INDIAN ACCOUNTING STANDARDS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | International Financial Reporting Standards (IFRS) – Meaning and its applicability in India – Indian Accounting Standards – Meaning – Objectives – Significance – Procedures for formulation of standards - Ind AS – 1 Preparation of financials 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 - 110 consolidated financial statement. (Theory Only) |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Theory:20%,Problem:80%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>CURRENT CONTOURS:(For Continuous Internal Assessment)</b>                                                                                                                                                                                                                                                                                                                                                                                                          |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |

**TEXT AND REFERENCE BOOKS:**

1. Advanced Accountancy by M.C. Guptha, Shukla and Grewal - S. Chand publishing, Delhi
2. Advanced Accountancy by R.L. Gupta and Radhaswamy-Sultan Chand & Sons, New Delhi.
3. Advanced Accountancy by Jain and Narang – Kalyani Publishers, Chennai
4. Corporate Accounting by Palaniappan & Hariharan - Vijay Nicole Imprints (P)Ltd, Chennai.
5. Advanced Accountancy by Arulanandam and Raman - Himalayan Publishers, New Delhi.
6. Corporate accounting by Mohamed Hanif - amazon
7. Fundamentals of **Corporate Accounting** ; Authors, **Mohammed Hanif**, Amitabha Mukherjee ; Publisher, McGraw-Hill Education

**COURSE OUTCOMES:****After completing this book they should enlighten by**

1. To understand and acquire knowledge of issue of shares
2. To understand and acquire knowledge of issue of debentures
3. To acquaint learner with various methods of valuation of goodwill and shares.
4. To make learner to understand format of company final accounts and various schedules of company final accounts.
5. To integrate theoretical knowledge on all accounting in par with IFRS and Ind AS.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> | <b>PSO 1</b> | <b>PSO 2</b> | <b>PSO 3</b> |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| <b>CO1</b>     | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 2            | 3            | 3            |
| <b>CO2</b>     | 3           | 3           | 2           | 3           | 3           | 2           | 3           | 3           | 3            | 3            | 3            |
| <b>CO3</b>     | 3           | 3           | 2           | 3           | 3           | 3           | 3           | 3           | 2            | 3            | 3            |
| <b>CO4</b>     | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 3            | 3            | 3            |
| <b>CO5</b>     | 3           | 3           | 3           | 3           | 3           | 2           | 3           | 3           | 3            | 3            | 3            |
| <b>TOTAL</b>   | 15          | 15          | 13          | 15          | 15          | 11          | 13          | 15          | 13           | 15           | 15           |
| <b>AVERAGE</b> | 3           | 3           | 2.6         | 3           | 3           | 2.2         | 2.6         | 3           | 2.6          | 3            | 3            |

