

**J.J. COLLEGE OF ARTS AND SCIENCE**  
**(AUTONOMOUS)**

**(Re –accredited by NAAC with B<sup>++</sup> – 4<sup>th</sup> Cycle)**  
**(Affiliated to Bharathidasan University, Trichy)**  
**JJ Nagar, Sivapuram,**  
**PUDUKKOTTAI – 622 422**

**DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS**



**B.Com. Computer Applications**

**Syllabus based on**



**TANSICHE Regulations on Learning Outcomes - Based  
Curriculum Frame Work for Under Graduate Education**

**[Those who are admitted 2023 - 2024 Onwards]**

## **B.Com.Computer Applications**

### **PROGRAMME OBJECTIVE**

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

**Programme** : **B.COM Computer Applications**  
**Programme Code** : **UACM**  
**Duration** : **3 Years (UG)**

### **Programme Outcomes :**

**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study

**PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicative with others using appropriate media: confidently share one's views and express herself / himself; demonstrate the ability to listen carefully, read and write analytically and present complex information in a clear and concise manner to different groups.

**PO3: Critical Thinking:** Capability to apply analytic thought to the body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

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

**PO5: Analytical Reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from the variety of sources; draw valid conclusion and support them with evidence and examples and addressing opposing viewpoints.

**PO6 : Research- related skill :** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating, Ability to recognise cause and effect relationships, define problems, formulate hypothesis , analyse and interpret and draw conclusions from data, establish hypothesis, predict

cause and effect relationships, execute and report the results of an experiment or investigation.

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

**PO8: Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative or qualitative data: and critically evaluate ideas, evidence and experiences from an open minded and reasoned perspective.

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

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

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

**PO12: Multicultural competence:** Posses knowledge of values and belief of multiple cultures and global perspective: and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

**PO13: Moral and Ethical awareness /reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issue's related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarist, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

**PO14:Leadership readiness/qualities:** Capability for mapping out the task of the team or an organisation, and setting direction, formulating and inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision and using management skill to guide people to the right destination in a smooth and efficient way.

**PO15: Life Long Learning:** Ability to acquire knowledge and skills, including "learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives and adapting to

changing trades and demands of workplace through knowledge/skill development/reskilling.

### **Programme Specific Outcomes:**

#### **PSO1 – Placement**

To prepare the students who will demonstrate respectful engagement with others ideas, behaviours, beliefs and apply diverse frames of reference to decisions and action. Further the students are encouraged with add-on value based and job oriented courses which ensure them to sustain in the organisation level.

#### **PSO2 – Contribution to Business World**

Apply theoretical concepts to business practices to produce employable, ethical, and innovative professionals to sustain in the dynamic business world.

#### **PSO3 – Contribution to the Society**

To contribute to the development of the society by collaborating with stakeholders for mutual benefit. Become acquainted with commercial knowledge and soft skill to react in the most appropriate way when faced with challenges in the society.

## DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

### B.Com. Computer Applications

Part	Course Code	Title of the Course	Credits	Hours	Ex. Hrs	Marks		
						CIA	Ext	Total
<b>FIRST YEAR</b>								
<b>FIRST SEMESTER</b>								
I	U1R3TL1	Language I	3	6	3	25	75	100
II	U1R3EL1	English I	3	6	3	25	75	100
III	U1R3CMCC1	Core Paper I – <b>Financial Accounting I</b>	5	5	3	25	75	100
III	U1R3CMCC2	Core Paper II - <b>Principles of Management</b>	5	4	3	25	75	100
III	U1R3CMDSE1:1	Elective I – Computer Fundamentals	3	5	3	25	75	100
	U1R3CMDSE1:2	Elective I - Business Economics				10	30	
	U1R3CMDSE1:3	Elective I–C Programming and Lab				15	45	
IV	U1R3CMSEC1:1	Skill Enhancement Course SEC – 1(NME-1)	2	2	3	25	75	100
	U1R3CMSEC1:2	To be opted from Other Department.	2	2	3	25	75	100
	U1R3CMFC	Foundation Course FC	2	2	3	25	75	100
<b>TOTAL</b>			<b>23</b>	<b>30</b>				<b>700</b>

**FIRST YEAR – SEMESTER – I**

**CORE I - FINANCIAL ACCOUNTING I**

**Course Code: U1R3CMCC1**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
Core I	5	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>									
LO1	To understand the basic accounting concepts and standards.								
LO2	To know the basis for calculating business profits.								
LO3	To familiarize with the accounting treatment of depreciation.								
LO4	To learn the methods of calculating profit for single entry system.								
LO5	To gain knowledge on the accounting treatment of insurance claims.								
<b>Prerequisites: Should have studied Accountancy in XII Std</b>							<b>Skill Development</b>		
Unit	Contents								No. of Hours
I	<b>Fundamentals of Financial Accounting</b> Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books – Trial Balance - <b>Classification of Errors</b> – <b>Rectification of Errors</b> – Preparation of Suspense Account – Need and Preparation - <b>Bank Reconciliation Statement.</b>								15
II	<b>Final Accounts</b> <b>Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts</b> – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.								15
III	<b>Depreciation and Bills of Exchange</b> Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – <b>Diminishing Balance method</b> – Conversion method. Annuity Method – Depreciation Fund Method – Insurance Policy Method – <b>Revaluation Method</b> – <b>Depletion Method</b> – <b>Sum of Digits Method</b> – Machine Hour Rate Method.								15
IV	<b>Accounting from Incomplete Records</b> Incomplete Records -Meaning and Features - Limitations - <b>Difference between Incomplete Records and Double Entry System</b> - Methods of Calculation of Profit - Statement of Affairs Method – <b>Preparation of final statements by Conversion method.</b>								15
V	<b>Royalty and Insurance of Claims</b> Meaning – <b>Minimum Rent</b> – <b>Short Working</b> – Recoupment of Short Working – <b>Lessor and Lessee</b> – Sublease – Accounting Treatment.								15
	<b>Total</b>								<b>75</b>
<b>THEORY 20% &amp; PROBLEM 80%</b>									
CO	Course Outcomes								
CO1	Remember the concept of rectification of errors and Bank reconciliation statements								

CO2	Apply the knowledge in preparing detailed accounts of sole trading concerns
CO3	Analyse the various methods of providing depreciation
CO4	Evaluate the methods of calculation of profit
CO5	Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.

#### Textbooks

1.	S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2.	S.N. Maheswari, Financial Accounting, Vikas Publications, Noida.
3.	ShuklaGrewal and Gupta, “Advanced Accounts”, volume 1, S.Chand and Sons, New Delhi.
4.	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5.	R.L.Gupta and V.K.Gupta, “Financial Accounting”, Sultan Chand, New Delhi.

#### Reference Books

1.	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2.	Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.
3.	Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.
4.	Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5.	Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.

**NOTE: Latest Edition of Textbooks May be Used**

#### Web Resources

1.	<a href="https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1">https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1</a>
2.	<a href="https://www.slideshare.net/ramusakha/basics-of-financial-accounting">https://www.slideshare.net/ramusakha/basics-of-financial-accounting</a>
3.	<a href="https://www.accountingtools.com/articles/what-is-a-single-entry-system.html">https://www.accountingtools.com/articles/what-is-a-single-entry-system.html</a>

#### Mapping with Programme Outcomes and Programme Specific Outcomes

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

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

**FIRST YEAR – SEMESTER – I**

**CORE II - PRINCIPLES OF MANAGEMENT**

**Course Code: U1R3CMCC2**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Core II</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the basic management concepts and functions								
<b>LO2</b>	To know the various techniques of planning and decision making								
<b>LO3</b>	To familiarize with the concepts of organisation structure								
<b>LO4</b>	To gain knowledge about the various components of staffing								
<b>LO5</b>	To enable the students in understanding the control techniques of management								
<b>Prerequisites: Should have studied Commerce in XII Std</b>							<b>Entrepreneurship</b>		
Unit	Contents								No. of Hours
I	<b>Introduction to Management</b> Meaning- Definitions – Nature and Scope - <b>Levels of Management</b> – Importance - <b>Management Vs. Administration</b> – Management: Science or Art - Evolution of Management Thoughts - F. W. Taylor, Henry Fayol, Peter F.Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. <b>Managers – Qualification – Duties &amp; Responsibilities.</b>								15
II	<b>Planning</b> <b>Planning</b> – Meaning – Definitions – Nature – <b>Scope and Functions</b> – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – <b>Management by Objective (MBO).</b> Decision Making: Meaning – Characteristics – Types - <b>Steps in Decision Making – Forecasting.</b>								15
III	<b>Organizing</b> Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - <b>Formal and Informal Organization</b> – <b>Organization Chart</b> – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – <b>Centralization and Decentralization</b> – <b>Span of Management.</b>								15
IV	<b>Staffing</b> Introduction - <b>Concept of Staffing</b> - Staffing Process – <b>Recruitment</b> – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test- Interview– <b>Training:</b> Need - Types– Promotion – Management Games – Performance Appraisal - Meaning and Methods – 360 Performance Appraisal – Work From Home - <b>Managing Work From Home [WFH].</b>								15
V	<b>Directing</b> <b>Motivation</b> –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. <b>Leadership</b> – Nature - Types– Styles of Leadership - <b>Qualities of a Good Leader</b> – Supervision. <b>Co-ordination and Control</b> Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].								15
<b>Total</b>								<b>75</b>	

CO	Course Outcomes
CO1	Demonstrate the importance of principles of management.
CO2	Paraphrase the importance of planning and decision making in an organization.
CO3	Comprehend the concept of various authorizes and responsibilities of an organization.
CO4	Enumerate the various methods of Performance appraisal
CO5	Demonstrate the notion of directing, co-coordination and control in the management.

