

BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI - 620024



B. COM., (Corporate Secretaryship)
SYLLABUS

FROM THE ACADEMIC YEAR
2026-2027

PROGRAMME OBJECTIVES:

The curriculum of **B. Com (Corporate Secretaryship)** is structured in a way that the students acquire in-depth knowledge in corporate affairs. The course provides a platform for the students to pursue Company Secretaryship as a profession. The comprehensive curriculum design bestows excellent career opportunities to explore new vistas in the present competitive corporate arena.

BHARATHIDASAN UNIVERSITY REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	B. Com (Corporate Secretaryship)
Duration:	3 years
Programme Outcomes	PO1: Fundamental Subject Knowledge: Students should acquire a comprehensive grasp of the primary concepts and foundational principles within their specific discipline, such as literature or sociology. PO2: . Contextual Insight: It is vital for students to recognize the historical, social, and political backgrounds that define their area of expertise. PO3: Critical Interpretation: Students are expected to develop the ability to examine and interpret various forms of data, texts, and social phenomena. PO4: Logical Argumentation: A key outcome is the ability to assess academic arguments and derive well-supported, logical conclusions. PO5: Effective Expression: Students should cultivate the skill of sharing ideas clearly and effectively through both spoken and written communication. PO6: Articulate Interaction: Proficiency in using formal academic language to present arguments with clarity is required. PO7: Practical Application: Learners should be able to identify real-world issues and apply theoretical knowledge to find evidence-based solutions. PO8: Introductory Research Skills: Students must gain an understanding of basic investigative tools and methodologies used in academic research. PO9: Information Management: A core skill involves gathering, organizing, and synthesizing information from diverse academic sources. PO10: Ethical and Social Consciousness: 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.,

Programme Specific Outcomes	PSO1 – Placement: To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions. PSO 2 - Entrepreneur: To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations PSO3 – Research and Development: Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development. PSO4 – Contribution to Business World: To produce employable, ethical and innovative professionals to sustain in the dynamic business world. PSO 5 – Contribution to the Society: To contribute to the development of the society by collaborating with stakeholders for mutual benefit
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B. COM., Corporate Secretaryship (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. Hrs	Credits	· 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
		Core Course-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)	Corporate Communication	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
		Total		30	24				800
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 Environment	3	3	3	30	70	100
		Skill Enhancement Course -1 (SEC-1) ##	Naan Mudhalvan Course/ any one from the SEC list	2	2	3	30	70	100
		Interdisciplinary Course – 2 (IDC - 2) #	One Course from Outside Department	2	2	3	30	70	100
		Total		30	24				800

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)	Corporate Law and Secretary ship Practices - I	3	3	3	30	70	100
	IV	Skill Enhancement Course- 2 (SEC- 2) ##	Naan Mudhalvan Course/ anyone from the SEC list	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)	Corporate law and secretary ship practices - ii	3	3	3	30	70	100
		Allied Course – 8 (AC - 8)	General law	3	3	3	30	70	100
	IV	Skill Enhancement Course -3 (SEC- 3)##	Naan Mudhalvan Course/ anyone from the SEC list	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-11)	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)	Corporate Governance	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/ anyone from the SEC list	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
	Total			30	28				900
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/ anyone from the SEC list	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	--	--	--	--
	Total			30	25				900
Grand Total				180	150				5100

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

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

INTERDISCIPLINARYCOURSE (IDC) # FOR WHO HAVE NOT OPT TAMIL AS PART - I		
Those who have studied Tamil upto 10 th +2 but opt for other languages in degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd 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 3rd and 4th Semester from Outside his/her department.		

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

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

Sl. No.	Part	Types of the Courses	No. of Courses	Credits for Each Course	Total Credits	Marks
1.	I	Ability Enhancement Course	4	3	12	400
2.	II	Ability Enhancement Course	4	3	12	400
3.	III	Core Courses	15	4	60	1500
4.		Core Practical	1	4	04	100
5.		Allied Course (AC)	8	3	24	800
6.		Core Project Work (CPW)	1	3	3	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/ 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 (NCC/NSS/SPORTS/ANTI DRUG CELL/YRC& Any Other Activities	--	1	01	--
	Total		51		150	5100

\$	For those who have studied Tamil upto 10 th +2 (Regular stream)															
+	Syllabus for other Languages should be on par with Tamil at degree level															
#	Those who have studied Tamil up to 10 th +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 nd to 6 th 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.															
@	Health and Wellness: Assessments: • Use self-reflective worksheets to assess their understanding • submit the worksheets to internal audit / external audit • 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. Scheme of Evaluation: <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														
@@	Summer Internship / Industrial Activity 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 5th semester Mark Statement. Summer Internship / Industrial Activity & Project Scheme of Evaluation: <table><tr><th>Description</th><th>Marks</th></tr><tr><td>Report</td><td>80</td></tr><tr><td>Viva-Voce</td><td>20</td></tr><tr><td>Total</td><td>100</td></tr></table>	Description	Marks	Report	80	Viva-Voce	20	Total	100							
Description	Marks															
Report	80															
Viva-Voce	20															
Total	100															
*	Extension Activities shall be outside instruction hours.															

First Year	CORECOURSE-I PRINCIPLES OF ACCOUNTANCY	Semester-I
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
- To enable the students to understand the basic principles and concepts of Accountancy. - To enhance the students to prepare the Final accounts for Sole Traders and rectification of errors. - To gain the knowledge to prepare the accounts for Non-Profit organisation and Bills of exchange. - To motivate the students to prepare Accounts for Consignment and Joint Ventures. - In overall students can acquire conceptual knowledge and prepare the accounts of the Single Entry System. Depreciation - Methods, provisions and reserves.		
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 NON-PROFIT 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.	
	(Theory20% Problems80%)	
UNIT-VI	CURRENT CONTOURS (For Continuous Internal Assessment Only):	
	ContemporaryDevelopmentrelatedtothecourseduringtheSemesterconcerned	
TEXT AND REFERENCE BOOKS: (Latest revised edition only)		
1. R.L. Gupta and Others,” Advanced Accountancy,” Sultan Chand Sons, New Delhi 2. S.P. Jain and K.L. Narang, “Advanced Accounting,” Kalyani Publishers, New Delhi 3. RSN. Pillai, Bagavathi S.Uma, “Advanced Accounting,” S.Chand & Co, New Delhi. 4. M.C. Shukla, “Advanced Accounts,” S. Chand and Co., New Delhi. 5. Mukerjee and Haneef, Advanced Accountancy, Tata McGraw Hill, New Delhi. 6. Arulanandam, “Advanced Accountancy,” Himalaya Publication, Mumbai. 7. R.L. Gupta & V.K. Gupta “Principles and practice of Accountancy”, 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, “Financial Accounting,” Margham Publications, 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	PO 8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
TOTAL	15	10	15	15	13	11	10	10	15	10	10
AVERAGE	3	2	3	3	2.6	2.2	2	2	3	2	2

3 – Strong, 2- Medium, 1- Low

First Year	CORE COURSE – II MARKETING	Semester-I
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To know the basic concepts and functions of marketing • To learn about the buyer behaviour and new product development • To understand the pricing methods and services rendered by the middlemen • To gain knowledge on various promotional methods • To have an idea on marketing research and recent trends in marketing		
UNIT-I	INTRODUCTION TO MARKETING:	
	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	SALES PROMOTION:	
	Sales Promotion–types-Need–Sales Promotion mix–Advertising – Publicity–Personal selling - Advantages - Limitations.	
UNIT-V	MARKETING INFORMATION SYSTEM:	
	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.	
TEXT AND REFERENCE BOOKS:(Latest Revised Edition Only)		
1. R.S.N. Pillai & Bagavathi, “Modern Marketing,” S. Chand & Co., New Delhi. 2. Rajan Nair.N., Sanjith R. Nair, ”Marketing,” Sultan Chand & Sons, New Delhi. 3. Kotler Philip, “Marketing Management,” Prentice Hall of India (Pvt) Ltd., New Delhi. 4. Monga & Shalini Anand, “Marketing Management, ”Deep & Deep Publications, New Delhi. 5. Dr. L. Natarajan, “Marketing,” Margham Publications, Chennai. 6. Grewal, “Marketing,” Tata McGraw Hill management, New Delhi. 7. B.S. Raman, “Marketing,” United Publishers, Mangalore.		