**3 – Strong, 2- Medium, 1- Low**

|                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>THIRD YEAR</b>                                                                                                                                                                                                                                                                                                                                   | <b>CORE COURSE - X</b><br><b>COMPUTER APPLICATIONS IN BUSINESS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>SEMESTER - V</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                                        | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>CREDIT:4</b>     |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |
| <ul style="list-style-type: none"> <li>To enable the students to know the importance of computer application in business and MS word</li> <li>To learn Ms Excel</li> <li>To understand computerized accounting particularly Tally</li> <li>To familiar with accounting of inventories</li> <li>To know computerization of final account.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                     | <b>INTRODUCTION TO COMPUTERS AND MICROSOFT WORD: BASICS AND APPLICATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |
|                                                                                                                                                                                                                                                                                                                                                     | Computer –Meaning–Characteristics–Areas of application – Components–Memory control unit – Input and output devices – Ms Word – Creating word documents – creating business letters using wizards – editing word documents – inserting objects – formatting documents – spelling and grammar check – word count – thesaurus, auto correct working with tables – opening, saving and closing documents – mail merge.                                                                                                                                |                     |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                    | <b>SPREADSHEET FUNDAMENTALS: MICROSOFT EXCEL AND DATA ANALYSIS TOOLS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |
|                                                                                                                                                                                                                                                                                                                                                     | Spread sheet – Spread sheet programmes and applications – Ms Excel and features –Building work sheets – entering data in work sheets, editing and for mating work sheets – creating and formatting different types of charts –application of financial and statistical function – creating, analyzing and organizing data – opening and closing work books – Introduction to Pivot tables.                                                                                                                                                        |                     |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                   | <b>COMPUTERIZED ACCOUNTING WITH TALLY: FEATURES AND FUNCTIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                     |
|                                                                                                                                                                                                                                                                                                                                                     | Fundamentals of Computerized accounting –Computerized accounting Vs manual accounting - Architecture and customization of Tally – Features of Tally – latest version – Configuration of Tally – Tally screens and menus –Creation of company – Creation of groups – Editing and deleting groups – Creation of ledgers – Editing and deleting ledgers – Introduction to vouchers – Vouchers entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Contra vouchers – Journal vouchers – Editing and deleting vouchers. |                     |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                    | <b>INVENTORY MANAGEMENT AND COST CONTROL IN TALLY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                     |
|                                                                                                                                                                                                                                                                                                                                                     | Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items – Configuration and eaters of stock item – Editing and deleting stocks – Usage of stocks in Vouchers entry. Purchase orders – Stock vouchers – Sales orders – Stock vouchers – Introduction to cost – creation of cost category – Creation cost centers – Editing and deleting cost centers & categories – Usage of cost category and cost – centers in voucher sentry – Budget and                                               |                     |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | controls – Creation of budgets – Editing and deleting budgets – Generating and printing reports in detailed and condensed format.                                                                       |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>FINANCIAL REPORTING AND ANALYSIS: KEY STATEMENTS AND REPORTS</b>                                                                                                                                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Day books – Trial balance – Profit and Loss account – Balance sheet. Ratio analysis, Cash flow statement – Fund flow statement – Cost centre report – Inventory report – Bank Reconciliation Statement. |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>CURRENT CONTOURS (for Continuous Internal Assessment only):</b>                                                                                                                                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.                                                                                      |
| <b>TEXT AND REFERENCE BOOKS(Latest revised edition only):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                         |
| 1. Computer Applications in Business – S.V. Srinivasa Vallabhan – Sultan & Chand Publication.<br>2. Microsoft office – Jones & Derek – John wiley & sonsinc.<br>3. Implementing Tally – A.K. Nadhani, BPB Publications.<br>4. Computer Application in Business –R. Paramasivam – S. Chand & Co, New Delhi.<br>5. Computer Application in Business : Dr.Joseph Anbarasu, Learn tech Press.                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                         |
| <b>COURSE OUTCOMES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                         |
| On successful completion of the course, the students will acquire knowledge on: <ol style="list-style-type: none"> <li>1. Basics of computer application in business. And Creating and editing of word documents, opening, savings and closing documents; and mail merge</li> <li>2. Spread sheet programmes and applications, creating and formatting different types of charts, and application of financial and statistical function.</li> <li>3. Architecture and customization of Tally, Editing and deleting ledgers, and Vouchers entry</li> <li>4. Accounting of inventories, Budget and controls</li> <li>5. Day books, Trial balance, final account and Bank Reconciliation Statement.</li> </ol> |                                                                                                                                                                                                         |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 2                |
| <b>C03</b>     | 3               | 2               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 2                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 14              | 13              | 15              | 15              | 12              | 13              | 15              | 15               | 14               | 14               |
| <b>AVERAGE</b> | 3               | 2.8             | 2.6             | 3               | 3               | 2.4             | 2.6             | 3               | 3                | 2.8              | 2.8              |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                       |                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>THIRD YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>CORE PRACTICAL I<br/>COMPUTER APPLICATIONS IN BUSINESS</b>                                                                                                                                                                                                                                                         | <b>SEMESTER - V</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>(PRACTICAL)</b>                                                                                                                                                                                                                                                                                                    | <b>CREDIT:4</b>     |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                       |                     |
| <ul style="list-style-type: none"> <li>To develop skill on preparation of business letters, bio-data, Table.</li> <li>To create worksheet, Charts, and enclosures.</li> <li>To filter data using Auto filter, and application of accounting and statistical formulae.</li> <li>To make voucher entries, Prepare final accounts from the trial balance and Inventory report</li> <li>To Prepare Bank Reconciliation Statement and pay roll and computation of GST.</li> </ul> |                                                                                                                                                                                                                                                                                                                       |                     |