#### Textbooks

1	Gupta.C.B, -Principles of Management-L.M. Prasad, S.Chand&Sons Co. Ltd, New Delhi.
2	DinkarPagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
3	P.C.Tripathi& P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
4	L.M. Prasad, Principles of Management, S.Chand&Sons Co. Ltd, New Delhi.
5	R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.

#### Reference Books

1	KSundhar, Principles Of Management, VijaiNicholos Imprints Limited, Chennai
2	Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3	Griffin, Management principles and applications, Cengage learning, India.
4	H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.
5	Eccles, R. G. &Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India.

**NOTE: Latest Edition of Textbooks May be Used**

#### Web Resources

1	<a href="http://www.universityofcalicut.info/syl/management">http://www.universityofcalicut.info/syl/management</a>
2	<a href="https://www.managementstudyguide.com/manpower-planning.htm">https://www.managementstudyguide.com/manpower-planning.htm</a>
3	<a href="https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392">https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392</a>

#### Mapping with Programme Outcomes and Programme Specific Outcomes

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

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

## FIRST YEAR – SEMESTER – I

### **ELECTIVE I - COMPUTER FUNDAMENTALS**

**Course Code: U1R3CMDSE1:1**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Elective 1</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>									
<b>LO1</b>	To Impart the Knowledge of Fundamentals of Computers.								
<b>LO2</b>	To discover the Knowledge of newly invented devices and Units								
<b>LO3</b>	To compute with the interconnected networks for the linkage of Worldwide Networks.								
<b>LO4</b>	To apply the software and understand the system software								
<b>LO5</b>	To given more information on the Internet								
<b>Prerequisite: Should have studied Commerce in XII Std</b>						<b>Skill Development</b>			
Unit	Contents								No. of Hours
I	Evolution of Computers - Generations, Types of computers, Computer system characteristics, Basic components of a Digital Computer - Control unit, ALU, Input/Output functions and memory, Memory addressing capability of a CPU, Word length of a computer, processing speed of a computer, Computer Classification.								12
II	Input/Output Units:- Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen, Monitors and types of monitor -Digital, Analog, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc., Printers & types - Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer, Plotter, Sound Card and Speakers.								12
III	Memory - RAM, ROM, EPROM, PROM and other types of memory, Storage fundamentals - Primary Vs Secondary Data Storage, Various Storage Devices - Magnetic Tape, Magnetic Disks, Cartridge Tape, Hard Disk Drives, Floppy Disks (Winchester Disk), Optical Disks, CD, VCD, CDR, CD-RW, Zip Drive, flash drives Video Disk, Blue Ray Disc, SD/MMC Memory cards, Physical structure of floppy & hard disk, drive naming conventions in PC. DVD, DVD-RW, USB Pen drive.								12
IV	Software and its Need, Types of Software - System software, Application software, System Software - Operating System, Utility Program, Algorithms, Flow Charts - Symbols, Rules for making Flow chart, Programming languages, Assemblers, Compilers and Interpreter, Computer Applications in Business.								12
V	Introduction to Internet, connecting to the Internet Hardware, Software & ISPs, Search Engines, Web Portals, Online Shopping, Email – Types of email, Compose and send a message. Reply to a message, Working with emails.								12
<b>TOTAL</b>								<b>60</b>	
<b>CO</b>	<b>Course Outcomes</b>								
<b>CO1</b>	Illustrate the different types of computers								
<b>CO2</b>	Extracting the nature of Input and Output Devices								
<b>CO3</b>	Differentiate the types of Memory								
<b>CO4</b>	Determine system software and Explain the Structure of Algorithms, Programs and Flowcharts								

<b>CO5</b>	Scholastic Representation of Web Portals, Search Engines
<b>Textbooks</b>	
1	B. Ram, “Computer Fundamentals, Architecture and Organization”, New Age International Publishers
2	S.K.Basandra, “Computers Today “, Galgotia Publications.
3	P.K. Sinha, “Computer Fundamentals – P. K. Sinha – BPB Publication
<b>Reference Books</b>	
1	T. C.Bartee, “Digital Computer Fundamentals”, Sixth Edition, 1991, TMH.
2	Anita Goel, Computer Fundamentals, Pearson Publications,
3	Ramesh Bangia, Computer Fundamentals and information technology, Firewall Media Publications
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://books.google.co.in/books?id=ICjqr6V9S6UC&amp;printsec=frontcover#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=ICjqr6V9S6UC&amp;printsec=frontcover#v=onepage&amp;q&amp;f=false</a>
2	<a href="https://www.google.co.in/books/edition/COMPUTER_FUNDAMENTALS_SEMESTER_1/sbf0wQEACAAJ?hl=en">https://www.google.co.in/books/edition/COMPUTER_FUNDAMENTALS_SEMESTER_1/sbf0wQEACAAJ?hl=en</a>
3	<a href="https://www.google.co.in/books/edition/Computer_Fundamentals/zyOYs2EqZDgC?hl=en&amp;gbpv=1&amp;dq=computer%20fundamentals&amp;pg=PR6&amp;printsec=frontcover">https://www.google.co.in/books/edition/Computer_Fundamentals/zyOYs2EqZDgC?hl=en&amp;gbpv=1&amp;dq=computer%20fundamentals&amp;pg=PR6&amp;printsec=frontcover</a>

### Mapping with Programme Outcomes and Programme Specific Outcomes

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

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

## FIRST YEAR – SEMESTER - I

### **ELECTIVE I - BUSINESS ECONOMICS**

**Course Code: U1R3CMDSE1:2**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
Elective I	4	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>									
LO1	To understand the approaches to economic analysis								
LO2	To know the various determinants of demand								
LO3	To gain knowledge on concept and features of consumer behaviour								
LO4	To learn the laws of variable proportions								
LO5	To enable the students to understand the objectives and importance of pricing policy								
<b>Prerequisites: Should have studied Commerce in XII Std</b>							<b>Entrepreneurship</b>		
Unit	Contents								No. of Hours
I	<b>Introduction to Economics</b> Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics – Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency.								12
II	<b>Demand &amp; Supply Functions</b> Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.								12
III	<b>Consumer Behaviour</b> Consumer Behaviour – Meaning, Concepts and Features – Law of Diminishing Marginal Utility – Equi-Marginal Utility – Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties – Consumer’s Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.								12
IV	<b>Theory of Production</b> Concept of Production - Production Functions: Linear and Non – Linear Homogeneous Production Functions - Law of Variable Proportion – Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale – Economies of Scale – Internal and External Economies – Internal and External Diseconomies - Producer’s equilibrium								12
V	<b>Product Pricing</b> Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, Its importance, Pricing Methods and Objectives – Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly – Monopolistic Competition – Price Discrimination, Equilibrium of Firm in Monopolistic Competition–Oligopoly – Meaning –								12

	features, “Kinked Demand” Curve	
	<b>TOTAL</b>	<b>60</b>
<b>CO</b>	<b>Course Outcomes</b>	
<b>CO1</b>	Explain the positive and negative approaches in economic analysis	
<b>CO2</b>	Understood the factors of demand forecasting	
<b>CO3</b>	Know the assumptions and significance of indifference curve	
<b>CO4</b>	Outline the internal and external economies of scale	
<b>CO5</b>	Relate and apply the various methods of pricing	
<b>Textbooks</b>		
1	H.L. Ahuja, Business Economics–Micro & Macro - Sultan Chand & Sons, New Delhi.	
2	C.M.Chaudhary, Business Economics-RBSA Publishers - Jaipur-03.	
3	Aryamala.T, Business Economics, Vijay Nocole, Chennai.	
4	T.P Jain, Business Econnomics, Global Publication Pvt.Ltd, Chennai.	
5	D.M.Mithani, Business Economics, Himalaya Publishing House, Mumbai.	
<b>Reference Books</b>		
1	S.Shankaran, Business Economics-Margham Publications, Chennai.	
2	P.L.Mehta, Managerial Economics–Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.	
3	Peter Mitchelson and Andrew Mann, Economics for Business-Thomas Nelson Australia	
4	Ram singh and Vinaykumar, Business Economics, Thakur publication Pvt.Ltd, Chennai.	
5	Saluram and Priyanks Tindal, Business Economics, CA Foundation Study material, Chennai.	
<b>NOTE: Latest Edition of Textbooks May be Used</b>		
<b>Web Resources</b>		
1	<a href="https://youtube.com/channel/UC69_-P77nf5-rKrjcpVESqQ">https://youtube.com/channel/UC69_-P77nf5-rKrjcpVESqQ</a>	
2	<a href="https://www.icsi.edu/">https://www.icsi.edu/</a>	
3	<a href="https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160">https://www.yourarticlelibrary.com/marketing/pricing/product-pricing-objectives-basis-and-factors/74160</a>	