COURSE OUTCOMES:

- Familiar with the basic concepts and functions of marketing
- Effective understanding of buyer behaviour and new product development
- Communicate the pricing methods and services rendered by the middlemen
- Demonstrate analytical skills in selling the product in the market
- Develop knowledge in marketing research and recent trends in marketing

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	2	2	2	2	2	3	3
CO2	3	2	3	3	3	2	2	2	3	3	2
CO3	3	3	3	2	3	2	2	2	2	3	3
CO4	3	2	3	2	2	3	2	2	3	3	2
CO5	3	2	3	2	2	2	2	2	2	3	3
TOTAL	15	11	15	11	12	11	10	10	12	15	13
AVERAG E	3	2.2	3	2.2	2.4	2.2	2	2	2.4	3	2.6

3 – Strong, 2- Medium, 1- Low

First Year	ALLIED COURSE – I MANAGEMENT CONCEPTS	Semester-I
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
• To expose students to the history of management thought. • To facilitate students, understanding of their own managerial skills for decision making • To Examine the complexity of organization structure for business • To understand the importance of communication, • To aware of controlling techniques used in organization.		
UNIT-I	INTRODUCTION TO MANAGEMENT:	
	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.	
UNIT-II	ROLE OF PLANNING:	
	Planning - Classification- Objectives- Characteristics- Steps- Process- Types-Methods- Advantages-Limitations, Decision Making- Policies.	
UNIT-III	ORGANIZATION STRUCTURE:	
	Organization and Structure- Types- Supervision and Span of Control- Departmentation- Organisation Charts-Authority and Responsibility- Delegation and Decentralization.	
UNIT-IV	MOTIVATION AND COMMUNICATION:	
	Motivation – Types – Theories - Maslow, Herzberg, Mc Gregor and Others – Communication - Principles - Types and Barriers of Communication.	
UNIT-V	LEADERSHIP:	
	Leadership - Functions- Styles - Theories- Coordination-Features-Types and Techniques- Control -Process-Effective Control System-Techniques of Control.	
UNIT-VI	CURRENTCONTOURS (For Continuous Internal Assessment Only):	
	Globalization-Development of Environment-Ethics and Social Responsibility-Multicultural Effectiveness- Challenges in Modern Leadership-Time Management - Increasing Team Spirit.	
TEXT AND REFERENCEBOOKS:		
1. L.M. Prasad, Principles and Practice of Management – Sultan Chand and Company 2. K. Sundar, Principles of Management – Vijay Nicole Imprints Private Limited Chennai 3. Fred Luthans, Organisational Behaviour – Mcgraw Hill New York 4. Louis A. Allen Management And Organisation – Mcgraw Hill Tokyo 5. Weihrich And Koontz Et. Al Essentials of Management – Tata Mcgraw Hill New Delhi.		

COURSE OUTCOMES:

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

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	3	3	2	2	2	3	2	3
CO2	3	2	3	3	2	2	2	2	3	2	2
CO3	3	2	2	3	2	2	2	1	3	2	2
CO4	3	2	2	3	2	2	2	2	3	2	2
CO5	3	2	3	3	2	2	2	1	3	2	2
TOTAL	15	10	12	15	11	10	10	8	15	10	11
AVERAGE	3	2	2.4	3	2.2	2	2	1.6	3	2	2.2

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

First Year	ALLIED COURSE – II CORPORATE COMMUNICATION	Semester-I
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
• To know the basis of corporate communication • To learn about the professional communication • To understand the preparation of corporate correspondence. • To gain knowledge on various modern methods of communication • To learn about the procedures of public relations and corporate image		
UNIT-I	INTRODUCTION OF CORPORATE COMMUNICATION	
	Meaning and Definition – Objectives and Importance of Corporate Communication – Scope and functions of Corporate communication – Communication process and models.	
UNIT-II	BUSINESS AND PROFESSIONAL COMMUNICATION	
	Verbal and Non - verbal communication – Written communication in organizations – Listening skills and presentation skills – Interpersonal communication – Group Communication and team building.	
UNIT-III	CORPORATE CORRESPONDENCE	
	Meaning and Scope – Drafting of Notices – Agenda of meetings – Minutes of Meeting – Resolutions – Chairman’s Speech – Communication with Shareholders.	
UNIT-IV	MODERN METHODS OF COMMUNICATION	
	Electronic Communication – E-mail Communication – Internet and Intranet – Video Conferencing – Teleconferencing – Social Media Communication – Digital Communication Etiquette.	
UNIT-V	PUBLIC RELATIONS AND CORPORATE IMAGE	
	Public Relations – Meaning and Importance – Functions of Public Relations – Corporate Image Building – Media Relations – Press Releases – Crisis Communication – Corporate Social Responsibility (CSR) Communication – Investor Relations.	
UNIT-VI	CURRENT CONTOURS (For Continuous Internal Assessment Only):	
	Recent Developments in Indian Economic Development.	
TEXT AND REFERENCE BOOKS:		
1. R.S.N Pillai and Bagavathi, Modern commercial correspondence, sultan chand & sons publications, New Delhi. 2. Rajendra Pal & J.S. Korlahalli, essentials of business communication, sultan chand& son’s publications, New Delhi. 3. Jaishri Jethwaney, South Asia Edition, Corporate Communication – Concepts and practice 4. Sathish Babu Bachu, Corporate Communication Skills for Professionals. 5. Dr. Nitin Singh Sikarwar, Prof. Lalit Jaiswal D – The basic Principles of Corporate Communication – Putting Efficient Processes in operation.		

COURSE OUTCOMES

On Successful completion of this course, students will be able to

- Familiar with the basis of corporate communication
- Effective understanding the types of skills.
- Understand the corporate correspondence and corporate meetings
- Practice and analytical skills of modern methods of communication
- Develop knowledge in public relations and corporate image.

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	3	2
CO3	3	2	3	3	2	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	3	2	2
TOTAL	15	10	14	15	10	10	10	10	12	13	10
AVERAGE	3	2	2.8	3	2	2	2	2	2.4	2.2	2

3 – Strong, 2- Medium, 1- Low

First Year	INTER DISCIPLINARY COURSE-I 1. PERSONAL INVESTMENT	Semester-I
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
• To make the students aware of various investment avenues and to facilitate them for effective investment planning. • To enable the students to prepare Investment and financial planning • To understand the students various bank deposit schemes and insurance policies • To know the basic concepts of Income tax benefits. • To know about role of SEBI under Investments.		
UNIT-I	INTRODUCTION TO INVESTMENT	
	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.	
UNIT-II	KINDS OF INVESTMENT	
	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.	
UNIT-III	INVESTMENT PLANNING	
	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.	
UNIT-IV	INVESTMENT ALTERNATIVES	
	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.	
UNIT- V	INVESTMENT IN SHARES	
	Investment in Equity and Preference Shares. Methods of Trading in Stock Exchanges, Investors’ Protection, Problems & Remedies, Role of SEBI in protecting investors’ interests.	
UNIT- VI	CURRENT CONTOURS:(For Continuous Internal Assessment Only)	
	Recent Trends, assignments and Seminars	
TEXT AND REFERENCE BOOKS		

- Punithavathy Pandiyan–Security Analysis and Portfolio Management, Vikas Publishing house, New Delhi
- Dr.Radha, Parameswaran and Dr.Nedunchezian Investment Management, Prasanna Publishers, Chennai.
- Preeti Singh–Investment Management, Himalaya Publishing House, Mumbai.- 4.
- V.A. Avadhani–Investment Management, Himalaya Publishing House, Mumbai15
- 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

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

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

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

3 – Strong, 2- Medium, 1- Low

First Year	INTER DISCIPLINARY COURSE-I 2. ELEMENTS OF INSURANCE	Semester-I
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
- To highlight the importance of insurance and its basic concepts. - To make the students aware of various insurance and to impact of economic development - To enable the students to prepare procedure regarding settlement of policy claims - To understand the students various Principles of life Insurance, marine, fire, Medical insurance etc. - To aware the students know Principles of life insurance and various kinds		
UNIT-I	INTRODUCTION TO INSURANCE	
	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 – revocations pension / termination of agent appointment–code of conduct – unfair practices.	
UNIT-III	REGULATIONS FOR AGENT	
	Fundamentals of agency - definition of an agent – agents 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	CURRENT CONTOURS:(For Continuous Internal Assessment)	
	Recent Trends, assignments and Seminars	
TEXT AND REFERENCE BOOKS:(Latest revised edition only)		
- Insurance by Dr. P. Periyasamy – Tata McGraw Hill - Fundamentals of Insurance by P. Periasamy by Vijay Nicole Imprints (P) Ltd - Insurance in India by P.S. Palande, R.S. Shah. - Insurance principles and practices by Mishra M.N–S. Chand & Co. - Insurance Regulatory Development Act, 1999.		