| <b>LIST OF PRACTICAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                       |                     |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>MSWORDPROCESSING:</b>                                                                                                                                                                                                                                                                                              |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>i Creating business letters</li> <li>ii Creating an application for the job with the bio-data</li> <li>iii Creating Circular letter with mail-merge options</li> <li>iv Creating a Table by using the split and merge options</li> </ul>                                       |                     |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Excel - SPREADSHEETAPPLICATIONS-I</b>                                                                                                                                                                                                                                                                              |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>i Creating a work sheet like mark sheet, Pay Slip, PF Contribution list etc.</li> <li>ii Creating Charts– All types of charts and graphs</li> <li>iii Creating a list for the enclosures</li> </ul>                                                                            |                     |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Excel - SPREADSHEETAPPLICATIONS-II:</b>                                                                                                                                                                                                                                                                            |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>i Filtering the data using Auto filter custom filters using comparison operations</li> <li>ii Creating Pivot tables</li> <li>iii Commercial Formula applications</li> <li>iv Statistical formula applications (within the syllabus of business tools for decisions)</li> </ul> |                     |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>ACCOUNTINGPACKAGE - I:</b>                                                                                                                                                                                                                                                                                         |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>i Preparing voucher entries for the given transactions.</li> <li>ii Preparing final accounts from the trial balance given with any ten adjustments</li> <li>iii Inventory report</li> </ul>                                                                                    |                     |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>ACCOUNTINGPACKAGE - II:</b>                                                                                                                                                                                                                                                                                        |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>i Bank Reconciliation Statement</li> <li>ii Preparation of payroll vouchers based on attendance</li> <li>iii GST computation &amp; forms</li> </ul>                                                                                                                            |                     |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>CURRENT CONTOURS:(for Continuous Internal Assessment only)</b>                                                                                                                                                                                                                                                     |                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation<br><b>(Practical-100marks: UE:60 marks; IA:40marks)</b>                                                                                                                                             |                     |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 13              | 15              | 15              | 11              | 13              | 15              | 15               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.6             | 3               | 3               | 2.2             | 2.6             | 3               | 3                | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                             |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| THIRD YEAR                                                                                                                                                                                                                                                                                                                                                                                                   | CORE COURSE – XI<br>MANAGEMENT ACCOUNTING                                                                                                                                                                                                                                                                                   | SEMESTER - V |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                        | (THEORY)                                                                                                                                                                                                                                                                                                                    | CREDIT : 4   |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                             |              |
| <ul style="list-style-type: none"><li>• To understand the concepts of Management Accounting.</li><li>• To gain knowledge on fund – flow and cash – flow in business operation.</li><li>• To understand budget and budgetary control in Business organization.</li><li>• To know the technique of marginal costing and standard costing</li><li>• To know the various methods of capital budgeting.</li></ul> |                                                                                                                                                                                                                                                                                                                             |              |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                     | INTRODUCTIONANDFINANCIALSTATEMENTANALYSIS:                                                                                                                                                                                                                                                                                  |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Management Accounting Vs Cost accounting - Financial statement analysis – Comparative statement – Common size statement – Trend percentage –Ratio analysis |              |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                    | FUNDFLOWANDCASHFLOWSTATEMENT:                                                                                                                                                                                                                                                                                               |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Fund flow statement – Schedule of changes in working capital – Funds from operation – Sources and applications – Cash flow statement – Fund flow statement Vs Cash flow statement – Preparation of cash flow statement as per AS – 3                                                                                        |              |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                   | BUDGETANDBUDGETARYCONTROL:                                                                                                                                                                                                                                                                                                  |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Budget and Budgetary control – Advantages- limitations – Types – Preparation of Purchase, Production, sales, Flexible, Cash and Master budget                                                                                                                                                                               |              |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                    | MARGINALANDSTANDARDCOSTING:                                                                                                                                                                                                                                                                                                 |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Marginal costing – CVP analysis – Break even analysis – BEP - Managerial applications – Margin of safety – Profit planning. Standard Costing – Problems relating to Material and Labour variance only.                                                                                                                      |              |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                     | CAPITALBUDGETING:                                                                                                                                                                                                                                                                                                           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Capital Budgeting - Payback period - Accounting rate of return - Discounted cash flow - Net present value – Profitability index – Internal rate of return.                                                                                                                                                                  |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Theory:20%Problem:80%                                                                                                                                                                                                                                                                                                       |              |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                    | CURRENTCONTOURS:(for Continuous Internal Assessment only)                                                                                                                                                                                                                                                                   |              |
|                                                                                                                                                                                                                                                                                                                                                                                                              | Recent Trends, assignments and Seminars                                                                                                                                                                                                                                                                                     |              |
| TEXT AND REFERENCE BOOKS:(Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                             |              |
| <ol style="list-style-type: none"><li>1. S.N. Maheswari – Management Accounting – Sultan Chands &amp; Sons publications, New Delhi</li><li>2. Sharma and Guptha Management Accounting - Kalyani Publishers, Chennai.</li><li>3. R. Ramachandran and R.Srinivasan – Management Accounting –</li></ol>                                                                                                         |                                                                                                                                                                                                                                                                                                                             |              |