Mapping with Programme Outcomes and Programme Specific Outcomes

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	2	2	2	2	2	2	1	2	2
<b>CO2</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO3</b>	3	2	3	3	2	2	2	2	2	2	2
<b>CO4</b>	3	2	2	3	2	2	2	2	2	2	2
<b>CO5</b>	3	2	3	3	2	2	2	2	2	2	2
<b>TOTAL</b>	15	10	13	14	11	10	10	10	10	10	10
<b>AVERAGE</b>	3	2	2.6	2.8	2.2	2	2	2	2	2	2

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

**FIRST YEAR – SEMESTER – I**  
**ELECTIVE - I: PROGRAMMING IN C AND LAB**

**Course Code: U1R3CMDSE1:3**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Elective I</b>	2	-	2	-	3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	Describe the core syntax and semantics of C programming language.								
<b>LO2</b>	Discover the need for working with the strings and functions.								
<b>LO3</b>	Illustrate the process of structuring the data using matrix, struct .								
<b>Prerequisites: Should have studied Commerce in XII Std</b>						<b>Skill Development</b>			
Unit	Contents								No. of Hours
I	Introduction to C Language: C Language Introduction-Features of C Language- Benefits of C over other languages-Compilation of C Program-First Program in C Pre-processor in C Pre-processor directives								
II	Variables, Data Types & Operators: Variables and Keywords in C- Scope rules in C- Data Types in C- Operators & Its Types- Typecasting in C								
III	Control Flow Statements: Decision Making Statements- Switch Statement in C- C Loops & Control Structure Practice problems- Continue Statement , Break Statement Array & String Handling in C: Arrays in C- Strings in C								
IV	Multidimensional Arrays in C- String functions in C- Practice problems Functions in C: Function Prototype- Parameter Passing Techniques in C- Storage Classes in C- Recursion Concept - Functions in C Practice problems								
V	Pointers, Structures, and Unions: Pointers in C- Structures- Union - Enumeration (or enum) in C- Pointer vs Array in C – C application programs (Sorting, Matrix manipulations, student's mark list preparation)								
<b>TOTAL</b>									
<b>CO</b>	<b>Course Outcomes</b>								
<b>CO1</b>	Apply the concept of Control Structures to solve any given problem.								
<b>CO2</b>	Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.								
<b>CO3</b>	Apply the concept of Strings for writing programs related to character array.								
<b>CO4</b>	Write programs using concept of user defined and recursive functions.								
<b>CO5</b>	Apply concept of structures to write programs.								
<b>Textbooks</b>									
1	E. Balaguruswamy, "Programming in ANSI C", 8th Edition, 2019, McGraw Hill Education, ISBN: 978-93-5316-513-0.								
2	Pradip Dey, Manas Ghosh, "Programming in C", 2nd Edition, 2018, Oxford University Press, ISBN: 978-01-9949-147-6.								
3	Kernighan B.W and Dennis M. Ritchie, "The C Programming Language", 2nd Edition, 2015, Pearson Education India, ISBN: 978-93-3254-944-9.								
<b>Reference Books</b>									
1	Yashavant P. Kanetkar, "Let Us C", 16th Edition, 2019, BPB Publications, ISBN: 978-93-8728-449-4.								
2	Jacqueline A Jones and Keith Harrow, "Problem Solving with C", Pearson Education. ISBN: 978-93-325-3800-9.								

3	Dr.GuruprasadNagraj, “C Programming for Problem Solving”, Himalaya Publishing House. ISBN-978-93-5299-361-1.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html">http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html</a>
2	<a href="https://nptel.ac.in/courses/106/105/106105171/">https://nptel.ac.in/courses/106/105/106105171/</a>

**FIRST YEAR – SEMESTER – I**

<b>C Programming Lab</b>	
<b>Learning Objectives:</b> (for teachers: what they have to do in the class/lab/field)	
<ul style="list-style-type: none"> <li>• Understand problem statements and identify appropriate solutions.</li> <li>• Demonstrate the use of IDE and C Compiler.</li> <li>• Develop programs using C Programming Language.</li> </ul>	
<b>Course Outcomes:</b> (for students: To know what they are going to learn)	
<b>CO1:</b> Apply the concept of Control Structures to solve any given problem.	
<b>CO2:</b> Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations.	
<b>CO3:</b> Apply the concept of Strings for writing programs related to character array.	
<b>CO4:</b> Write programs using concept of user defined and recursive functions.	
<b>CO5:</b> Apply concept of structures to write programs.	
<b>List of Programs</b>	
<ol style="list-style-type: none"> <li>1. Write a C program to find roots of a Quadratic equation.</li> <li>2. Write a C program to find the total no. of digits and the sum of individual digits of a positive integer.</li> <li>3. Write a C program to generate the Fibonacci sequence of first N numbers.</li> <li>4. Write a C program to sum the series <math>S=1 - x + (x^2/2!) - (x^3/3!) + \dots - (x^n/n!)</math></li> <li>5. Write a C program to arrange the elements of an integer array using Bubble Sort algorithm.</li> <li>6. Write a C program to input two matrices and perform matrix multiplication on them</li> <li>7. Write a C program to check whether the given string is palindrome or not without using Library functions.</li> <li>8. Write a C program to count the number of lines, words and characters in a given text.</li> <li>9. Write a C program to generate Prime numbers in a given range using user defined function.</li> <li>10. Write a C program to find factorial of a given number using recursive function.</li> <li>11. Write a C program to maintain a record of n student details using an array of structures with four fields - Roll number, Name, Marks and Grade. Calculate the Grade according to the following conditions.  Marks Grade  <math>\geq 80</math> A  <math>\geq 60</math> B  <math>\geq 50</math> C  <math>\geq 40</math> D  <math>&lt; 40</math> E  Print the details of the student, given the student Roll number as input.</li> </ol>	
Extended Professional Component	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC –CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from thecourse	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

**Text Books:**

E. Balaguruswamy, "Programming in ANSI C", 8th Edition, 2019, McGraw Hill Education, ISBN:978-93-5316-513-0.

**Reference Books:**

1. PradipDey, Manas Ghosh, "Programming in C", 2nd Edition, 2018, Oxford University Press, ISBN: 978-01-9949-147-6.
2. Kernighan B.W and Dennis M. Ritchie, "The C Programming Language", 2nd Edition, 2015, Pearson Education India, ISBN: 978-93-3254-944-9.
3. Yashavant P. Kanetkar, "Let Us C", 16th Edition, 2019, BPB Publications, ISBN: 978- 93-8728-449-4.
4. Jacqueline A Jones and Keith Harrow, "Problem Solving with C", Pearson Education. ISBN: 978-93-325-3800-9.
5. Dr.GuruprasadNagraj, "C Programming for Problem Solving", Himalaya Publishing House. ISBN-978-93-5299-361-1.