COURSE OUTCOMES

On successful completion of the subject the student acquired knowledge about

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

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	3	2	3	3	2	2	2	3	2	2
CO4	3	2	3	2	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
TOTAL	15	12	14	14	14	12	11	11	15	11	11
AVERAG E	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 BUSINESS ACCOUNTING	Semester-II
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
- To help students gain knowledge about branch accounts and departmental accounts. - To impart knowledge of handling hire purchase accounts and Installment purchase system. - To transform knowledge about Self Balancing and Sectional Balancing ledgers and Royalty Account - To enable students to prepare the accounts for Fire Insurance claims and sale of return. - To impart skills for prepare the accounts for insolvency, statement of affairs.		
UNIT-I	BRANCH AND DEPARTMENTAL ACCOUNTS:	
	Branch accounts-(Excluding foreign branches)-Departmental accounts	
UNITII	HIRE PURCHASE & INSTALLMENT PURCHASE SYSTEM:	
	Hire Purchase accounts & Installment 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	

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	2	3	2	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
TOTAL	15	11	14	15	13	12	11	11	15	11	11
AVERAGE	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 BUSINESS TOOLS FOR DECISION MAKING	Semester-II
Code:	(Theory)	Credit:4
COURSEOBJECTIVES:		
- To impart introduction to statistics, and Measure of central tendency - To learn Measures of Dispersion and Skewness. - To understand Simple correlation and regression - To familiar with Time series and interpolation - To study Index numbers.		
UNIT-I:	INTRODUCTION & MEASURE OF CENTRAL TENTENCY	
	Introduction- Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation–Diagrams and graphs – Bar and Pie diagrams– Graphs of one and two variables – Graphs of frequency distribution – Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.	
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.	
	(Theory 20% Problems 80%)	
UNIT-VI	CURRENTCONTOURS(For Continuous Internal Assessment Only):	
	Recent Trends, assignments and Seminars.	
	Theory 20%; Problem 80%	
TEXT AND REFERENCE BOOKS:		
- Elements of Statistics byS.P. Gupta– Sultan Chand & Sons - Tools and Decision making by SL Aggarwal and S L Bharadwaj, Kalyani Publishers - Business Statistics by PA. Navanitham, Jai Publications, Trichy. - Elements of Practical Statistics by S.K. Kapoor–Oxford and IBHP Publishing Company. - 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 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	3	2	3	3	2	3	3	2	2	3
CO3	3	2	3	3	3	2	3	3	2	3	2
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	12	14	15	15	10	13	15	11	14	14
AVERAG E	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 BUSINESS ECONOMICS	Semester-II
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
	• To know about basics of Economics • To understand the concept of demand and supply • To know the factors of production and economics of large scale production. • To understand the concept of pricing under perfect and monopolistic competition • To learn fiscal policy of the Government.	
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:		
1. Business Economics by T.Aryamala–vijay Nicole Imprints Private Limited–Chennai. 2. Business Economics by Dr.S.Sankaran – Margam Publication, Chennai. 3. Business Economics by K.P.M.Sundaram and Sundharam-Sultan Chand & Co., New Delhi. 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 largescale 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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	2	2	2	2	2	1	2	2
CO2	3	2	3	3	2	2	2	2	2	2	3
CO3	3	3	3	3	2	2	2	2	3	2	2
CO4	3	2	2	3	2	2	2	2	2	3	2
CO5	3	2	3	3	2	2	2	2	3	2	2
TOTAL	15	11	13	14	11	10	10	10	12	11	11
AVERAG E	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 BUSINESS ENVIRONMENT	Semester-II
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
1. To understand the nexus between environment and business. 2. To know the Political Environment in which the businesses operate. 3. To gain an insight into Social and Cultural Environment. 4. To familiarize the concepts of an Economic Environment. 5. To learn the trends in Global Environment / Technological Environment.		
UNIT-I	Introduction To Business Environment	
	The Concept of Business Environment - Its Nature and Significance – Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.	
UNIT-II	Political Environment	
	Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.	
UNIT-III	Social and Cultural Environment	
	Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.	
UNIT-IV	Economic Environment	
	Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.	
UNIT V	Technological Environment	
	Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology-Impact of Technology on Business - Status of Technology in India-Determinants of Technological Environment.	
UNIT-VI	CURRENT CONTOURS (For Continuous Internal Assessment Only):	
	Recent Trends, assignments and Seminars,	
TEXT AND REFERENCE BOOKS		
1. C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi 2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai 3. Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP. 4. Aswathappa.K, Essentials of Business Environment, Himalaya Publishing House, Mumbai 5. Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi		

Course Outcomes

1. Remember the nexus between environment and business.
2. Apply the knowledge of Political Environment in which the businesses operate.
3. Analyze the various aspects of Social and Cultural Environment.
4. Evaluate the parameters in Economic Environment.
5. Create a conducive Technological Environment for business to operate globally.

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

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

3 – Strong, 2- Medium, 1- Low

First Year	INTER DISCIPLINARY COURSE-II 1. INTRODUCTION TO ACCOUNTING	Semester-II
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
• To enable the students to know the importance of accountancy and its concepts. • To make the students aware of Double entry Book keeping system rules and procedures. • To enable the students to prepare procedure Final Accounts of Sole Trader • To understand the students various types of ledgers and Journals. • To enable the students to know Bank Reconciliation Statement.		
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)		
1. Advanced Accountancy – Arulanandam, Himalaya Publications, New Delhi. 2. Advanced Accounting – S.P.Jain and K.L.Narang, Kalyani Publishers, Chennai. 3. Advanced Accounts – M.C.Shukla T.S.Grewal and S.C.Gupta, S.Chand & Sons, New Delhi. 4. Principles of Accounting–Finnery, H.A. and Miller, H.E., Prentice Hall. 5. Introduction to Accountancy – Jaya, Charulatha and Baskar, Vijay Nicole Imprints (P) Ltd, Chennai 20.		
COURSE OUTCOMES		
On successful completion of the subject the student acquired knowledge about		
• Concept and conversions of Accounting • Fundamentals of Double Entry System • 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 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	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
AVERAG E	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 2. SALESMANSHIP	Semester-II
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
• To make the students aware of selling techniques and planning • To enable the students to types of sale man in the Marketing area • To understand the students in buyer motives and behaviours • To enable the students to know the importance of online stores and sales opportunities. • To know about various selling techniques.		
UNIT-I	INTRODUCTION	
	Introduction to selling- meaning-definitions-importance-methods-qualities- functions duties-responsibilities – types of sales person – sales careers.	
UNIT-II	SELLINGPROCESS	
	Sellingprocess-steps-customerexpectations-understandingprospects-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 – aftersales 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	CURRENT CONTOURS: (For Continuous Internal Assessment)	
	Recent Trends, assignments and Seminars	
TEXT AND REFERENCE BOOKS:		
1. Sahu and Raut: Salesmanship and Sales Management, Vikas Publishing House, Chennai. 2. CL Tyagi & Arun Kumar: Sales Management, Atlantic Publishers 3. Sa Chunawalla: Sales Management, Himalayas Publications, New Delhi. 4. Sundar and Madhavan: Salesmanship and Sales Management, Vijay NicoleIm prints (P)Ltd, Chennai 5. PC Pardesi: Salesmanship and Sales Management, Nirali Prakashan		

COURSE OUTCOMES

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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	3	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	2	3	3	3	2	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	10	14	15	15	10	13	15	12	15	15
AVERAGE	3	2	2.8	3	3	2	2.6	3	2.4	3	3

3 – Strong, 2- Medium, 1- Low

Second Year	CORECOURSE-V PARTNERSHIP ACCOUNTS	Semester-III
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
- To enable the students, understand the Partnership & Partnership Deed and prepare the accounts related to partnership accounts. - To impart knowledge to prepare accounts for partner admission, Revaluation account, Partner's capital accounts and balance sheet - To embed the students to prepare accounts for retirement of partners, Revaluation of Assets and Liabilities, Capital Accounts and Balance Sheet. - To orient the students to prepare the accounts for Dissolution of partnership firm, Realisation of asset and Liabilities. - To equip the students to prepare the accounts of amalgamation of firms and conversion of sale of a partnership firm to a company.		
UNIT-I	PARTNERSHIP ACCOUNT SELEMENTARY:	
	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.	
UNIT-II	ADMISSION OF A PARTNER:	
	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.	
UNIT-III	RETIREMENT & DEATH OF A PARTNER	
	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.	
UNIT-IV	DISSOLUTION OF PARTNERSHIP FIRM:	
	Dissolution of partnership firm, Realisation of asset and making payment of Liabilities, Treatment of unrecorded Assets and Liabilities, Preparation of Realisation Accounts, Partner's CapitalAccountsandBankAccounts– Insolvencyofapartner-GarnervsMurray-insolvencyofall partners- Piece-meal distribution - Proportionate capital – Maximum possible loss.	
UNIT-V	AMALGAMATION OF FIRMS:	
	Amalgamation of firms – Computation of purchase consideration-Conversion of sale of a partnership firm to a company.	
	Theory:20%Problem:80%	
UNIT-VI	CURRENT CONTOURS: (For Continuous Internal Assessment Only)	
	Recent Trends, assignments and Seminars	
	Theory 20%; Problem 80%	