Sriram publication.

4. A. Murthi an S. Gurusamy– Managemen Accounting Vijay Nicole Publications, Chennai.
5. R.S.N.Pillai&V.Baghavathi–ManagementAccounting–S.Chand&Co,Mumbai
6. Hingorani & Ramanathan – Management Accounting-S. Chand & Co, New Delhi.

#### **COURSE OUTCOMES:**

After the successful completion of course the students will be able to understand

- Basic knowledge on Management Accounting.
- Preparation off inflow statement and cashflow Statement as per AS–3
- Select better Design various types of Budget
- Understand the Marginal costing and Variance analysis
- Project by applying appropriate capital budgeting.

#### **MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO5</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 14              | 15              | 15              | 11              | 13              | 15              | 15               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.8             | 3               | 3               | 2.2             | 2.6             | 3               | 3                | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

| THIRD YEAR                                                                                                                                                                                                                                                                                                                 | CORE COURSE – XII<br>DIGITAL BANKING                                                                                                                                                                                                                                                                                                                                                                                                             | SEMESTER - V |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| CODE                                                                                                                                                                                                                                                                                                                       | (THEORY)                                                                                                                                                                                                                                                                                                                                                                                                                                         | CREDIT:4     |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |
| <ul style="list-style-type: none"> <li>To learn e-banking and its features.</li> <li>To acquire knowledge about electronic delivery channels.</li> <li>To impart regulations of e-banking cards</li> <li>To understand digital banking cards</li> <li>To understand the genesis and concept of Online - Banking</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                            | <b>ELECTRONIC BANKING</b>                                                                                                                                                                                                                                                                                                                                                                                                                        |              |
|                                                                                                                                                                                                                                                                                                                            | E-Banking – Meaning – Benefits – Internet Banking Services – Drawbacks – Mobile Banking – Features – Drawbacks – Call Centre Banking – Features – Challenges – Traditional Vs e - banking – e -banking in India.                                                                                                                                                                                                                                 |              |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                           | <b>DIGITAL CARDS</b>                                                                                                                                                                                                                                                                                                                                                                                                                             |              |
|                                                                                                                                                                                                                                                                                                                            | Introduction – concept and meaning - the electronic delivery channels-need for computerization - ATM – Types - Features – Benefits – Challenges – Credit Cards – Benefits – Constraints – Debit Card – Benefits – Smart Card – Features – Benefits of Smart cards - Biometric Cards – Features.                                                                                                                                                  |              |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                          | <b>MODERN BANKING OPERATIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |              |
|                                                                                                                                                                                                                                                                                                                            | National Electronic Fund Transfer (NEFT) - RBI Guidelines – Benefits of Electronic Clearing Systems – E- Cheques – E-Money – Real Time Gross Settlement (RTGS) – Benefits to Banker and Customer – Cheque Transaction – Core Banking Solutions (CBS) – Benefits – Single Window Concepts – Features - CIBIL ( Credit Information Bureau (India) Ltd – MICR Cheques .                                                                             |              |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                           | <b>E - BANKING SECURITY</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |              |
|                                                                                                                                                                                                                                                                                                                            | Introduction need for security – Security concepts - Privacy – Survey. Findings on security Attack - Cyber crimes - Reasons for Privacy – Tampering - Encryption – Meaning - The encryption process - may appear as follows – Cryptogram – Cryptanalyst – cryptography - Types of Cipher systems – Code systems – Cryptography – Cipher – Decipher – Jumbling – Asymmetric - Crypto system Data Encryption Standard (DES).                       |              |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                            | <b>E - BUILDER SOLUTIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |              |
|                                                                                                                                                                                                                                                                                                                            | Digital certificate - Digital Signature & Electronic Signature – E - Security solutions - solutions providers – E - locking technique – E - locking services - Netscape security solutions - Pry Zone - E software security Internet – Transactions - Transaction security – PKI - Sierras Internet solutions inc – security devices - Public Key Infrastructure - (PKI) - Firewalls Secure Ledger - (FSL) -Secure Electronic Transaction (SET). |              |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                           | <b>CURRENT CONTOURS:(for Continuous Internal Assessment only)</b>                                                                                                                                                                                                                                                                                                                                                                                |              |
|                                                                                                                                                                                                                                                                                                                            | Quiz and Self reading on Current developments related to the Digital Banking during the semester through collection, discussion and evaluation. To be sourced from multiple reliable informative sources - Print, Internet, Interaction, Social Media, Webinars and so on.                                                                                                                                                                       |              |

|                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |  |  |  |  |  |  |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| <b>TEXT AND REFERENCE BOOKS:</b> (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                        |  |  |  |  |  |  |  |  |  |  |  |
| 1. C.S. Rayudu, E-Business, Himalaya Publishing House<br>Roger Hunt & John Shelly, Computers and Common sense. Bhushan Dewan, E-Commerce<br>2. An Introduction to Information Technology by Dr. Srinivasa vallabhan, Sulthan Chand & Sons.<br>3. Law of Information Technology, D.P. Mittal, Tax Man. e Markets, Macmillan, 2007<br>4. e Markets, Macmillan, 2007<br>5. Basic Information of E Banking, Paramasivan C |  |  |  |  |  |  |  |  |  |  |  |
| <b>COURSE OUTCOMES:</b>                                                                                                                                                                                                                                                                                                                                                                                               |  |  |  |  |  |  |  |  |  |  |  |
| On successful completion of the subject, the students acquired knowledge about:<br>1. e-banking in India.<br>2. Usage of e-banking cards.<br>3. Payment through NEFT, RTGS and others.<br>4. Cipher systems.<br>5. Security devices.                                                                                                                                                                                  |  |  |  |  |  |  |  |  |  |  |  |