**Weblinks and Video Lectures (e-Resources):**

1. <http://elearning.vtu.ac.in/econtent/courses/video/BS/14CPL16.html>
2. <https://nptel.ac.in/courses/106/105/106105171/>

**FIRST YEAR – SEMESTER – I**  
**FOUNDATION COURSE**

**Course Code: U1R3CMFC**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
FC	2				2	2	25	75	100
<b>Learning Objectives</b>									
LO1	Understand the importance of fundamentals of accounting concepts.								
LO2	Evaluate the Financial Accounting Procedure.								
LO3	Identify the Rectification of errors								
LO4	To enable students to see Ms. Paint,								
LO5	To expose students to basis of Computers								
<b>Prerequisites: Should have studied Commerce in XII Std</b>							<b>Employability</b>		
Unit	Contents								No. of Hours
I	Introduction to Accounting – Evolution – Meaning and Definition of Accounting – Accounting Cycle – Objectives, Functions, Basic Accounting Terminology, Branches, Users of Accounting – Conceptual Framework of Accounting – Book Keeping, Accounting Standards								5
II	Double Entry System – Transaction – Accounting Rules – Journal, Ledger, Trial Balance, Subsidiary Book – I and II								5
III	Final Accounts – Accounts from incomplete records – Accounts of Not-for-Profit Organization								5
IV	Introduction of Computer – Meaning of Computer – Application of Computer – Types of Computer – Component of Computer – Central Processing Unit – Hardware – Software.								5
V	How to Start a Ms- Paint and Parts of Paint – How to Draw a Shapes in Ms- Paint.								4
<b>TOTAL</b>								<b>24</b>	
CO	<b>Course Outcomes</b>								
CO1	Use the accounting cycle to develop financial statements from business transaction								
CO2	Interpret and analyze financial statements to aid in decision making.								
CO3	Describe basic generally accepted accounting principles								
CO4	understanding basic concepts of Ms								
CO5	Analyze the growth and various trend in computer application								
<b>Textbooks</b>									
1	M.C. Shukla and T.S. Grewal and S.C. Gupta, Advanced Accounts, 19 <sup>th</sup> Ed., 2017, S. Chand Publishing, New Delhi.								
<b>Reference Books</b>									

1	R.L. Gupta And V.K. Gupta, Financial Accounting 11 <sup>th</sup> Ed., 2014, Sultan Chand and Sons, New Delhi.
2	Fundamentals of Accounting, 2017, The Institution of Chartered Accountants of India, New Delhi.
3	Computer Application in Business Dr. V. Srinivasan VallavanS.Chand Publication New Delhi
4	Computer Application Business Dr.S. Mohan Kumar Dr.S. Raj Kumar

**NOTE: Latest Edition of Textbooks May be Used**

**Web Resources**

1	<a href="https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1">https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1</a>
2	<a href="https://books.google.co.in/books?id=ICjqr6V9S6UC&amp;printsec=frontcover#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=ICjqr6V9S6UC&amp;printsec=frontcover#v=onepage&amp;q&amp;f=false</a>

Mapping with Programme Outcomes and Programme Specific Outcomes

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	2	3	3	2	3	3	3	2	2
<b>CO2</b>	3	3	2	3	3	3	3	2	3	3
<b>CO3</b>	2	3	2	2	3	3	2	3	2	3
<b>CO4</b>	3	2	3	2	3	2	3	3	3	2
<b>CO5</b>	2	3	2	3	2	2	2	3	3	3
<b>Total</b>	13	13	12	13	13	13	13	14	13	13
<b>Average</b>	2.6	2.6	2.4	2.6	2.6	2.6	2.6	2.8	2.6	2.6

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

**FIRST YEAR – SEMESTER – I**

**Skill Enhancement Course SEC – 1 (Non – Major elective)**

**(To be Offer for other Departments)**

<b>Course Name</b>	<b>SALESMANSHIP</b>				
<b>Course Code</b>	<b>U1R3CMSEC1:1</b>	<b>Ex. Hrs.</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC I</b>	3	2	-	2
<b>Nature of Course</b>	<b>Employability</b>				
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Passing Minimum</b>	CIA: 10	End SEM: 30	Total Marks:40		
<b>Course objectives</b>					
<ol style="list-style-type: none"> <li>1. To enable the student to understand the concept of salesmanship</li> <li>2. To familiarize the student regarding various dimensions of salesmanship and career opportunities</li> <li>3. The aim of this subject is to create awareness on product knowledge, Knowledge of Prospective buyers and all the market effort of an enterprise through personal selling</li> <li>4. To learn the sales force recruitment</li> <li>5. To expose the sales training</li> </ol>					
<b>UNIT I</b>	<b>Salesmanship Introduction</b>	<b>5 Hours</b>			
Introduction to <b>personal selling</b> – Definition – Objective of Personal Selling – <b>Advantages and Disadvantages</b> of Personal Selling					
<b>UNIT II</b>	<b>Personal Selling Process</b>	<b>4 Hours</b>			
<b>Selling Process</b> – A step wise approach prospecting – Meaning, Objectives and Sources – <b>Sales Presentation scope and Methods</b> – Presentation methods. ( <b>Self study</b> )					
<b>UNIT III</b>	<b>Sales People and Sales Managers</b>	<b>5 Hours</b>			
<b>Sales person</b> – Meaning, Role, Duties, and Responsibilities of a sales people – Qualities of a Sales Person – <b>Sales Manager</b> – Meaning – Role – Duties and Responsibilities.					
<b>UNIT IV</b>	<b>Sales Force Recruitment</b>	<b>5 Hours</b>			
<b>Recruitment</b> – Meaning and Conception – <b>Job Analysis</b> – Process – Outcomes – Job Description and <b>Job Specification</b>					
<b>UNIT V</b>	<b>Sales Training</b>	<b>5 Hours</b>			
Introduction – <b>Benefits of sales Training</b> – Training Methods.					
<b>(Theory 75 Marks)</b>				<b>Total Hours 24</b>	
<b>Book for Study</b>					
Sales and Distribution Management – J Jayasankar, Margham Publications, Chennai					
<b>Books for Reference</b>					

1. Personal Selling and Salesmanship - Dr.C.B.Gupta&Dr.Shvetakalra 2. Personal Selling and Salesmanship – Neeti Gupta &Anuj Gupta		
<b>Web Resources</b> 1. <a href="http://www.vikasublishing.com/books/business-economics/marketing/salesmanship-sales-management/9788125911623/">http://www.vikasublishing.com/books/business-economics/marketing/salesmanship-sales-management/9788125911623/</a>		
<b>Course Outcomes</b>		<b>K Level</b>
<b>After completion of the course the student will be able to</b>		
CO1	Students would have understood the concept of personal selling.	K1
CO2	Students would have learnt to personal selling process.	K2
CO3	Students would have to know the Sales People and Sales Managers.	K3
CO4	Students would have recognized the sales force recruitment	K4
CO5	Students would have learnt sales training	K5

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

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2	3	3	3	2	2
CO2	3	3	2	3	3	3	3	2	3	3
CO3	2	3	2	2	3	3	2	3	2	3
CO4	3	2	3	2	3	2	3	3	3	2
CO5	2	3	2	3	2	2	2	3	3	3
<b>Total</b>	13	13	12	13	13	13	13	14	13	13
<b>Average</b>	2.6	2.6	2.4	2.6	2.6	2.6	2.6	2.8	2.6	2.6

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

## FIRST YEAR – SEMESTER – I

### Skill Enhancement Course SEC – 1 (Non – Major elective)

(To be Offer for other Departments)

<b>Course Name</b>	<b>SOFTSKILLS AND PERSONALITY DEVELOPMENT</b>				
<b>Course Code</b>	<b>U1R3CMSEC1:2</b>	<b>Ex. Hrs.</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC II</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>2</b>
<b>Nature of Course</b>	<b>Employability</b>				
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Passing Minimum</b>	CIA: 10	End SEM: 30	Total Marks:40		
<b>Course objectives</b>					
1. To make students aware of the range of Soft skills and their importance in everydaylife 2. To make students aware of the need for personality development and the ways in which one can improve one’s personality 3. To develop the skills needed for team work and team building 4. To enable students to see the importance of a balancing of life and work 5.To expose students to right attitudinal and behavioral aspects and to build the same through activities.					
<b>UNIT I</b>	<b>Soft Skills – Introduction</b>		<b>5 Hours</b>		
Soft Skills – Definition – Importance of Soft skills in the workplace – <b>Hard Skills Vs Soft Skills</b> – <b>Soft skills categories</b> – <b>Team work</b>					
<b>UNIT II</b>	<b>Intellectual and Emotional Skills</b>		<b>5 Hours</b>		
<b>Emotional Intelligence</b> – Creative thinking – Strategic thinking – Lateral thinking – Assertiveness – Inter personal communication – <b>Time management</b> – <b>Stress management</b>					
<b>UNIT III</b>	<b>Life Skills</b>		<b>5 Hours</b>		
<b>Presentation skills</b> – Team building – Problem solving – Decision making – <b>Balancing work and life</b> – <b>Conflict Resolution</b>					
<b>UNIT IV</b>	<b>Personality Development</b>		<b>5 Hours</b>		
<b>Personality and its development</b> – Self Discipline – Self Assessment – <b>Personality and leadership</b>					
<b>UNIT V</b>	<b>Evolution and Adaptation</b>		<b>4 Hours</b>		
<b>Improving personality</b> – Developing your memory power – <b>Habits of highly effective people</b> – understanding – Secrets of happiness. ( <b>Self study</b> ).					
<b>(Theory 75 Marks)</b>			<b>Total Hours 24</b>		
<b>Book for Study</b> Soft Skills – Prof. S.A.W. Bukari – Sanjee Book House					
<b>Books for Reference</b>					
1. Managerial Skills– Dr.K. Alex – S.Chand and Sons, New Delhi 2. Personality Development – John Aurther – Locus Press – New Delhi					
<b>Web Resources</b>					
1. <a href="http://www.oecd.org/dataoecd/34/16/2771174.pdf">http://www.oecd.org/dataoecd/34/16/2771174.pdf</a>					
<b>Course Outcomes</b>			<b>K Level</b>		
<b>After completion of the course the student will be able to</b>					