TEXT AND REFERENCE BOOKS:

1. Financial Accounting by T.S.Reddy and A.Murthy, Margham Publications, Chennai.
2. Modern Accountancy by A Mukherjee and M Hanif TMH Publishing company, New Delhi
3. Financial Accounting by Dr.S.N.Maheswari, Vikas Publishing House, New Delhi.
4. Advanced Accounting by Grewaland 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. PandNarang. K.L. edition 2018, Kalyani Publications, Ludhiana.
8. Advanced Accounts by M.C.Shukla,T.S.Grewal. S.C.Gupta 19th 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.

COURSE OUTCOMES:

On successful completion of the subject, the students 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 knowledgeable on calculation of Gaining ratio, Adjustments regarding partner's Capital Accountant 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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	3	2	3	3	3	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	12	14	15	15	11	13	15	12	15	15
AVERAGE	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 BUSINESS LAW	Semester-III
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
- To gain knowledge about the law relating to Business activities' - To gain knowledge law relating to Contract - To gain knowledge a relating to Bailment, pledge and Agency - To gain knowledge about the Law of sale of Goods Act - 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)		
UNIT-I	MERCANTILELAW:	
	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.	
UNIT-II	CONTRACT:	
	Performance of a Contract – Discharge of a contract -Remedies for breach including Specific Performance.	
UNIT-III	AGENCY:	
	Indemnity and Guarantee – Bailment and pledge – Agency-Creation of Agency – Classification of Agents, Powers and Duties of Agent and Principal – Termination of Agency.	
UNIT-IV	LAWOFSALEOFGOODS:	
	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.	
UNIT-V	LAWOFNEGOTIABLE INSTRUMENTS:	
	Law of Negotiable Instruments (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.)	
UNIT -VI	CURRENT CONTOURS: (For Continuous Internal Assessment Only) Recent Laws relating to business: Cyber Laws- Information Technology Act 2000. Recent Trends in Business Laws: Recent amendments in Contract Act-Case studies	
TEXT AND REFERENCE BOOKS:		
- Mercantile law by M.C.Shukla – S.Chand & Company, New Delhi. - Business law by N.D.Kapoor – S.Chand & Sons, New Delhi. - Mercantile law by Batraand Kalra – Tata McGraw Hill Co, Mumbai - Mercantile law by M.C.Kuchhal – Vikas Publishing House, Chennai - Dynamic Business Law Nancy Kubasek and M.Neil Browne and Daniel Herron and Lucien, 5 th edition MC Graw Hill - Essentials of Business Law Student Edition, Anthony Liuzzo, MC Graw Hill https://www.pinterest.com/pin/business-law-10th-edition-by-henry-r-cheeseman-in-2022--1105141196033462626/ - Business LawI Essentials – Open Text book Library (umn.edu) - The Information Technology Act, 2000 Legislative Department Ministry of Law and Justice GoI - The Information Technology Act, 2000(3).pdf (meity.gov.in)		

COURSE OUTCOMES:

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

- Knowledge about the basics of Law and to know about the meaning of contract.
- Knowledge about the Principle and Practices of law relating to contract.
- Knowledge about the law relating to Bailment, pledge and Contract of Agency
- Knowledge about the different aspects and the rules and regulations connected with Sale of Goods Act
- Knowledge about the basics law pertaining to Negotiable Instruments, cyber-crime and the law relating to Information Technology.

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	3	3	3
CO3	3	2	3	3	3	3	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	11	13	15	12	15	15
AVERAGE	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 BUSINESS COMMUNICATION	Semester-III
Code:	(Theory)	Credit:3
COURSEOBJECTIVE:		
• To know the basics of communication • To understand various types of communication • To know how to prepare various reports • To prepare different types of letters • To prepare different types of corporate communication		
UNIT-I	INTRODUCTION:	
	Meaning–Importanceofcommunication–FormsofCommunication–Nature–Scope– Network of the Communication – Process of Communication – Barriers to Communication.	
UNIT-II	COMMUNICATIONIN BUSINESS	
	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:	
	OnlineCommunication–Fax-E-mail-Voicemail-SMS-Internet-Teleconferencing- Videoconferencing–Electronic bulletin boards.	
UNIT-VI	CURRENT CONTOURS (For Continuous Internal Assessment only)	
	Recent Trends, assignments and Seminars	
TEXT AND REFERENCE BOOKS:		
1. Business Communication by N.S.Ragunathan & B.Santhanam.		
2. Effective business English – Patternhetty		
3. Essentials of Business Communication – Rajendra Pal & Korala Halli		
4. Effective Business English – Pattern Shetty.		
COURSE OUTCOME :		
• Understands the basics of communication • Knowledge about different types of communication • Through knowledge on report writing • Knowledge on preparation of different official letters • Knowledge on corporate communication		

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	2	3	2	2	2	2	2	3	2
CO2	3	3	2	3	2	2	3	3	3	2	2
CO3	3	2	3	3	2	2	2	2	2	3	2
CO4	3	3	2	3	2	2	3	2	3	3	2
CO5	3	3	2	3	2	2	2	2	2	3	2
TOTAL	15	14	11	15	10	10	12	11	12	14	10
AVERAGE	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 CORPORATE LAW AND SECRETARY SHIP PRACTICES - I	Semester-III
Code:	(Theory)	Credit:3
COURSE OBJECTIVES		
• To know about the Formation of Corporate • To know about the Types of Corporate • To understand the Documents of a Corporate • To gain knowledge on Prospectus • To learn about the Issue of Shares		
UNIT-I	INTRODUCTION TO CORPORATE LAW AND INCORPORATION	
	Corporate Act 2013 – History of Corporate Law – Definition of Corporate – Characteristics – Formation of Corporate – Incorporation – Effects of Registration – Promoter – Preliminary contracts – Lifting the corporate veil – Secretarial Duties	
UNIT-II	TYPES OF COMPANIES AND THEIR FEATURES	
	Types of corporate – Private corporate – Public Corporate – Distinction – Special privileges of private corporate – holding corporate – subsidiary corporate – Government corporate – Foreign corporate – one person corporate – Secretarial Duties.	
UNIT-III	COMPANY CONSTITUTION AND LEGAL DOCTRINES	
	Memorandum of Association – its clauses – Alteration – Articles of Association – contents – alternatives – Distinction between the two – Doctrine of ultra vires – Doctrine of constructive notice and indoor management – Secretarial duties – Functions and Legal status – MCA21 – Secretarial duties.	
UNIT-IV	PROSPECTUS AND COMMENCEMENT OF BUSINESS	
	Prospectus – Definition – Registration – Contents – Shelf Prospectus – Deemed Prospectus – Misstatements in prospectus and their consequences – Certificate of Commencement of Business Secretarial duties.	
UNIT-V	SHARE CAPITAL AND DIVIDEND PROVISIONS	
	Shares – Definition – Stock and shares – Types of shares – Application and allotment – Calls – Shares certificate – Share warrant – Transfer of Shares – Surrender of Shares – Bonus shares – Rights share – Buy Back of shares – Forfeiture of shares – Secretarial duties – Dividends – Provisions for declaration of dividend.	

TEXT AND REFERENCE BOOKS:

1. M.C. Shukla and S.S. Gulshan Principles of Corporate Law
2. N.D. Kapoor, Elements of Corporate Law, Sultan Chand and Sons
3. Gaffoor and Thothadri, Corporate Law, Vijay Nicoleim Prints (P) Ltd.
4. M.V. Dhandapani, Business Law, Sultan Chand and Sons
5. V. Balachandran & M. Govindarajan, A Student Handbook on Corporate Law and Practice, Vijay Nicole Imprints (P) Ltd.

