

B.Com. C.A.

**LEARNING OUTCOME-BASED CURRICULUM
FRAMEWORK**

(LOCF)

SYLLABUS – 2022 onwards



DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

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

(Re –accredited by NAAC – 4th Cycle)

(Affiliated to Bharathidasan University)

JJ Nagar, SivaPuram

PUDUKKOTTAI – 622 422

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Remembering	It is the ability to remember the previously learned
2	K2	Understanding	The learner explains ideas or concepts
3	K3	Application	The learner uses information in a new way
4	K4	Analysis	The learner distinguishes among different
5	K5	Evaluating	The learner justifies a stand or decision
6	K6	Creating	The learner creates a new product or point of view

PROGRAMME OUTCOMES (POs)

- PO1 Graduates will be able to prepare and develop managerial and accounting skills for better professional opportunities.
- PO2 Graduates with acquired knowledge will be employable / become entrepreneurs or will pursue Higher Educations
- PO3 Graduates are able to develop communication skills and build confidence to face the challenges of the Modern Business world.
- PO4 Graduates are able to get knowledge in commerce and Computer Applications with the Practical exposures in organizations
- PO5 Graduates imbibe with ethical values and social concerns will be able to understand and appreciate social harmony, cultural diversity, ensure sustainable environment.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

- PSO1: Graduates get the knowledge, skills and attitudes of the B.Com.CA. degree course.
- PSO2: Graduates will qualify themselves in different professional and Government entrance and Competitive exams like, C.A., C.S., C.M.A., UPSC, as well as other co-occurring.
- PSO3: Graduates by learning the functional areas of various discipline of Commerce, Accountancy, Banking, Marketing, Economics, Finance, Computer Applications acquire employability and leadership skills.
- PSO4 Graduates get opportunities to explore many carrier paths like investment Auditing, Stock Market, Accounting field, Tax field, Computer Field, etc.,
- PSO5: Graduates will to have ethical values, soft skills, communication skills and Green Environment awareness and face the changing global trends.

J.J. COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), PUDUKKOTTAI
DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS
Course Structure under Choice Based Credit System
(Applicable for the Candidates Admitted from Academic Year 2022 – 2023 Onwards)
B.Com. C.A.

Sem	Part	Course Code	Course Title	Hrs/ Week	Credit	Exam Hrs	Marks		
							CIA	Ext	Total
I	I	U1R2TL1/HL1/ FL1/SL1/ABL1	Language Course - I	6	3	3	25	75	100
	II	U1R2EL1	English Language Course - I	6	3	3	25	75	100
	III	U1R2CMCC1	Financial Accounting	5	5	3	25	75	100
		U1R2CMCC2	Computer Application in Business (Theory)	5	5	3	25	75	100
		U1R2CMAC1	Principles of Management	5	4	3	25	75	100
		U1R2CMAC2P	Computer Application in Business (Practical)	3	2	3	40	60	100
Total				30	22	-	-	-	600
II	I	U2R2TL2/HL2/ FL2/SL2/ABL2	Language Course - II	6	3	3	25	75	100
	II	U2R2EL2	English Language Course - II	6	3	3	25	75	100
	III	U2R2CMCC3	Cost Accounting	5	5	3	25	75	100
		U2R2CMCC4	Digital Computer Fundamentals	6	5	3	25	75	100
		U2R2CMAC3	Business Statistics	5	4	3	25	75	100
	IV	U2R2AECC1	Ability Enhancement Compulsory Course – 1 Environmental Studies	2	2	3	25	75	100
Total				30	22	-	-	-	600
III	I	U3R2TL3/HL3/ FL3/SL3/ABL3	Language Course - III	5	3	3	25	75	100
	II	U3R2EL3	English Language Course – III	5	3	3	25	75	100
	III	U3R2CMCC5	Programming Language in ‘C’ (Theory)	5	5	3	25	75	100
		U3R2CMCC6P	Programming Language in ‘C’ (Practical)	3	2	3	40	60	100
		U3R2CMAC4	Principles of Marketing	5	4	3	25	75	100
		U3R2CMAC5	Business Communication	5	4	3	25	75	100
	IV	U3R2AECC2	Ability Enhancement Compulsory Course – 2 Value Education	2	2	3	25	75	100
Total				30	23	-	-	-	700
IV	I	U4R2TL4/HL4/ FL4/SL4/ABL4	Language Course - IV	6	3	3	25	75	100
	II	U4R2EL4	English Language Course - IV	6	3	3	25	75	100
	III	U4R2CMCC7	Financial Management	6	6	3	25	75	100
		U4R2CMCC8P	Accounting software - Tally	3	2	3	40	60	100
		U4R2CMAC6	Business Law	6	4	3	25	75	100