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 2               | 2               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO5</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 13              | 14              | 15              | 12              | 13              | 15              | 15               | 15               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.6             | 2.8             | 3               | 2.4             | 2.6             | 3               | 3                | 3                | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                              |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| THIRD YEAR                                                                                                                                                                                                                                                                                                                                                                                                 | SKILL ENHANCEMENT COURSE<br>BASICS OF RESEARCH METHODOLOGY                                                                                                                                                                                   | SEMESTER - V |
| CODE                                                                                                                                                                                                                                                                                                                                                                                                       | (THEORY)                                                                                                                                                                                                                                     | CREDIT : 2   |
| COURSE OBJECTIVES                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                              |              |
| <ul style="list-style-type: none"><li>• To understand the fundamentals of research</li><li>• To identify and formulate research problem.</li><li>• To apply appropriate sampling techniques</li><li>• To interpret the research findings accurately</li><li>• To developing a structured research reports</li></ul>                                                                                        |                                                                                                                                                                                                                                              |              |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                   | INTRODUCTION TO RESEARCH                                                                                                                                                                                                                     |              |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Meaning, definition and objectives of research - Types of research (Descriptives, Analytical, Applied and Fundamental) - Research process - steps involved - importance of research in business and commerce - Qualities of good researcher. |              |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                  | RESEARCH PROBLEM AND DESIGN                                                                                                                                                                                                                  |              |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Review of literature – Types of Literature – Research Gap - Identification and formulation of research problem - Techniques for defining a problem – Research design - meaning and types - Hypothesis - meaning, types and formulation.      |              |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                 | DATA AND SAMPLING TECHNIQUES                                                                                                                                                                                                                 |              |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Types of Data: Primary and Secondary Data - Methods of collecting primary data - sources of secondary data - Designing questionnaires and interview schedules. Meaning and define sampling – sampling methods - sample size determination.   |              |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                  | DATA COLLECTION AND ANALYSIS                                                                                                                                                                                                                 |              |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Editing, coding, classification and tabulation - Data analysis techniques – Diagrams - Charts and Graphs - Introduction to statistical tools - use of software.                                                                              |              |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                   | INTERPRETATTIONH & REPORT WRITING                                                                                                                                                                                                            |              |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Interpretation of data - Structure of research report - Types of reports (Technical and Popular) – Referencing and Bibliography - Presentation of findings, summary and conclusions.                                                         |              |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                  | CURRENTCONTOURS (for Continuous Internal Assessment only)                                                                                                                                                                                    |              |
| TEXTANDREFERENCEBOOKS:(Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                              |              |
| <ul style="list-style-type: none"><li>1. Resarch Methodolog: Methods and Techniques - C.R. Kothari</li><li>2. Research Methodology - R. Panneerselvam</li><li>3. Research Methodology - A Step-by-Atep Guide for Beginners - RanjitKumar</li><li>4. Research Methodology in Commerce and Management _ Hardeep Vhahal &amp; R.D. Sharma.</li><li>5. Research Methodology - Dr. Pawan Kumar Oberoi</li></ul> |                                                                                                                                                                                                                                              |              |

**WEB LINKS AND VIDEO LECTURES (E-RESOURCES)**

1. <https://www.coursea.org>
2. <https://www.scribbr.com>
3. <https://www.norm.ac.in>
4. <https://www.springer.com>

**Course Outcomes**

1. To Understand how to conduct basic research
2. To identify the research problem
3. To learn data collection and sampling analysis methods.
4. To develop report writing skills
5. To apply research in business decision-making.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 2                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 2                | 3                | 2                |
| <b>CO4</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO5</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 14              | 15              | 15              | 12              | 13              | 15              | 13               | 15               | 14               |
| <b>AVERAGE</b> | 3               | 3               | 2.8             | 3               | 3               | 2.4             | 2.6             | 3               | 2.6              | 3                | 2.8              |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

| THIRD YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CORE COURSE – XIII<br>CORPORATE ACCOUNTING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SEMESTER - VI |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| CODE                                                                                                                                                                                                                                                                                                                                                                                                                                                           | (THEORY)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | CREDIT : 4    |
| <b>COURSE OBJECTIVES:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |
| <ul style="list-style-type: none"><li>• To know the types of Amalgamation, Internal and external Reconstruction</li><li>• To know Final statements of banking companies</li><li>• To understand the accounting treatment of Insurance company accounts</li><li>• To understand the procedure for preparation of consolidated Balance sheet</li><li>• To have an insight on modes of winding up of a company</li></ul>                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Amalgamation, Internal &amp; External Reconstruction</b><br>Amalgamation – Meaning - Purchase Consideration - Lump sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method - Types of Methods of Accounting for Amalgamation - The Pooling of Interest Method – The Purchase Method(Excluding Inter-Company Holdings).<br><b>Internal &amp; External Reconstruction</b><br>Internal of Stock – Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction<br>Reconstruction – Conversion |               |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Accounting of Banking Companies</b><br>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.                                                                                                                                                                                                                                                                                                                  |               |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Insurance Company Accounts:</b><br>Meaning of Insurance – Principles – Types – Preparation of Final Accounts of Insurance Companies – Accounts of Life Insurance Business – Accounts of General Insurance Companies - New Format.                                                                                                                                                                                                                                                                                                                      |               |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Consolidated Financial Statements</b><br>Introduction - Holding & Subsidiary Company - Legal Requirements Relating to Preparation of Accounts -Preparation of Consolidated Balance Sheet (Excluding Inter-Company Holdings).                                                                                                                                                                                                                                                                                                                           |               |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Liquidation of Companies</b><br>Meaning - Modes of Winding Up – Preparation of Statement of Affairs and Statement of Deficiency <b>or Surplus (List H)</b> Order of Payment – Liquidators Remuneration- Liquidator’s Final Statement of Accounts.                                                                                                                                                                                                                                                                                                      |               |
| <b>THEORY 20% &amp; PROBLEMS 80%</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |
| <b>TEXT AND REFERENCE BOOKS:</b> (Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |
| 1. S.P. Jain and K.L Narang. Advanced Accountancy, Kalyani Publishers, New Delhi.<br>2. Dr.K.S .Raman and Dr. M.A. Arulanandam , Advanced Accountancy, Vol. II, Himalaya Publishing House, Mumbai.<br>3. R.L. Gupta and M. Radhaswamy, Advanced Accounts, Sultan Chand, New Delhi.<br>4. M.C. Shukla and T.S. Grewal, Advanced Accounts Vol.II, S Chand & Sons, New Delhi.<br>5. T.S. Reddy and A.Murthy, Corporate Accounting II, Margham Publishers, Chennai |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |               |