COURSE OUTCOMES

On Successful completion of this course, students will be able to

- Knowledge about formation of corporate
- Types of corporate
- Documents of a corporate
- Prospectus
- Shares and Dividend provisions

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

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

3 – Strong, 2- Medium, 1- Low

Second Year	INTER DISCIPLINARY COURSE-III DIGITAL BANKING	Semester-III
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
1. To learn – banking and its features. 2. To acquire knowledge about electronic delivery channels. 3. To impart regulations of e-banking cards 4. To understand digital banking cards 5. To understand the genesis and concept of Online-Banking.		
UNIT-I	INTRODUCTION	
	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.	
UNIT-II	DIGITAL CARDS	
	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.	
UNIT-III	MODERN BANKING OPERATIONS	
	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.	
UNIT-IV	E-BANKING SECURITY	
	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.	
UNIT- V	E-BUILDER SOLUTIONS	
	Digital certificate – Digital Signature & Electronic Signature-E-Security solutions—solutions providers-E-locking technique-E-locking services.	
UNIT- VI	CURRENT CONTOURS: (For Continuous Internal Assessment only)	
	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.	

TEXT AND REFERENCE BOOKS (Latest revised edition only)

- C.S.Rayudu, E-Business, Himalaya Publishing House Roger Hunt & JohnShelly, Computers and Commonsense. Bhushan Dewan,
- E-Commerce An Introduction to Information Technology by Dr.Srinivasa Vallabh an, Sulthan Chand & Sons.
- Law of Information Technology, D.P.Mittal, TaxMan.
- eMarkets, Macmillan,2007
- Basic Information of E Banking, Paramasivan C

COURSE OUTCOMES

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

1. e-banking in India.
2. Usage of e-banking cards.
3. Payment through NEFT, RTG Sand others.
4. Cipher systems.
5. Security devices.

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	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	13	15	15	15	11	13	15	12	15	15
AVERAGE	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	Semester-III
	2. RETAIL MARKETING	
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
1. To understand the concepts of effective retailing 2. To determine formats for emerging trends 3. To evaluate and make effective decision 4. To understand promotional aspects and emerging trends 5. To Analyze the behaviour of consumer and build valuable relationship.		
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)		
• Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007., UK • Krit Dang Longani&MadhuriShete, Retail Marketing, NiraliPrakashan Publishers, Pune • Ramkrishnan And Y.R.Srinivasan, Indian Retailing Text And Cases, Oxford University Press, London • A Siva Kumar, Retail Marketing, Excel Books, Thrissur • T SrinavasaRao, Retail Marketing, Global Vision Publishing House, New Delhi		

WEB RESOURCES

<https://www.tutorialspoint.com>

<https://www.eiilmlibrary.com>

<https://www.marketingtutor.net>

<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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	3	3	3
CO3	3	2	2	3	3	2	3	3	3	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	13	15	15	10	13	15	13	15	15
AVERAGE	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 COST ACCOUNTING	Semester-IV
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
- To enable the students to know the importance of costing and to understand the basic concepts - To make learner understand the material cost. - To Analyze the Labour cost. - To determine the format of overhead and Reconciliation - To acquaint learner with various methods and techniques of costing.		
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	CURRENT CONTOURS: (For Continuous Internal Assessment)	
	Recent Trends, assignments and Seminars	
TEXT AND REFERENCES:		
- Cost Accounting by Jain and Narang - Kalyani Publishers, Chennai - Cost Accounting by S.P.Iyengar – Sultan Chand & Sons, New Delhi. - Cost Accounting 2.e by A.Murthy and S.Gurusamy - Vijay Nicole Imprints (P) Ltd, Chennai. - Cost Accounting by Bhagwathi and Pillai – Sultan Chand & Sons, New Delhi. - Cost Accounting by S.N.Maheswari - Sultan Chand & Sons, New Delhi. - Cost Accounting by Dr.R.Ramachandran & Dr.R.Srinivasan, Sri Ram Publication, Trichy. - FundamentalofcostaccountingbyDRNARISIS-AtlanticpublicationNewDelhi		

COURSE OUTCOMES:

- Learners are explained how accounts are maintained in cost a/c. And how to record various costing transactions.
- Learner understood of Material Cost and labour cost
- Learner will gain knowledge about overhead and reconciliation statement.
- Learner got insight as to where contract costing is applied, steps in contract costing, and profit is ascertained of complete & incomplete contract.
- 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**

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

3 – Strong, 2- Medium, 1- Low

Second Year	CORECOURSE-VIII BANKING THEORY, LAW AND PRACTICE	Semester-IV
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To acquire knowledge about relationship between banker and customer and services rendered • To make the students understand the various types of accounts and savings schemes • To give the man overview about types of customers • To have clarity about the rights, responsibilities and duties of paying and collecting banker • To make the aware of recent trends in Modern Banking		
UNIT-I	BANKERANDCUSTOMER:	
	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.	
UNIT-II	TYPE SOFSAVINGS ACCOUNTS:	
	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.	
UNIT-III	TYPES OF CUSTOMERS:	
	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.	
UNIT-IV	PAYING AND COLLECTING BANKER:	
	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.	
UNIT-V	PASSBOOKANDCHEQUES:	
	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.
UNIT-VI	CURRENT CONTOURS: (For Continuous Internal Assessment)
	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, "Tannan's Banking Law & Practice in India" Sultan Chand Company, New Delhi. 5. E.Gorden 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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	3	2	3	3	3	3	3	3	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	3	3	3	3	3	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	12	14	15	15	12	13	15	12	15	15
AVERAGE	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 CORPORATE LAW AND SECRETARYSHIP PRACTICES – II	Semester-IV
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
• To enable the students, know the corporate borrowings. • To understand meetings and reports. • To develop knowledge about secretarial work. • To know the corporate management. • To know about the winding up.		
UNIT-I	CORPORATE BORROWINGS AND DEBENTURES	
	Corporate Borrowings – ultra virus borrowing – mortgages and charges – debentures – kind issue of debentures at discount – debentures stock – debenture trust deed – fixed charges and floating – loan to corporate – investment in other corporate.	
UNIT-II	COMPANY MEETINGS AND SECRETARIAL PROCEDURES	
	Annual general meeting – annual report – secretarial duties connected with meetings – proxies – extra ordinary general meeting – meetings of board of directors – resolutions – motions – minutes, agenda – secretary's duties with regard to preparation of minutes and reports.	
UNIT-III	COMPANY SECRETARY AND SECRETARIAL FUNCTIONS	
	Corporate secretary – types of secretaries – importance – functions of secretary – appointment, qualification, right-duties and liabilities of secretary – scope of secretarial work..	
UNIT-IV	CORPORATE MANAGEMENT AND DIRECTORS	
	Corporate management – directors – appointment – qualification shares – managerial remuneration – powers – rights – duties and liabilities of directors – disqualifications.	
UNIT-V	WINDINGUP OF A COMPANY:	
	Winding up – meaning modes of winding up voluntary winding up and winding up by the court – compulsory winding up – official liquidator – duties – liabilities – winding up under the supervision of the court – functions of secretary on winding up.	
UNIT-VI	CURRENTCONTOURS:(For Continuous Internal Assessment)	
	Recent Trend, assignments and seminars	
TEXT ANDREFERENCEBOOKS:		
1. M.C Shukla and S.S Gulshan principles of corporate law. 2. N.D Kapoor, Elements of corporate law, sultan chand and sons. 3. Gaffoor and Thoth Adri, corporate law, vijay Nicole imprints (p) ltd. 4. S.BadriAlamandSaravanel, corporate law, Himalay publications. 5. Corporate law – Taxmann(p) publications ltd.		
E-References		
2.	https://e-book.icsi.edu/	
3.	https://www.taxmann.com/virtualbooks/product/7110-company-law-%7C-virtual-book	

COURSE OUTCOMES:	
	After the successful completion of the course students will able to get
• Corporate borrowings • Meeting and reports • Secretarial work • Corporate Management • Winding up	