CO1	On completion of the course students will become successful in social and professional interaction.	K1
CO2	They will develop into well balanced individuals, team builders and catalysts of high performance.	K3
CO3	Effectively communicate through verbal/oral communication and improve the listening skills.	K2
CO4	Actively participate in group discussion/meetings/interviews and prepare and deliver presentation.	K2
CO5	Become more effective individual through goal/target setting, self-motivation and practicing creative thinking.	K6

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

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	2	3	3	2	3	3	3	2	2
<b>CO2</b>	3	3	2	3	3	3	3	2	3	3
<b>CO3</b>	2	3	2	2	3	3	2	3	2	3
<b>CO4</b>	3	2	3	2	3	2	3	3	3	2
<b>CO5</b>	2	3	2	3	2	2	2	3	3	3
<b>Total</b>	13	13	12	13	13	13	13	14	13	13
<b>Average</b>	2.6	2.6	2.4	2.6	2.6	2.6	2.6	2.8	2.6	2.6

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

**FIRST YEAR – SEMESTER – II**

**CORE III - FINANCIAL ACCOUNTING II**

**Course Code: U2R3CMCC3**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
Core III	5	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>									
LO1	The students are able to prepare different kinds of accounts such Higher purchase and Instalments System.								
LO2	To understand the allocation of expenses under departmental accounts								
LO3	To gain an understanding about partnership accounts relating to Admission and retirement								
LO4	Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm								
LO5	To know the requirements of international accounting standards								
<b>Prerequisites: Should have studied Accountancy in XII Std</b>							<b>Skill Development</b>		
Unit	Contents								No. of Hours
I	<b>Hire Purchase and Instalment System</b> Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account Instalment System - Calculation of Profit								15
II	<b>Branch and Departmental Accounts</b> Branch – Dependent Branches : Accounting Aspects - Debtors system - Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter-Departmental Transfer at Cost or Selling Price.								15
III	<b>Partnership Accounts - I</b> Partnership Accounts:–Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.								15
IV	<b>Partnership Accounts - II</b> Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - Insolvency of a Partner – One or more Partners insolvent – All Partners insolvent - Garner Vs Murray – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.								15
V	<b>Accounting Standards for financial reporting</b> Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India- Requirements of International Accounting Standards - Role of Developing IFRS- IFRS Adoption or Convergence in India- Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.								15
<b>TOTAL</b>								<b>75</b>	
<b>THEORY 20% &amp; PROBLEMS 80%</b>									
CO	<b>Course Outcomes</b>								

<b>CO1</b>	To evaluate the Hire purchase accounts and Instalment systems
<b>CO2</b>	To prepare Branch accounts and Departmental Account
<b>CO3</b>	To understand the accounting treatment for admission and retirement in partnership
<b>CO4</b>	To know Settlement of accounts at the time of dissolution of a firm.
<b>CO5</b>	To elaborate the role of IFRS
<b>Textbooks</b>	
1	Radhaswamy and R.L. Gupta: Advanced Accounting , Sultan Chand, New Delhi.
2	M C ShuklaTSGrewal&S C Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3	R.L.Gupta and V.K.Gupta, “Financial Accounting”, Sultan Chand, New Delhi.
4	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
5	T.S.Reddy& A. Murthy, Financial Accounting, Margham Publishers, Chennai.
<b>Reference Books</b>	
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr.Venkataraman& others ( 7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian , Advanced Accounting, Tata MC. Graw hills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1">https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1</a>
2	<a href="https://www.slideshare.net/ramusakha/basics-of-financial-accounting">https://www.slideshare.net/ramusakha/basics-of-financial-accounting</a>
3	<a href="https://www.accountingtools.com/articles/what-is-a-single-entry-system.html">https://www.accountingtools.com/articles/what-is-a-single-entry-system.html</a>

Mapping with Programme Outcomes and Programme Specific Outcomes

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	3	2	3	2	2	3	2	2
<b>CO2</b>	3	2	3	3	3	2	2	2	3	2	2
<b>CO3</b>	3	2	2	3	3	2	2	2	3	2	2
<b>CO4</b>	3	2	3	3	2	2	2	2	3	2	2
<b>CO5</b>	3	3	3	3	3	3	3	3	3	3	3
<b>TOTAL</b>	16	11	14	15	14	12	11	11	15	11	11
<b>AVERAGE</b>	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2

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

**FIRST YEAR – SEMESTER – II**  
**CORE IV - BUSINESS LAW**

**Course Code: U2R3CMCC4**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
Core IV	5	-	-	-	5	5	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To know the nature and objectives of Mercantile law								
<b>LO2</b>	To understand the essentials of valid contract								
<b>LO3</b>	To gain knowledge on performance contracts								
<b>LO4</b>	To define the concepts of Bailment and pledge								
<b>LO5</b>	To understand the essentials of contract of sale								
<b>Prerequisites: Should have studied Commerce in XII Std</b>							<b>Entrepreneurship</b>		
Unit	Contents								No. of Hours
I	<b>Introduction</b> An introduction – Definition – Objectives of Law - Law: Meaning and its Significance, Mercantile Law: Meaning, Definition, Nature, Objectives, Sources, Problems of Mercantile Law								15
II	<b>Elements of Contract</b> <b>Indian Contract Act 1872:</b> Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity of Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract								15
III	<b>Performance Contract</b> Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract								15
IV	<b>Contract of Indemnity and Guarantee</b> Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety – Bailment and Pledge – Bailment – Concept – Essentials and Kind - Classification of Bailment's, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.								15
V	<b>Sale of Goods Act 1930:</b> Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller								15
<b>TOTAL</b>								<b>75</b>	
<b>Course Outcome</b>									
<b>CO1</b>	Explain the Objectives and significance of Mercantile law								
<b>CO2</b>	Understand the clauses and exceptions of Indian Contract Act.								
<b>CO3</b>	Explain concepts on performance, breach and discharge of contract.								
<b>CO4</b>	Outline the contract of indemnity and guarantee								
<b>CO5</b>	Explain the various provisions of Sale of Goods Act 1930								

<b>Textbooks</b>	
1	N.D. Kapoor , Business Laws- Sultan Chand and Sons, New Delhi.
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3	M C Kuchhal& Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4	M.V. Dhandapani, Business Laws, Sultan Chand and Sons, New Delhi.
5	Shusma Aurora, Business Law, Taxmann, New Delhi.
<b>Reference Books</b>	
1	Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2	Business Law by Saravanel, Sumathi, Anu, Himalaya Publications, Mumbai.
3	Kavya and Vidhyasagar, Business Law, Nithya publication, New Delhi.
4	D.Geet, Business Law Nirali Prakashan Publication, Pune.
5	M.R. Sreenivasan , Business Laws, Margham Publications, Chennai.
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="http://www.cramerz.com">www.cramerz.com</a> <a href="http://www.digitalbusinesslawgroup.com">www.digitalbusinesslawgroup.com</a>
2	<a href="http://swcu.libguides.com/buslaw">http://swcu.libguides.com/buslaw</a>
3	<a href="http://libguides.slu.edu/businesslaw">http://libguides.slu.edu/businesslaw</a>

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

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

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

**FIRST YEAR – SEMESTER – II**  
**ELECTIVE II - DIGITAL MARKETING**

**Course Code: U2R3CMDSE2:1**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Elective II</b>	<b>4</b>				<b>3</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>									
<b>LO1</b>	To understand the significance of web marketing								
<b>LO2</b>	To enhance the skill of the students on the display networks								
<b>LO3</b>	To impart knowledge on the social media advertising								
<b>LO4</b>	To give more insight on the email marketing								
<b>LO5</b>	To learn the concept of mobile marketing								
<b>Prerequisites: Should have studied Commerce in XII Std</b>							<b>Entrepreneurship</b>		
Unit	Contents								No. of Hours
I	Introduction to <b>Web Marketing</b> and <b>SEO</b> The Significance of Web Marketing, Internal Measures for SEO, <b>Link Building</b> , Introduction to Web Marketing Tools								12
II	Display Network Advertising on <b>Display Networks</b> , Image Advertising, <b>Mobile Advertising</b> , Video Advertising, <b>YouTube Advertising</b>								12
III	Social Media Advertising Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience								12
IV	E-Mail Marketing <b>Creating E-mail Campaigns</b> , <b>Effective strategies</b> for E-mail Marketing								12
V	Mobile Marketing - <b>Key Mobile Marketing</b> Concepts, Mobile Devices, <b>SMS Strategy</b> , Mobile Advertising, <b>Mobile Apps</b>								12
<b>TOTAL</b>								<b>60</b>	
<b>Course Outcomes</b>									
<b>CO1</b>	Paraphrase the significance of web marketing								
<b>CO2</b>	List out the different advertisements.								
<b>CO3</b>	Determine the pros and cons of social media advertising								
<b>CO4</b>	Analyze the creation of email marketing and effective strategies of it								
<b>CO5</b>	Describe the new trends in mobile marketing								
<b>Textbooks</b>									
1	Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014								
2	STepanie Diamond , Digital Marketing, Wiley Publication,								
3.	VandhanaAhuja, Digital Marketing, Oxford Press, 2015								
4.	Ryan Deiss, Russ Hennesberry, Digital Marketing								
5.	Puneet Bhatia, Fundamentals Of Digital Marketing, Pearson Publication, 2018								
<b>Reference Books</b>									
1.	Seema Gupta, Digital Marketing, Tata McGrawHill, 2018								