**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>

**COURSE OUTCOMES:**

1. Understand the accounting treatment of amalgamation, Internal and external reconstruction
2. Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format.
3. Synthesize and prepare final accounts of Insurance companies in the prescribed format
4. Give the consolidated accounts of holding companies
5. Preparation of liquidator's final statement of account

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 2               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 2                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 14              | 15              | 14              | 11              | 13              | 15              | 15               | 14               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.8             | 3               | 2.8             | 2.2             | 2.6             | 3               | 3                | 2.8              | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                 |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| THIRD<br>YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CORE COURSE – XIV<br>INCOME TAX - LAW AND PRACTICE                                                                                                                                                                              | SEMESTER - VI |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | (THEORY)                                                                                                                                                                                                                        | CREDIT : 4    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                 |               |
| <ul style="list-style-type: none"><li>• To understand the concept of Income tax</li><li>• To describe how to arrive taxable income from salary</li><li>• To find out the taxable income from house property</li><li>• To calculate the taxable income from Business and Profession.</li><li>• To ascertain the capital gains and income from other sources</li></ul>                                                                                                                                     |                                                                                                                                                                                                                                 |               |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | INCOME TAX ACT1961 AND RESIDENTIAL STATUS                                                                                                                                                                                       |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Income – TaxAct,1961– Definitions - Basis of charge different types of assesses previously earned Assessment year – capital and revenue income, expenditure and loss – income sex emptied under section10 – Residential status. |               |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | INCOME FROM SALARY                                                                                                                                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Income from salary: Basis of charge– Different forms of salary, allowances, perquisitesandtheirvaluation– computationoftaxablesalary-deductionsfrom salary.                                                                     |               |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | INCOME FROM HOUSE PROPERTY                                                                                                                                                                                                      |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Income from House Property: Basis of charge – determination of annual value – GAV, NAV–income from let - out property – self occupied property – deductions – computation of taxable income.                                    |               |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | INCOME FROM BUSINESS ORPROFESSION                                                                                                                                                                                               |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Income from Business or Profession: Basis of charge – methods of accounting – deductions – disallowances, computation of taxable income – profit and gains of business and profession.                                          |               |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | INCOME FROM CAPITALGAINS                                                                                                                                                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Income from Capital Gains: Basis of charge – short and long term capital gains – indexed cost of acquisition and improvement –exemptions.                                                                                       |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Theory20%Problem80%                                                                                                                                                                                                             |               |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | CURRENTCONTOURS(For Continuous Internal Assessment)                                                                                                                                                                             |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Recent Trends self study, assignments and Seminars                                                                                                                                                                              |               |
| TEXT AND REFERENCE BOOKS:(Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                 |               |
| <ol style="list-style-type: none"><li>1. Gaurand Narang, Income Tax Law and Practice “Kalyani Publishers”, New Delhi.</li><li>2. Dr. HC. Mehrotra, “Income Tax Law and Accounts, ”Sahithya Bhavan publishers</li><li>3. Dr.Vinod K.Singhanian, Students Guide to Income tax “Taxmen’s Publications, New Delhi</li><li>4. Murthy “Income Tax Law &amp; Practice” Vijay Nichole, Imprints (P) Ltd.</li><li>5. Dr.T.S. Reddy &amp; Hariprasad Reddy ‘Income tax’ – Margham Publications, Chennai.</li></ol> |                                                                                                                                                                                                                                 |               |

**COURSE OUTCOMES:**

After completing this course, the student will be able to

1. Know about the procedures regarding basic rules and regulations and Residential status
2. Update the new tax slabs regarding salaried employees
3. Get the latest information about deductions for house property.
4. Make sure about the admissible, in admissible expenses and deductions.
5. Allowable for business or professional incomes
6. Grasp the concept of capital gains, other sources of income.