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3
CO3	3	2	3	3	3	2	3	3	3	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	12	15	15	15	11	13	15	13	15	15
AVERAG E	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 GENERAL LAW	Semester-IV
Code:	(Theory)	Credit:3
COURSE OBJECTIVES:		
• To understand the basic concepts, nature and sources of law. • To gain knowledge of constitution of India • To understand the principles and essential of Human rights and Legal awareness • To learn knowledge about the consumer protection law. • To understand the procedures of Negotiable Instruments Act.		
UNIT-I	INTRODUCTION TO LAW	
	Meaning and Definition – Sources of Law - Classification of Law - Rule of Law - Legal Rights and Duties.	
UNIT-II	CONSTITUTION OF INDIA	
	Salient Features of the Constitution - Fundamental Rights - Fundamental Duties - Directive Principles of State Policy – Union and state governments	
UNIT-III	HUMAN RIGHTS AND LEGAL AWARENESS	
	Human Rights Concepts - National Human Rights Commission - Women's Rights - Children's Rights - Legal Aid and Public Interest Litigation (PIL).	
UNIT-IV	CONSUMER PROTECTION LAW	
	Consumer – Meaning and Rights – Consumer Protection – Objectives – Consumer Disputes – Unfair Trade Practices – Consumer Redressal Agencies – Consumer Complaints and Remedies.	
UNIT-V	NEGOTIABLE INSTRUMENTS ACT	
	Negotiable Instruments – Meaning and Features – Promissory Note – Bill of Exchange – Cheque – Holder and Holder in Due Course – Endorsement – Crossing of Cheques – Dishonour of Negotiable Instruments.	
TEXT ANDREFERENCEBOOKS:		
• M.C Shukla and S.S Gulshan principles of corporate law. • N.D Kapoor, Elements of corporate law, sultan chand and sons. • Gaffoor and thothadri, corporate law, vijay Nicole imprints(p) ltd. • S.Badri Alamand Saravanavel, corporate law, Himalay publications. • Corporate law – Taxmann (p) publications ltd.		

NOTE: Latest Edition of Textbooks May be Used

COURSE OUTCOMES:

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

- To explain the basic principles and classification of law
- To apply legal rules relating to Constitution Of India
- To identify the human rights and legal awareness.
- To understanding about consumer protection law.
- To knowledge about Negotiable instruments Act.

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	3	3	3	2	3	3	3	3	3
CO3	3	2	3	3	3	3	3	3	3	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	15	15	15	11	13	15	13	15	15
AVERAG E	3	2.2	3	3	3	2.2	2.6	3	2.6	3	3

3 – Strong, 2- Medium, 1- Low

Second Year	INTER DISCIPLINARY COURSE-IV 1 TOURISM AND TRAVEL MANAGEMENT	Semester-IV
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
1. To understand the concepts of tourism 2. To acquire knowledge of accommodation and transport 3. To impact of tourism development in India 4. To analyze the intermediaries and WTO 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 2. A.K. Bhaattia, Tourism in India, 2001 3. Davison Rob, Toursim Pitman, London 2004 4. G.K. Puri, Handbook of Tourism. 5. Biswanath Ghosh, Tourism & Travel Management, Vikas publishing.		

COURSE OUTCOMES	
	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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	3	3	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	3	3	3
CO3	3	2	3	3	3	3	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	12	14	15	15	12	13	15	12	15	15
AVERAG E	3	2.4	2.8	3	3	2.4	2.6	3	2.4	3	3

2 – Strong, 2- Medium, 1- Low

Second Year	INTER DISCIPLINARY COURSE-IV 2. STOCK MARKET OPERATIONS	Semester-IV
Code:	(Theory)	Credit:2
COURSE OBJECTIVES		
1. To understand the companies procedures 2. To know about the types of share and market conditions. 3. To impact of stock exchanges in India 4. To analyze the trading procedures. 5. To determine the SEBI functions.		
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)		
1. Securities & Portfolio management – Punithavathi Pandiyan. 2. Magazines practical banking advances - H.L.Bedi, V.K.Hardikar 3. Stock Market Operations – By Srajan Kumar Singh and Shivangee Sharma 4. Financial Market Operations – by Dr. F.C.Sharma 5. The Intelligent Investor – by Benjamin Graham.		
COURSE OUTCOMES		
1. Understood about the company and its classifications 2. Knowledge on shares and its types 3. Awareness about stock exchange and its regulations. 4. Knowing on stock investment and trading 5. Appraisal of investment portfolios.		

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	3	3	3	2	2	3	3	3	3
CO2	3	3	2	3	3	2	3	3	3	2	3
CO3	3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	2
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	12	14	15	15	10	13	15	15	14	14
AVERAG E	3	2.4	2.8	3	3	2	2.6	3	3	2.8	2.8

3 – Strong, 2- Medium, 1- Low

Third Year	CORE COURSE – IX CORPORATE ACCOUNTING-I	Semester-V
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
	- To enable the students to know about accounting procedure incorporate accounting - To make learner to understand format of company final accounts and various schedules of company final accounts. - To acquaint learner with various methods of valuation of goodwill and shares. - To apply the form schedule III of companies Act 2013. - To gain knowledge various accounting standards	
UNIT-I	COMPANYACCOUNTS:	
	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 - forfeiture of shares - re-issue-accounting entries.	
UNIT-II	DEBENTURES:	
	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.	
UNIT-III	VALUATION OF GOODWILL AND SHARES	
	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.	
UNIT-IV	FINAL ACCOUNTS	
	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.	
UNIT-V	INDIAN ACCOUNTING STANDARDS	
	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)	
	Theory:20%,Problem:80%	
UNIT-VI	CURRENTCONTOURS:(For Continuous Internal Assessment)	
	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**

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

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

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

3 – Strong, 2- Medium, 1- Low

Third Year	CORE COURSE – X COMPUTER APPLICATIONS IN BUSINESS	Semester-V
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To enable the students to know the importance of computer application in business. And MS word • To learn Ms Excel • To understand computerized accounting particularly Tally • To familiar with accounting of inventories • To know computerization of final account.		
UNIT-I	Introduction to Computers and Microsoft Word: Basics and Application	
	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.	
UNIT-II	Spreadsheet Fundamentals: Microsoft Excel and Data Analysis Tools	
	Spread sheet – Spread sheet programmes and applications – Ms Excel and features –Building work sheets – entering data in work sheets, editing and formatting work sheets – creating and for matting different types of charts-application of financial and statistical function– creating, analyzing and organizing data – opening and closing work books – Introduction to Pivot tables.	
UNIT-III	Computerized Accounting with Tally: Features and Functions	
	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.	
UNIT-IV	Inventory Management and Cost Control in Tally	
	Introduction to Inventories – Creation of stock categories – Creation of Stock groups – Creation of Stock items-Configuration and features of stock item – Editing and deleting stocks–Usage of stocks in Voucher sentry. Purchase orders – Stock vouchers – Salesorders – 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.	
UNIT-V	Financial Reporting and Analysis: Key Statements and Reports	
	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.
UNIT-VI	CURRENT CONTOURS (for Continuous Internal Assessment only):
	MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.
TEXT AND REFERENCE BOOKS (Latest revised edition only):	
1. Computer Applications in Business – S.V.Srinivasa Vallabhan – Sultan& Chand Publication. 2. Micros of toffice – Jones & Derek – John wiley & sonsinc. 3. Implementing Tally – A.K.Nadhani, BPB Publications. 4. Computer Application in Business – R.Paramasivam – S.Chand & Co,New Delhi. 5. Computer Application in Business: Dr.Joseph Anbarasu, Learn tech Press.	
COURSE OUTCOMES:	
Onsuccessfulcompletionofthecourse,thestudentswillacquireknowledgeon:	
- Basics of computer application in business. And Creating and editing of word documents, opening, savings and closing documents; and mail merge - Spread sheet programmes and applications, creating and formatting different types of charts, and application of financial and statistical function. - Architecture and customization of Tally, Editing and deleting ledgers, and Vouchers entry - Accounting of inventories, Budget and controls - Day books, Trial balance, final account and Bank Reconciliation Statement	

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	3	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3	2
CO3	3	2	2	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	2	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	14	13	15	15	12	13	15	15	14	14
AVERAGE	3	2.8	2.6	3	3	2.4	2.6	3	3	2.8	2.8