2.	Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog, Jo and Dale Reardon
3.	Simon Kingsnorth, Digital Marketing Strategy, Kogan Page, 2016
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.google.co.in/books/edition/Digital_Marketing_All_in_One_For_Dummies/nPOODwAAQBAJ?hl=en&amp;gbpv=1&amp;dq=digital%20marketing&amp;pg=PP1&amp;printsec=frontcover">https://www.google.co.in/books/edition/Digital_Marketing_All_in_One_For_Dummies/nPOODwAAQBAJ?hl=en&amp;gbpv=1&amp;dq=digital%20marketing&amp;pg=PP1&amp;printsec=frontcover</a>
2	<a href="https://www.google.co.in/books/edition/Digital_Marketing/PHSgjjEACAAJ?hl=en">https://www.google.co.in/books/edition/Digital_Marketing/PHSgjjEACAAJ?hl=en</a>
3	<a href="https://www.google.co.in/books/edition/Digital_Marketing/PHSgjjEACAAJ?hl=en">https://www.google.co.in/books/edition/Digital_Marketing/PHSgjjEACAAJ?hl=en</a>

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

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

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

**FIRST YEAR – SEMESTER – II**  
**ELECTIVE– II: OFFICE AUTOMATION THEORY AND LAB**  
**Course Code: U2R3CMDSE2:2P**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Elective II</b>	2	-	2	-	3	4	40	60	100
<b>Learning Objectives</b>									
<b>LO1</b>	The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point.								
<b>LO2</b>	The course is highly practice oriented rather than regular class room teaching.								
<b>LO3</b>	To acquire knowledge on editor, spread sheet and presentation software.								
<b>Prerequisite: Should have studied Commerce in XII Std</b>							<b>Skill Development</b>		
Unit	Contents								No. of Hours
I	Introductory concepts: <b>Hardware and Software</b> - Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. <b>Introduction to Operating systems</b> - Introduction to Programming Languages.								12
II	Word Processing: File menu operations - Editing text – tools, formatting, bullets and numbering - <b>Spell Checker - Document formatting</b> – Paragraph alignment, indentation, headers and footers, printing – Preview, options, <b>merge</b> .								12
III	Spreadsheets: Excel – opening, entering text and data, <b>formatting, navigating</b> ; Formulas – entering, handling and copying								12
IV	Charts – <b>creating, formatting and printing</b> , analysis tables, preparation of financial statements, <b>introduction to data analytics</b> .								12
V	Power point: Introduction to Power point - Features – Understanding slide typecasting & viewing slides – <b>creating slide shows</b> . Applying special object – including objects & pictures – Slide transition – <b>Animation effects, audio inclusion, timers</b> .								12
<b>TOTAL</b>								<b>60</b>	
<b>Course Outcomes</b>									
<b>CO1</b>	Understand the basics of computer systems and its components.								
<b>CO2</b>	Understand and apply the basic concepts of a word processing package.								
<b>CO3</b>	Understand and apply the basic concepts of electronic spreadsheet software.								
<b>CO4</b>	Understand and apply the basic concepts of database management system.								
<b>CO5</b>	Understand and create a presentation using PowerPoint tool.								
<b>Textbooks</b>									
1	Peter Norton, “Introduction to Computers” –Tata McGraw-Hill.								
<b>Reference Books</b>									
1	Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, “Microsoft 2003”, Tata McGraw- Hill.								
<b>NOTE: Latest Edition of Textbooks May be Used</b>									
<b>Web Resources</b>									
1	Web content from NDL / SWAYAM or opensource web resources								

Office Automation Lab
<p><b>Learning Objectives:</b> (for teachers: what they have to do in the class/lab/field) Office tools course would enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools.</p>
<p><b>Course Outcomes:</b> (for students: To know what they are going to learn) <b>CO1:</b> to perform documentation <b>CO2:</b> to perform accounting operations <b>CO3:</b> to perform presentation skills</p>

List of Programs
<p><b>Word</b></p> <p><b>Word Orientation :</b> The instructor needs to give an overview of Microsoft word &amp; Importance of MS Word as word Processor, Details of the four tasks and features that would be covered Using word – Accessing, overview of toolbars, saving files, Using help and resources, rulers, format painter.</p> <p><b>Task 1 : Using word</b> to create project certificate. Features to be covered:-Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.</p> <p><b>Task 2 : Creating project abstract</b> Features to be covered:-Formatting Styles, Inserting table, Bullets and Numbering, Changing Text Direction, Cell alignment, Footnote, Hyperlink, Symbols, Spell Check , Track Changes.</p> <p><b>Task 3 : Creating a Newsletter :</b> Features to be covered:- Table of Content, Newspaper columns, Images from files and clipart, Drawing toolbar and Word Art, Formatting Images, Textboxes and Paragraphs</p> <p><b>Excel</b></p> <p><b>Excel Orientation :</b> The instructor needs to tell the importance of MS Excel as a Spreadsheet tool, give the details of the four tasks and features that would be covered Excel – Accessing, overview of toolbars, saving excel files, Using help and resources {Comdex Information Technology course tool kit Vikas }</p> <p><b>Task1: Creating a Scheduler</b> - Features to be covered: Gridlines, Format Cells, Summation, auto fill, Formatting Text</p> <p><b>Task 2 : Calculations</b> - Features to be covered:- Cell Referencing, Formulae in excel – average, standard deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP</p> <p><b>Task 3 : Performance Analysis</b> - Features to be covered:- Split cells, freeze panes, group and outline, Sorting, Boolean and logical operators, Conditional formatting</p> <p><b>MS Power Point</b></p> <p><b>Task1 :</b> Students will be working on basic power point utilities and tools which help them create basic power point presentation. Topic covered includes :- PPT Orientation, Slide Layouts, Inserting Text, Word Art, Formatting Text, Bullets and Numbering, Auto Shapes, Lines and Arrows</p> <p><b>Task 2 :</b> This session helps students in making their presentations interactive. Topics covered includes: Hyperlinks, Inserting – Images, Clip Art, Audio, Video, Objects, Tables and Charts</p> <p><b>Task 3 :</b> Concentrating on the in and out of Microsoft power point. Helps them learn best practices in designing and preparing power point presentation. Topics covered includes :- Master Layouts (slide, template, and notes), Types of views (basic, presentation, slide slotter, notes etc), Inserting – Background, textures, Design Templates, Hidden slides. Auto content wizard, Slide Transition, Custom Animation, Auto Rehearsing</p>

Extended Professional Component	Questions related to the above topics, from various competitive examinations UPSC / TRB / NET / UGC –CSIR / GATE / TNPSC / others to be solved (To be discussed during the Tutorial hour)
Skills acquired from the course	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

1. Comdex Information Technology course tool kit Vikas Gupta, WILEY Dreamtech,2005 2. The Complete Computer upgrade and repair book,3rd edition Cheryl A Schmidt, WILEY Dreamtech  
Introduction to Information Technology, ITL Education Solutions limited, Pearson Education.  
4. PC Hardware and A + Handbook – Kate J. Chas PHI (Microsoft)

**FIRST YEAR – SEMESTER – II**

**ELECTIVE II - INFORMATICS AND CYBER LAWS**

**Course Code: U2R3CMDSE2:3**

Category	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>Elective II</b>	4	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>									
<b>LO1</b>	To review the basic concepts and fundamental knowledge in the field of informatics.								
<b>LO2</b>	To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.								
<b>LO3</b>	To enlighten the social informatics in IT & Society								
<b>LO4</b>	To instil the importance of cyber world								
<b>LO5</b>	To create an awareness about the cyber world and cyber regulations								
<b>Prerequisite: Should have studied Commerce in XII Std</b>						<b>Employability</b>			
Unit	Contents								No. of Hours
I	Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics								12
II	Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET.								12
III	Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues								12
IV	CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues								12
V	CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC								12
	<b>TOTAL</b>								<b>60</b>
<b>CO</b>	<b>Course Outcomes</b>								
<b>CO1</b>	Apply Information Security Standards compliance during software design and development								
<b>CO2</b>	Analyze the knowledge skills in informatics								
<b>CO3</b>	Implication of social informatics in IT & society and various consequences in social informatics								
<b>CO4</b>	Understand the concept of cybercrime and its effect on outside world								