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 2               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 2                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 14              | 15              | 14              | 11              | 13              | 15              | 15               | 14               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.8             | 3               | 2.8             | 2.2             | 2.6             | 3               | 3                | 2.8              | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                   |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| THIRD<br>YEAR                                                                                                                                                                                                                                                                                                                                                                                                                                     | CORE COURSE – XV<br>FINANCIAL MANAGEMENT                                                                                                                                                                          | SEMESTER - VI |
| CODE:                                                                                                                                                                                                                                                                                                                                                                                                                                             | (THEORY)                                                                                                                                                                                                          | CREDIT : 4    |
| COURSE OBJECTIVES:                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                   |               |
| <ul style="list-style-type: none"><li>• To understand the concepts of financial management.</li><li>• To learn about the Capital Structure.</li><li>• To gain knowledge about Leverage and Dividend Policy.</li><li>• To acquire knowledge about the Working capital management.</li><li>• To know the receivable and inventory management.</li></ul>                                                                                             |                                                                                                                                                                                                                   |               |
| UNIT - I                                                                                                                                                                                                                                                                                                                                                                                                                                          | INTRODUCTION AND OBJECTIVES                                                                                                                                                                                       |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Financial Management: Meaning and scope –Objectives: Profit maximization, Wealth maximization – Functions – Financial decisions – Time value of money: Present value and Compound value                           |               |
| UNIT - II                                                                                                                                                                                                                                                                                                                                                                                                                                         | COST OF CAPITAL ANDCAPITAL STRUCTURE                                                                                                                                                                              |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Costofcapital – Cost of debt – Cost of preference share capital – Cost of equity – Cost of retained earnings – Weighted average cost of capital. Capital structure – EBIT and EPS. Theories of capital structure. |               |
| UNIT - III                                                                                                                                                                                                                                                                                                                                                                                                                                        | LEVERAGES                                                                                                                                                                                                         |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Leverage – Meaning, significance and types – Operating leverage – Financial leverage – Combined leverage.                                                                                                         |               |
| UNIT - IV                                                                                                                                                                                                                                                                                                                                                                                                                                         | DIVIDEND POLICY AND MODELS                                                                                                                                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Dividend policy – Determinants of dividend policy – Theories: Walter’s model, Gordon model and MM model – Forms of Dividend – Stock dividend – Bonus issue – Stable dividend.                                     |               |
| UNIT - V                                                                                                                                                                                                                                                                                                                                                                                                                                          | WORKING CAPITAL MANAGEMENT                                                                                                                                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Working capital management – Determinants of working capital –Fore casting of working capital requirements – Cash management – Motives of holding cash – Stages in cash management – Receivable Management.       |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | THEORY 20% & PROBLEMS 80%                                                                                                                                                                                         |               |
| UNIT - VI                                                                                                                                                                                                                                                                                                                                                                                                                                         | CURRENTCONTOURS(For Continuous Internal Assessment)                                                                                                                                                               |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Recent Trends, assignments and Seminars                                                                                                                                                                           |               |
| TEXT AND REFERENCE BOOKS:(Latest revised edition only)                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                   |               |
| <ul style="list-style-type: none"><li>1. S.N. Maheswari – Elements of financial management by –Sultan Chand &amp; Sons., New Delhi.</li><li>2. R. Ramachandran &amp; R.Srinivasan – Financial Management – Sriram publication, Trichy</li><li>3. Khan &amp; Jain, - Theory and Problems of Financial management Mc Graw Hill Publication, New Delhi</li><li>4. S.P. Gupta, - Financial Management - Sahitya Bhavan Pblcation, NewDelhi.</li></ul> |                                                                                                                                                                                                                   |               |

**COURSE OUTCOMES:**

After the successful completion of the course the students will be able to Understand basic concept of Financial management.

1. Analyze the various cost of capital with respect of manage the funds.
2. Apply the Leverage in EBIT and EPS analysis
3. Compute the various models of Dividend Policy.
4. Understand the various concepts of Working capital
5. Management and cash management

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>CO1</b>     | 3               | 3               | 3               | 3               | 2               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO2</b>     | 3               | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3                | 3                | 3                |
| <b>CO3</b>     | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 2                | 3                |
| <b>CO4</b>     | 3               | 3               | 2               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>CO5</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 15              | 13              | 15              | 14              | 12              | 13              | 15              | 15               | 14               | 15               |
| <b>AVERAGE</b> | 3               | 3               | 2.6             | 3               | 2.8             | 2.4             | 2.6             | 3               | 3                | 2.8              | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*

|                   |                                      |                    |
|-------------------|--------------------------------------|--------------------|
| <b>THIRD YEAR</b> | <b>CORE PROJECT WORK<br/>PROJECT</b> | <b>SEMESTER-VI</b> |
| <b>CODE</b>       | <b>(THEORY)</b>                      | <b>CREDIT:4</b>    |

The candidate shall be required to take up a Project Work by group or individual and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

**Scheme of Evaluation:**

| <b>Description</b> | <b>Marks</b> |
|--------------------|--------------|
| <b>Report</b>      | <b>80</b>    |
| <b>Viva-Voce</b>   | <b>20</b>    |
| <b>Total</b>       | <b>100</b>   |