3 – Strong, 2- Medium, 1- Low

Third Year	CORE PRACTICAL I COMPUTER APPLICATIONS IN BUSINESS	Semester-V
Code:	(Practical)	Credit:4
COURSE OBJECTIVES:		
- To develop skill on preparation of business letters, bio-data, Table. - To create worksheet, Charts, and enclosures. - To filter data using Auto filter, and application of accounting and statistical formulae. - To make voucher entries, Prepare final accounts from the trial balance and Inventory report - To Prepare Bank Reconciliation Statement and pay roll and computation of GST.		
LIST OF PRACTICAL		
UNIT-I	MSWORDPROCESSING:	
	- i Creating business letters - ii Creating an application for the job with the bio-data - ii Creating Circular letter with mail - merge options - v Creating a Table by using the split and merge options	
UNIT-II	Excel – SPREADSHE ETAPPLICATIONS – I	
	- i Creating a worksheet like mark sheet, Pay Slip, PF Contribution list etc. - ii Creating Charts – All types of charts and graphs - ii Creating a list for the enclosures	
UNIT-III	Excel – SPREADSHE ETAPPLICATIONS – II:	
	- i Filtering the data using Auto filter custom filters using comparison operations - ii Creating Pivot tables - ii Commercial Formula applications - v Statistical formula applications (with in the syllabus of business tools for decisions)	
UNIT-IV	ACCOUNTING PACKAGE - I:	
	- i Preparing voucher entries for the given transactions. - ii Preparing final accounts from the trial balance given with any ten adjustments - ii Inventory report	
UNIT-V	ACCOUNTING PACKAGE - II:	
	- i Bank Reconciliation Statement - ii Preparation of pay roll vouchers based on attendance - ii GST computation & forms	
UNIT-VI	CURRENT CONTOURS: (for Continuous Internal Assessment only)	
	MS Power Point - Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation (Practical-100marks: UE:60 marks; IA:40marks)	

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

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

4 – Strong, 2- Medium, 1- Low

Third Year	CORE COURSE – XI MANAGEMENT ACCOUNTING	Semester-V
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To understand the concepts of Management Accounting. • To gain knowledge on fund – flow and cash –flow in business operation. • To understand budget and budgetary control in Business organization. • To know the technique of marginal costing and standard costing • To know the various methods of capital budgeting.		
UNIT-I	INTRODUCTION AND FINANCIAL STATEMENT ANALYSIS:	
	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	FUND FLOW AND CASH FLOW STATEMENT:	
	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	BUDGET AND BUDGETARY CONTROL:	
	Budget and Budgetary control –Advantages- limitations – Types – Preparation of Purchase, Production, sales, Flexible, Cash and Master budget	
UNIT-IV	MARGINAL AND STANDARD COSTING:	
	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	CAPITAL BUDGETING:	
	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	CURRENT CONTOURS: (for Continuous Internal Assessment only)	
	Recent Trends, assignments and Seminars	

TEXT AND REFERENCE BOOKS:(Latest revised edition only)	
i	S.N.Maheswari – Management Accounting – Sultan Chands & Sons publications, New Delhi
ii	Sharma and Guptha Management Accounting Kalyani Publishers, Chennai.
iii	R.Ramachandran and R.Srinivasan – Management Accounting – Sriram publication.
iv	A.Murthi an S.Gurusamy – Managemen Accounting Vijay Nicole Publications, Chennai.
v	R.S.N.Pillai & V.Baghavathi – Management Accounting –S.Chand & Co, Mumbai
vi	Hingorani & Ramanthan – 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 of fund flow statement and cash flow Statement as per AS-3 • Understand the Marginal costing and Variance analysis • 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**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	3	2	2	3	3	3	3
CO2	3	3	2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	15	14	15	15	11	13	15	15	15	15
AVERAGE	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 CORPORATE GOVERNANCE	Semester-V
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To understand about Corporate social responsibility. • To know about the role of Board of Directors. • To gain knowledge about the Company audit. • To develop Knowledge about Corporate restructuring • To enlighten the student regarding E-Governance		
UNIT-I	INTRODUCTION:	
	Corporate governance –an overview-issues- micro issues-Board of governance – Corporate social responsibility – Business ethics – corporate social reporting– SEBI committee on corporate governance	
UNIT-II	CORPORATE GOVERNANCE SYSTEM	
	Corporate governance and the role of the Board (BOD) – Corporate governance system worldwide – The Board, CEO and the chairman – Non-executive Directors –Legal position and liabilities of Directors.	
UNIT-III	COMPANY AUDIT AND REPORT	
	Company audit – Auditor’s Independence – Audit committees – Audit Committees and corporate governance- Management audit- Tools for value addition-(Economic value addition)- Corporate disclosures- Disclosures norms and Investors interest- Corporate governance Report.	
UNIT-IV	CORPORATE RESTRUCTURING	
	New companies bill – Companies Act 1997 – classification of companies – Corporate restructuring– mergers and takeovers – Desirable Corporate Governance in India – CII report 1998.	
UNIT-V	E – GOVERNANCE	
	E – governance – trends in E-governance – Business process reengineering – value based management – ethical imperatives in corporate governance – Environmental reporting – Corporate Governance rating – Models of rating.	
UNIT-VI	CURRENT CONTOURS: (for Continuous Internal Assessment only)	
	Recent Trends Self Leering , assignments and Seminars	
TEXT AND REFERENCE BOOKS:(Latest revised edition only)		
1. Gopalsamy .N, “Corporate Governance – The new paradigm”, Wheeler Publishing. 2. Fred Weston.J, Mark L. Mitchell, Harold Maltherin.J,“ Takeover, Restructuring, andCorporate Governance”, Pearson Education. 3. Srinath T.K, Srilakshmi K.R., Ganesh.N.K, “Corporate Governance”, Kalyani Academicbooks. 4. Gopalsamy. N, “A Guide to Corporate Governanace ”,New Age International Publishers. 5. Singh S, “Corporate Governance”, Excell Books..		

COURSE OUTCOMES:

- Understanding Governance concepts
- Knowledge of regulatory framework
- Learn company audit, disclosures and reporting requirements
- Analyze corporate restructuring
- Analyse information on e-Governance.

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	3	3	2	3	3	3	3
CO2	3	3	2	2	3	3	3	3	3	3	2
CO3	3	3	2	2	3	3	3	3	3	3	3
CO4	3	3	3	2	3	2	2	3	3	2	3
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	15	13	12	15	13	13	15	15	14	14
AVERAG E	3	3	2.6	2.4	3	2.6	2.6	3	3	2.8	2.8

3 – Strong, 2- Medium, 1- Low

Third Year	SKILL ENHANCEMENT COURSE BASICS OF RESEARCH METHODOLOGY	Semester-V
Code:	(Theory)	Credit:2
Course Objectives		
• To understand the fundamentals of research • To identify and formulate research problem. • To apply appropriate sampling techniques • To interpret the research findings accurately • To developing a structured research reports		
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	INTERPRETATIONH & 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	CURRENT CONTOURS (for Continuous Internal Assessment only)	
TEXT AND REFERENCE BOOKS: (Latest revised edition only)		
1. Resarch Methodolog: Methods and Techniques - C.R. Kothari		
2. Research Methodology - R. Panneerselvam		
3. Research Methodology - A Step-by-Atep Guide for Beginners - RanjitKumar		
4. Research Methodology in Commerce and Management _ Hardeep Vhahal & R.D. Sharma.		
5. Research Methodology - Dr. Pawan Kumar Oberoi		

WEB LINKS AND VIDEO LECTURES (E-RESOURCES)											
• https://www.coursea.org • https://www.scribbr.com • https://www.norm.ac.in • https://www.springer.com											
Course Outcomes											
• To Understand how to conduct basic research • To identify the research problem • To learn data collection and sampling analysis methods. • To develop report writing skills • To apply research in business decision-making.											

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	3	2	2	3	2	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3	2	3	2
CO4	3	3	3	3	3	2	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	15	14	15	15	12	13	15	13	15	14
AVERAG E	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 CORPORATE ACCOUNTING – II	Semester-VI
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
i To know the types of Amalgamation, Internal and external Reconstruction ii To know Final statements of banking companies iii To understand the accounting treatment of Insurance company accounts iv To understand the procedure for preparation of consolidated Balance sheet v To have an insight on modes of winding up of a company		
UNIT-I	Amalgamation, Internal & External Reconstruction 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). Internal & External Reconstruction Internal of Stock – Increase and Decrease of Capital – Reserve Liability - Accounting Treatment of External Reconstruction Reconstruction – Conversion	
UNIT-II	Accounting of Banking Companies Final Statements of Banking Companies (As Per New Provisions) - Non-Performing Assets - Rebate on Bills Discounted- Profit and Loss a/c - Balance Sheet as Per Banking Regulation Act 1949.	
UNIT-III	Insurance Company Accounts: Meaning of Insurance – Principles – Types – Preparation of Final Accounts of Insurance Companies – Accounts of Life Insurance Business – Accounts of General Insurance Companies -New Format.	
UNIT-IV	Consolidated Financial Statements Introduction-Holding & Subsidiary Company-Legal Requirements Relating to Preparation of Accounts -Preparation of Consolidated Balance Sheet (Excluding Inter-Company Holdings).	
UNIT-V	Liquidation of Companies Meaning-Modes of Winding Up – Preparation of Statement of Affairs and Statement of Deficiency or Surplus (List H) Order of Payment – Liquidators Remuneration- Liquidator's Final Statement of Accounts.	
	THEORY 20% & PROBLEMS 80%	