<b>CO5</b>	Interpret and apply IT law in various legal issues
<b>Textbooks</b>	
1	Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi
2	Rajaraman, Introduction to information Technology, PHI, New Delhi.
3	Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi.
4	Ramachandran et.al , Informatics and Cyber laws, Green Tech Books, Thiruvananthapuram
<b>Reference Books</b>	
1	Barbara Wilson. Information Technology: The Basics, Thomson Learning
2	George Beekman, Eugene Rathswohl. Computer Confluence, Pearson Education, New Delhi.
3	IT Act 2000, 8. RohasNagpal, IPR & Cyberspace – Indian Perspective
<b>NOTE: Latest Edition of Textbooks May be Used</b>	
<b>Web Resources</b>	
1	<a href="https://www.google.co.in/books/edition/INFORMATICS/jKd2BAAAQBAJ?hl=en&amp;gbpv=1&amp;dq=informatics%20and%20cyber%20laws&amp;pg=PP1&amp;printsec=frontcover">https://www.google.co.in/books/edition/INFORMATICS/jKd2BAAAQBAJ?hl=en&amp;gbpv=1&amp;dq=informatics%20and%20cyber%20laws&amp;pg=PP1&amp;printsec=frontcover</a>
2	<a href="https://www.google.co.in/books/edition/Cybercrime_and_Information_Technology/mZhFEAAAQBAJ?hl=en&amp;gbpv=1&amp;dq=informatics%20and%20cyber%20laws&amp;pg=PP1&amp;printsec=Frontcover">https://www.google.co.in/books/edition/Cybercrime_and_Information_Technology/mZhFEAAAQBAJ?hl=en&amp;gbpv=1&amp;dq=informatics%20and%20cyber%20laws&amp;pg=PP1&amp;printsec=Frontcover</a>
3	<a href="https://www.youtube.com/watch?v=NG2KAtL_QtQ&amp;list=PLb_GOtSrdPpDpqXiMApZw265y35dm4QKe">https://www.youtube.com/watch?v=NG2KAtL_QtQ&amp;list=PLb_GOtSrdPpDpqXiMApZw265y35dm4QKe</a>

### MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

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

3 - Strong, 2 -Medium , 1- Low

**FIRST YEAR – SEMESTER – II**

**Skill Enhancement Course SEC – 2 (Non – Major elective)**

**(To be Offer for other Departments)**

<b>Course Name</b>	<b>E. TRANSACTIONS</b>				
<b>Course Code</b>	<b>U2R3CMSEC2:1</b>	<b>Ex. Hrs.</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC II</b>	3	2	-	2
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Course Nature</b>	<b>Employability</b>				
<b>Course objectives</b>					
1.To provide students the basic knowledge of the procedures of e- transactions and e-business.					
2. To make them awareof the importance and advantages of e-business and online transactions.					
3. To make them realize the risks involved in e-business and the need for security protocols.					
4. Mechanism of business transaction through electronic media.					
5. Website establishment, electronic publishing and its importance.					
<b>UNIT I</b>	<b>Introduction To E-Transactions</b>	<b>6 Hours</b>			
E- Transactions – emergence and variety – steps and processes involved – advantages and disadvantages – steps to ensure confidentiality and to prevent hacking					
<b>UNIT II</b>	<b>Day to Day Transactions</b>	<b>6 Hours</b>			
Placing orders, making payments, registering complaints, making enquiries etc. Proceduresfor such transactions - E-shopping – Paytm – Gas Booking – e.filing /Aadhar / RationCard/Telephone – EB Payment					
<b>UNIT III</b>	<b>E – Booking of Tickets</b>	<b>6 Hours</b>			
Online - Bus – Train – Air ticket reservation procedures					
<b>UNIT IV</b>	<b>E-Banking</b>	<b>6 Hours</b>			
E- Banking – meaning, benefits, internet banking services, activities Mobile banking – ATM– features, benefits, challenges Credit card- benefits, constraints, cash deposit machineCDM, coin vending machine - MICR Cheques – benefits- tele banking – e banking in India.					
<b>UNIT V</b>	<b>E-Learning</b>	<b>6 Hours</b>			
Accessing information – Downloads – procedure for web-based courses – application to examinations.					
<b>(Theory 75 Marks)</b>				<b>Total Hours 30</b>	
<b>Book for Study</b>					
1. E- Commerce – CSV. Murthy Himalaya Publishing House, Mumbai 1st Edition, 2002.					
2. KPM.Sunharam and PN Varshney - Banking theory law and practice, S.Chand and Sons Publications, NewDelhi 2nd Edition, 2003.					
<b>Books for Reference</b>					
3. B. Santhanam - Banking theory law and practice, Margham Publications, Chennai					
<b>Web Resources</b>					
<a href="http://www.oecd.org/dataoecd/34/16/2771174.pdf">http://www.oecd.org/dataoecd/34/16/2771174.pdf</a>					
<b>Course Outcomes</b>					<b>K Level</b>
<b>After completion of the course the student will be able to</b>					
CO1	Students will be able to perform various tasks in e-transactions and e-				K1

	business with ease and exactness	
CO2	They will be able to respond to newly emerging tasks and procedures with ease	K6
CO3	Understand the basic concepts and technologies used in the field of management information system.	K2
CO4	Understand the processes of developing and implementing information system.	K2
CO5	Have the knowledge of the different types of management information system.	K4

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

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	2	3	2	3	2	3	2	2	3	<b>2.5</b>
<b>CO2</b>	2	3	3	2	3	2	3	2	3	2	<b>2.5</b>
<b>CO3</b>	3	2	2	3	3	3	2	3	3	2	<b>2.6</b>
<b>CO4</b>	2	3	2	3	2	2	3	2	2	3	<b>2.4</b>
<b>CO5</b>	3	3	3	2	3	3	2	2	3	2	<b>2.6</b>
<b>Total</b>	13	13	13	12	14	12	13	11	13	12	
<b>Average</b>	2.6	2.6	2.6	2.4	2.8	2.4	2.6	2.2	2.6	2.4	

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

**FIRST YEAR – SEMESTER – II**

**Skill Enhancement Course SEC – 2 (Non – Major elective)**

**(To be Offer for other Departments)**

<b>Course Name</b>	<b>MEDIA MARKETING</b>				
<b>Course Code</b>	<b>U2R3CMSEC2:2</b>	<b>Exam. Hrs</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC II</b>	3	2	-	2
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Course Nature</b>	<b>Entrepreneurship</b>				
<b>Course objectives</b>					
<ol style="list-style-type: none"> <li>1. To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success</li> <li>2. To develop a digital marketing plan</li> <li>3. To define a target group; to get introduced to various digital channels, their advantages and ways of integration</li> <li>4. To get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing</li> <li>5. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.</li> </ol>					
<b>UNIT I</b>	<b>Digital Marketing</b>				<b>6 Hours</b>
Introduction of the <b>digital marketing - Digital vs. Real Marketing - Digital Marketing Channels - Creating initial digital marketing plan - Content management</b>					
<b>UNIT II</b>	<b>E Mail Marketing</b>				<b>6 Hours</b>
<b>Evolution of email, developments and advancements in E mail marketing, mapping industry trends, eliminating spam messages</b>					
<b>UNIT III</b>	<b>Mobile Marketing</b>				<b>6 Hours</b>
<b>Social Media Marketing -Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns</b>					
<b>UNIT IV</b>	<b>Social Media Marketing</b>				<b>6 Hours</b>
<b>The Role of Social Media Marketing, Identifying Target Audiences, Rules of Engagement for SMM, overview of Digital Marketing, Social media Channels: Types and models, Social media benefits and applications. Social media marketing framework.</b>					
<b>UNIT V</b>	<b>Emerging trends in social media marketing</b>				<b>6 Hours</b>
<b>Big data, IOT, Content Creation and Sharing: Blogging, micro blogging, Google Analytics, Podcasts, and Webinars, Email Marketing- Introduction and Significance, LinkedIn Marketing, Designing and Monitoring Video campaigns, Pinterest(Self study).</b>					
<b>Theory 75 Marks</b>			<b>Total Hours 30</b>		
<b>Book for Study</b>					
1) R Solomon and Tracy, Social Media Marketing: Pearson New International					