\*\*\*\*\*

|                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                  |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>THIRD YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                    | <b>SKILL ENHANCEMENT COURSE<br/>ENTREPRENEURIAL DEVELOPMENT</b>                                                                                                                                                                                                                                                                                  | <b>SEMESTER - VI</b> |
| <b>CODE:</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>(THEORY)</b>                                                                                                                                                                                                                                                                                                                                  | <b>CREDIT : 2</b>    |
| <b>COURSE OBJECTIVES</b>                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                  |                      |
| <ul style="list-style-type: none"> <li>• To inculcate students to come up with good entrepreneur,</li> <li>• To overcome the problems and challenges from the society,</li> <li>• To know the role of small scale industries to obtain the next level of business,</li> <li>• To improve the knowledge of process of business,</li> <li>• To understand the passage of getting loan from project finance.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                  |                      |
| <b>UNIT - I</b>                                                                                                                                                                                                                                                                                                                                                                                                      | <b>INTRODUCTION TO ENTREPRENEURSHIP</b>                                                                                                                                                                                                                                                                                                          |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Entrepreneurship – Definition – Nature –Scope in Local and Global Market – Characteristics – Functions – Types – Entrepreneur and Entrepreneur – Women and Rural Entrepreneurs – The Revolutionary Impact of Entrepreneurship - Types of Enterprises and their Features -Manufacturing, Service and Trading – Steps in setting up of a Business. |                      |
| <b>UNIT - II</b>                                                                                                                                                                                                                                                                                                                                                                                                     | <b>ENTREPRENEURIAL COMPETENCIES</b>                                                                                                                                                                                                                                                                                                              |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Entrepreneurial Environment-Components - Role of Family and Society – Entrepreneurial Motivation - Barriers in Business - Training and Development – Entrepreneurial Change – Occupational Mobility – Factors in Mobility.                                                                                                                       |                      |
| <b>UNIT - III</b>                                                                                                                                                                                                                                                                                                                                                                                                    | <b>INSTITUTION FOR THE DEVELOPMENT OF SMALL SCALE INDUSTRIES</b>                                                                                                                                                                                                                                                                                 |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Entrepreneurship Development Programs (EDP) – Objectives – Importance – Phases – Evaluation EDP Institutions in India - SSIB – SIDCO – SISIS – DICS – NSIC – SIDO –KVIC–NISEBUD – NISIET – Technical Consultancy Organizations – Functions.                                                                                                      |                      |
| <b>UNIT - IV</b>                                                                                                                                                                                                                                                                                                                                                                                                     | <b>PROJECT MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                        |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Project Management - Concept of Project – Classification - Sources of Business Ideas - Project Identification - Project Formulation and Design - Feasibility Analysis – Financial Analysis - Social Cost Benefit Analysis - Project Appraisal Methods - Project Report Preparation.                                                              |                      |
| <b>UNIT - V</b>                                                                                                                                                                                                                                                                                                                                                                                                      | <b>ENTREPRENEURIAL DEVELOPMENT AGENCIES</b>                                                                                                                                                                                                                                                                                                      |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Project Finance – Sources of Finance – Institutional Finance –Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT - Commercial Banks - Appraisal of Bank for Loans – Entrepreneurship Incentives Subsidies – Industrial Units – Benefits – Role of Industrial Estates.                                                                                    |                      |
| <b>UNIT - VI</b>                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CURRENT CONTOURS (for Continuous Internal Assessment only)</b>                                                                                                                                                                                                                                                                                |                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                      | Geographical Challenges – Historical Attributes to Business – Country Topographical Features – New Business Formation – Current Market Trends – Decision Making Skills.                                                                                                                                                                          |                      |

**TEXT AND REFERENCE BOOKS:(Latest revised edition only)**

1. C.B. Gupta and Srinivasan, Entrepreneurial Development, Sultan Chand and Sons.
2. Dr. S. S. Khanka – Entrepreneurial Development, Sultan Chand and Sons.
3. Dr.P.Saravanel – Entrepreneurial Development, Learn tech Press Trichy.
4. Vasant Desai – Dynamics of Entrepreneurial Development, Sultan Chand and Sons
5. DR.S.G. Bhanushali - Entrepreneurial Development, Himalaya Publishing House –New Delhi.

**COURSE OUTCOMES**

1. To enhance a student to behave as a good businessman,
2. To emancipate the society to be mingled with,
3. To obtain the next level of business value,
4. To improve the process of business,
5. To know the out set of proper financial plan for the development of business

**MAPPING WITH PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

|                | <b>PO<br/>1</b> | <b>PO<br/>2</b> | <b>PO<br/>3</b> | <b>PO<br/>4</b> | <b>PO<br/>5</b> | <b>PO<br/>6</b> | <b>PO<br/>7</b> | <b>PO<br/>8</b> | <b>PSO<br/>1</b> | <b>PSO<br/>2</b> | <b>PSO<br/>3</b> |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|
| <b>C01</b>     | 3               | 3               | 3               | 3               | 2               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C02</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>C03</b>     | 3               | 2               | 3               | 3               | 3               | 3               | 3               | 3               | 3                | 2                | 3                |
| <b>C04</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 2               | 3               | 3                | 3                | 3                |
| <b>C05</b>     | 3               | 3               | 3               | 3               | 3               | 2               | 3               | 3               | 3                | 3                | 3                |
| <b>TOTAL</b>   | 15              | 14              | 15              | 15              | 14              | 11              | 13              | 15              | 15               | 14               | 15               |
| <b>AVERAGE</b> | 3               | 2.8             | 3               | 3               | 2.8             | 2.2             | 2.6             | 3               | 3                | 2.8              | 3                |

**3 – Strong, 2- Medium, 1- Low**

\*\*\*\*\*