TEXT AND REFERENC EBOOKS:(Latest revised edition only)											
• S.P. Jain and K.L Narang. Advanced Accountancy, Kalyani Publishers, New Delhi. • Dr.K.S .Raman and Dr. M.A. Arulanandam , Advanced Accountancy, Vol. II, Himalaya Publishing House, Mumbai. • R.L. Gupta and M. Radhaswamy, Advanced Accounts, Sultan Chand, New Delhi. • M.C. Shukla and T.S. Grewal, Advanced Accounts Vol.II, S Chand & Sons, New Delhi. • T.S. Reddy and A.Murthy, Corporate Accounting II, Margham Publishers, Chennai											
Web Resources											
• https://www.accountingnotes.net/amalgamation/amalgamation-absorption-and-reconstruction-accounting/126 • https://www.slideshare.net/debchat123/accounts-of-banking-companies • https://www.accountingnotes.net/liquidation/liquidation-of-companies-accounting/12862											
COURSE OUTCOMES:											
• Understand the accounting treatment of amalgamation, Internal and external reconstruction • Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format. • Synthesize and prepare final accounts of Insurance companies in the prescribed format • Give the consolidated accounts of holding companies • Preparation of liquidator's final statement of account											

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

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

3 – Strong, 2- Medium, 1- Low

Third Year	CORE COURSE – XIV INCOME TAX - LAW AND PRACTICE	Semester-VI
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To understand the concept of Income tax • To describe how to arrive taxable income from salary • To find out the taxable income from house property • To calculate the taxable income from Business and Profession. • To ascertain the capital gains and income from other sources		
UNIT-I	INCOME TAX ACT 1961 AND RESIDENTIAL STATUS:	
	Income – Tax Act, 1961–Definitions- Basis of charge different types of assesses previously earned Assessment year–Capital and revenue income, expenditure and loss– incomes exempted under section10 – Residential status.	
UNIT-II	INCOME FROM SALARY:	
	Income from salary: Basis of charge– Different forms of salary, allowances, perquisites and their valuation–computation of taxable salary – deductions from 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 OR PROFESSION:	
	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 CAPITAL GAINS:	
	Income from Capital Gains: Basis of charge–short and long term capital gains–indexed cost of acquisition and improvement–exemptions.	
	Theory20%Problem80%	
UNIT-VI	CURRENT CONTOURS (For Continuous Internal Assessment)	
	Recent Trends self study, assignments and Seminars	
TEXT AND REFERENCE BOOKS: (Latest revised edition only)		
1. Gaurand Narang, Income Tax Lawand Practice “Kalyani Publishers”, New Delhi. 2. Dr.HC.Mehrotra, “Income Tax Law and Accounts,” Sahithya Bhavan publishers 3. Dr. Vinod K.Singhania, Students Guide to Income tax “Taxmen’s Publications, New Delhi 4. Murthy “Income Tax Law & Practice” Vijay Nichole, Imprints (P) Ltd. 5. Dr.T.S. Reddy & Hariprasad Reddy ‘Income tax’– Margham Publications, Chennai.		

COURSE OUTCOMES:

- After completing this course ,the student will be able to
- Know about the procedures regarding basic rules and regulation sand Residential status
 - Up date the new tax slabs regarding salaried employees
 - Get the latest information about deductions for house property.
 - Make sure about the admissible, in admissible expenses and deductions.
 - Allowable for business professional incomes
 - Grasp the concept of capital gains, other sources of income.

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

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

3 – Strong, 2- Medium, 1- Low

Third Year	CORE COURSE – XV CORPORATE FINANCE	Semester-VI
Code:	(Theory)	Credit:4
COURSE OBJECTIVES:		
• To learn the concept of corporate Finance. • To knowledge about Financial planning • To understand the Business and Financial risks. • To learn about the Cost of Capital • To gain knowledge about Financial markets		
UNIT-I	INTRODUCTION	
	Corporate Finance – meaning – nature and scope of Corporate finance – functions – objectives – profit maximization – wealth maximization- importance of financial management – finance manager – role.	
UNIT-II	FINANCIAL PLANNING	
	Financial planning – characteristics of a sound financial plan – factors affecting financial plan – need for financial plan – capitalization – over capitalization – under capitalization – capital gearing .	
UNIT-III	CAPITAL STRUCTURE AND IEVERAGES	
	Capital structure – Business and Financial risks – financial and operating leverage – sources of funds – share capital – debt capital. (Problem)	
UNIT-IV	COST OF CAPITAL AND WORKING CAPITAL	
	Cost of Capital – importance of the concept – cost of different types of capital – average cost of capital – working capital – determinants of working capital – sources of working capital. (Problem)	
UNIT-V	FINANCIAL MARKETS	
	Financial markets – money markets – recent – trends in capital market – term loans – institutional finance – unit trust of India – Industrial Finance Corporation – State Finance Corporation – IDBI.	
	THEORY 80% & PROBLEMS 20%	
UNIT-Vi	CURRENT CONTOURS (For Continuous Internal Assessment)	
	Recent Trends, assignments and Seminars	

TEXT AND REFERENCE BOOKS: (Latest revised edition only)											
1. Shashi K.Gupta , Anju Gupta, “Business Finance”, Kalyani Publishers, New Delhi. 2. Aswath Damodaran, “Corporate Finance Theory and Practice”, Wiley. 3. Indian Institute of Banking & Finance, “International Corporate Finance”, Macmillan Publishers India. 4. Vishwanath .S. R, “Corporate Finance Theory and Practice Sage Response”, Second edition Murthy A, “Financial Management”, Margham Publications. 5. Prasanna Chandra, “Fundamentals of Financial Management”, TMH.											
COURSE OUTCOMES:											
After the successful completion of the course the students will be able to Understand basic concept of Financial management. • Concept of corporate Finance. • Financial planning • Business and Financial risks. • Cost of Capital • Financial markets.											

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	3	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	2	3
CO4	3	3	2	3	3	2	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3
TOTAL	15	15	13	15	14	12	13	15	15	14	15
AVERAG E	3	3	2.6	3	2.8	2.4	2.6	3	3	2.8	3

3 – Strong, 2- Medium, 1- Low

Third Year	CORE PROJECT WORK – XVII PROJECT	Semester-VI
Code:	(Theory)	Credit:4

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:

Description	Marks
Report	80
Viva-Voce	20
Total	100

Third Year	SKILL ENHANCEMENT COURSE ENTREPRENEURIAL DEVELOPMENT	Semester-VI
Code:	(Theory)	Credit:2
Course Objectives		
• To inculcate students to come up with good entrepreneur, • To overcome the problems and challenges from the society, • To know the role of small scale industries to obtain the next level of business, • To improve the knowledge of process of business, • To understand the passage of getting loan from project finance.		
UNIT-I	INTRODUCTION TO ENTREPRENEURSHIP	
	Entrepreneurship–Definition–Nature–ScopeinLocalandGlobalMarket–Characteristics–Functions–Types–EntrepreneurandIntrapreneur–WomenandRuralEntrepreneurs – TheRevolutionary Impact of Entrepreneurship- Types of Enterprises and their Features - Manufacturing, Service and Trading – Steps in setting up of a Business.	
UNIT-II	ENTREPRENEURIAL COMPETENCIES	
	Entrepreneurial Environment-Components - Role of Family and Society – Entrepreneurial Motivation - Barriers in Business - Training and Development – Entrepreneurial Change –Occupational Mobility-Factorsin Mobility.	
UNIT-III	INSTITUTION FOR THE DEVELOPMENT OF SMALL SCALE INDUSTRIES	
	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.	
UNIT-IV	PROJECT MANAGEMENT	
	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.	
UNIT-V	ENTREPRENEURIAL DEVELOPMENT AGENCIES	
	Project Finance – Sources of Finance – InstitutionalFinance –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.	
UNIT-VI	CURRENTCONTOURS (for Continuous Internal Assessment only)	
	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, Learntech Press Trichy. 4. VasantDesai – Dynamics of Entrepreneurial Development, Sultan Chand and Sons 5. DR.S.G. Bhanushali - Entrepreneurial Development, Himalaya Publishing House -NewDelhi.											
Course Outcomes											
• To enhance a student to behave as a good businessman, • To emancipate the society to be mingled with, • To obtain the next level of business value, • To improve the process of business, • To know the out set of proper financial plan for the development of business											

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

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

3 – Strong, 2- Medium, 1- Low