Edition 3. Ryan, D. (2014)		
<b>Books for Reference</b>		
1) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, KoganPage Limited.		
2. The Beginner's Guide to Digital Marketing (2015).		
3. Digital Marketer. Pulizzi,J.(2014)		
4. Epic Content Marketing, McGraw Hill Education.		
5. Social Media Marketing: How to Use Social Media for Business Kindle Edition		
<b>Web Resources</b>		
1) National Digital Library		
2) <a href="https://www.investopedia.com/terms/s/social-media-marketing-smm.asp">https://www.investopedia.com/terms/s/social-media-marketing-smm.asp</a>		
3) NPTEL		
4) e.Pathasala		
<b>COURSE OUTCOME</b>	<b>K Level</b>	
<b>After Completion of the course the student will be able to</b>		
CO1	Identify the importance of the digital marketing for marketing success.	K1
CO2	To manage customer relationships across all digital channels and build better customer relationships.	K4
CO3	To create a digital marketing plan.	K5
CO4	Starting from the SWOT analysis and defining a target group.	K4
CO5	Then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.	K3

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

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	3	2	2.6
CO2	2	3	2	3	2	3	2	2	3	3	2.5
CO3	3	2	3	2	3	3	3	3	3	2	2.7
CO4	3	2	2	3	2	2	2	3	2	2	2.3
CO5	2	3	3	2	3	3	3	3	2	3	2.7
<b>Total</b>	13	12	13	13	12	14	12	14	13	12	
<b>Average</b>	2.6	2.4	2.6	2.6	2.4	2.8	2.4	2.8	2.6	2.4	

3 - Strong, 2 - Medium , 1- Low

**FIRST YEAR – SEMESTER – II**  
**Skill Enhancement Course SEC – 3**

<b>Course Name</b>	<b>ANIMATION</b>				
<b>Course Code</b>	<b>U2R3CMSEC3:1</b>	<b>Ex. Hrs.</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC III</b>	3	2		2
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Course Nature</b>	<b>Entrepreneurship</b>				
<b>Course objectives</b>					
<ol style="list-style-type: none"> <li>1. To introduce the students the concepts of Multimedia, Images &amp; Animation.</li> <li>2. To introduce Multimedia authoring tools</li> <li>3. To give theoretical exposure in Film and Video</li> <li>4. Learn to operate a video camera.</li> <li>5. Capture well composed video images</li> </ol>					
<b>UNIT I</b>	<b>Animation overview</b>	<b>6 Hours</b>			
Introduction to animation-history of animation-principles of animation- <b>Animation Terminology and copyright</b> -basics					
<b>UNIT II</b>	<b>Introduction to animation</b>	<b>6 Hours</b>			
What is Animation? – <b>Introduction to making multimedia and animation</b> – Macintosh and Windows Production platforms – <b>Basic Software tools.</b>					
<b>UNIT III</b>	<b>Audio video editing and Tools in Multimedia</b>	<b>6 Hours</b>			
Making Instant Multimedia – Multimedia authoring tools – Multimedia building blocks – Text – <b>Sound Audio &amp; Video Editing Principles &amp; Techniques of Animation</b> – <b>Video Editor (MES/Q1401)</b>					
<b>UNIT IV</b>	<b>Introduction to Digital Video Equipment</b>	<b>6 Hours</b>			
<b>Digital Video Camera</b> - Types - Format-Major Components - Operation and Functions. Lens - Types - Aperture - Shutter, Focusing methods, Focal Length, Depth of Field, Video Signal, <b>Video Format, and Video Lights</b> - Types and Functions. Tripod - Types. Clapboard Usage. Light meter, Other Useful Accessories.					
<b>UNIT V</b>	<b>Digital Video Production Studio</b>	<b>6 Hours</b>			
Basic Studio Structure and equipment, <b>Planning and Budgeting</b> , Organizational Structure of Television Channels, OB Van and its accessories, <b>Communication Satellites, Broadcasting</b> - Terrestrial, Satellite, <b>DTH</b> , Planning and Scheduling Time Slot for Television Channel					
<b>(Theory 75 Marks)</b>			<b>Total Hours 30</b>		
<b>Book for Study</b>					
The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015.					
<b>Books for Reference</b>					
<ol style="list-style-type: none"> <li>1. Judith Jeffloat, “Multimedia in Practice (Technology and Applications)”, PHI,2003.</li> <li>2. The Technique of Television Production 2001 by Gerald Millerson. Focal press. London.Digital Cinematography 2001– Paul Wheeler, Focal Press, London. First edition.</li> <li>3. The Essential of TV Director’s Handbook 1996 – Peter Jarvis, Focal Press. III- Edition, London.</li> <li>4. Tay Vaughan, “Multimedia making it work”, Fifth Edition, Tata McGrawHill.</li> </ol>					



**FIRST YEAR – SEMESTER – II**

**Skill Enhancement Course SEC – 3**

<b>Course Name</b>	<b>MULTIMEDIA</b>				
<b>Course Code</b>	<b>U2R3CMSEC3:2</b>	<b>Ex. Hrs.</b>	<b>L</b>	<b>P</b>	<b>C</b>
<b>Category</b>	<b>SEC III</b>	3	2		2
<b>Maximum Marks</b>	CIA: 25	End SEM: 75	Total Marks:100		
<b>Course Natures</b>	<b>Entrepreneurship</b>				
<b>Course objectives</b>					
1. To know the students to understand the Multimedia components and Compression techniques. 2. To impart the basics of Multimedia. 3.Students will work with visual effects. 4.Students will gain the knowledge about MM animation. 5.To design the basic paint effects.					
<b>UNIT I</b>	<b>Introduction to multimedia</b>	<b>6 Hours</b>			
Definition of multimedia-Multimedia components-Classification - MM application - MM H/w - MM s/w - CDROM – DVD.					
<b>UNIT II</b>	<b>Audio &amp;Text</b>	<b>6 Hours</b>			
Digital medium - Digital audio technology - sound cards - recording - editing - MP3 - MIDI fundamentals - Working with MIDI - audio file formats - adding sound to MM project- Text in MM - MM graphics: coloring - digital imaging fundamentals - file formats - scanning and digital photography.					
<b>UNIT III</b>	<b>Visual Effects</b>	<b>6 Hours</b>			
Basic effects and Adding effects & working with layers, layers, columns and switches-creating layers from footage-Arranging and managing layers, applying effects to a layer-previewing the effects-adding transparency.					
<b>UNIT IV</b>	<b>MM Animation&amp; Compression</b>	<b>6 Hours</b>			
Computer animation fundamentals - Kinematics - morphing - animation s/w tools and techniques. MM Video: broadcast video standards - digital video fundamentals - file formats- Need for Compression- Non-Lossy Compression- Lossy compression- Hardware and Software Compression.					
<b>UNIT V</b>	<b>Basic Paint effects</b>	<b>6 Hours</b>			
Introduction to paint effects-paint effect canvas-paint effect interface-painting a scene-painting canvas and default brush stokes-modifying and saving brush stokes-blending brushes.					
<b>(Theory 75 Marks)</b>				<b>Total Hours:30</b>	
<b>Book for Study</b>					
1. Multimedia Making it Work - TayVaughen , 8th Edition ,TMH.					
<b>Books for Reference</b>					
Multimedia Magic - S.Gokul, revised and updated second edition – BP					
2. Ze-Nian Li, Mark S. Drew, Fundamentals of Multimedia, PHI Learning, New Delhi 2012.					
3. Painting/Fine arts guide-V.K.Sharma.					

**Web Resources**

1. <https://freebooklinks.wordpress.com/category/free-multimedia-ebooks/>
2. <https://www.ebooks.com/en-us/subjects/computers-multimedia-ebooks/322/>
3. <https://ebooklibrary.biz/pdf/digital-compression-for-multimedia>

Course Outcomes		K Level
<b>After completion of the course the student will be able to</b>		
CO1	Define multimedia to potential clients.	K3
CO2	Identify and describe the function of the general skill sets in the multimedia industry.	K2
CO3	Identify the basic components of a multimedia project.	K4
CO4	Identify the basic hardware and software requirements for multimedia development and playback.	K6
CO5	Use multimedia applications and user interface for effective animations	K3

	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	2	3	3	3	2	3	2	2	2	2
<b>CO2</b>	2	3	3	3	2	3	2	3	2	2
<b>CO3</b>	2	3	2	3	2	3	2	2	2	2
<b>CO4</b>	2	2	2	3	2	3	2	2	3	2
<b>CO5</b>	2	3	3	3	2	3	2	2	3	2
<b>Total</b>	10	14	13	15	10	15	10	11	12	10
<b>Average</b>	2	2.8	2.6	3	2	3	2	2.2	2.4	2