	IV	U4R2CMSEC 1:1/1:2/1:3/1:4	Skill Enhancement Courses I (1:1/1:2/1:3/1:4)	3	2	3	25	75	100
Total				30	20	-	-	-	600
V	III	U5R2CMCC9	Advanced Corporate Accounting	5	5	3	25	75	100
		U5R2CMCC10	Visual Basic and SQL (Theory)	5	5	3	25	75	100
		U5R2CMCC11P	Visual Basic and SQL (Practical)	3	2	3	40	60	100
		U5R2CMCC12	Income Tax Law and Practice	5	5	3	25	75	100
		U5R2CMCC13	Entrepreneurial Development	5	4	3	25	75	100
		U5R2CMDSE1:1/1 :2/1:3/1:4	Discipline Specific Elective Courses I (1:1/1:2/1:3/1;4)	3	3	3	25	75	100*
	IV	U5R2CMSEC 2:1/2:2/2:3/2:4	Skill Enhancement Courses II (2:1/2:2/2:3/2:4)	2	2	3	25	75	100
		U5R2CMGEC1:1/ 1:2	Generic Elective Courses – I (1:1/1:2) To be chosen from other dept.	2	2	3	25	75	100
Total				30	28	-	-	-	800
VI	III	U6R2CMCC14	Management Accounting	6	6	3	25	75	100
		U6R2CMCC15	Human Resource Management	6	5	3	25	75	100
		U6R2CMDSE 2:1/2:2/2:3/2:4	Discipline Specific Elective Courses II (2:1/2:2/2:3/2:4)	6	4	3	25	75	100
		U6R2CMDSE 3:1/3:2/3:3/3:4	Discipline Specific Elective Courses III (3:1/3:2/3:3/3:4)	6	4	3	25	75	100
	IV	U6R2CMSEC 3:1/3:2/3:3/3:4	Skill Enhancement Courses III (3:1/3:2/3:3/3:4)	2	2	3	25	75	100
		U6R2CMGEC2:1/ 2:2	Generic Elective Courses – II (2:1/2:2) To be chosen from other dept.	2	2	3	25	75	100
	V	U6R2AECC3	Ability Enhancement Compulsory Course – 3 Gender Studies	2	1	3	25	75	100
			Extension Activities		1				
			Extra Credit Online Course - MOOCS	-	(4)				---
Total				30	25				700
Grand Total					140(4)				4000

CC- Core Course,

AC- Allied Course,

DSE- Discipline Specific Elective Courses,

SEC- Skill Enhancement Courses,

GEC- Generic Elective Courses,

AECC-Ability Enhancement Compulsory Courses,

P - Practical

CIA Passing Minimum = 10, Ext. Passing Minimum = 30, Aggregate Mark for Just a Pass = 40

Total Credit – 140 / Total Marks = 4000

*** If the students opt for mini project then the marks will be calculated for 100 Marks, or opt for Theory paper then marks will be calculated as 25 Marks for internal and 75 Marks for External.**

*** For mini project and field survey.**

Extension activities shall be outside the instruction hours.

Discipline Specific Elective Courses (DSE)

DSE I

1. Auditing
2. Mini Project
3. Animation
4. Python

DSE II

1. Banking Theory Law and Practices
2. Principles of Insurance
3. Mobile Applications Software
4. Computer Networks

DSE III

1. Stock Market Practices
2. Elements of e Commerce
3. Multimedia
4. PHP (Hypertext Preprocessor)
5. Web Page Applications

Generic Elective Courses

1. Salesmanship
2. Soft Skills and Personality Development
3. e-Transactions
4. Media Marketing

Ability Enhancement Courses (AEC)

- AECC-1:** Environmental Science
AECC-2: Value Education
AECC-3: Gender Studies

Skill Enhancement Courses (SECs)

SEC I

1. G.S.T. for Beginners
2. Consumer Rights and Awareness
3. Internet Programming
4. Field Survey

SEC II

1. Office Services and Secretarial Procedures
2. Business Strategies
3. Hardware Trouble Shooting
4. Ruby on Rails

SEC III

1. Business Environment
2. Financial Markets and Services
3. Desk Top Publishing
4. Adobe Photo Shop

SEMESTER I

Course Name	,f;fhy ,yf;fpa tuyhW> ,yf;fzk;				
Course Code	U1R2TL1	Ex. Hrs.	L	P	C
Category	PART-I Tamil	3	6		3
Nature of Course					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. jw;fhy jkpo; ,yf;fpaj;jpd; etPd;jd;ikia mwpe;J nfhs;sy; 2. trd ftpijapd; mikg;G Kiwiag; Gupe;J nfhs;sy; 3. GJf;ftpifj;Fk; kuGf;ftpifj;Fk; cs;s NtWghl;Lj; jd;ikiag; gpupj;Jf; fhl;Ljy; 4. ciueil thrpg;gpd; %yk; ehnefpo;g; gapw;rp mspj;jy; 5. r%f khw;wj;jpw;Fr; rpwe;j Clfk; fij ,yf;fpak; vd;gij Ma;e;jwpaj; J}z;Ljy;					
UNIT I	,f;fhy ,yf;fpa tuyhW> ,yf;fzk;		15 Hours		
,f;fhy ,yf;fpa tuyhW - ciueil> rpWfij> Gjpdk;> ftpij> ehl;Lg;Gw ,yf;fpak;> ,yf;fzk; - MFngau;fs;					
UNIT II	trd ftpij		15 Hours		
ghujpahH - fz;zd; ghl;L - fz;zd; vd; Nrtfd;> ghujpjhrd; - thspid vLLh> ftpkzp Njrpftpehafk; gps;is - kyUk; khiyAk; - ghujpAk; gl;bf;fhl;LDk;> thzpjhrd; - Gjpa Mj;jp#b> ehl;Lg;Gwg;ghl;L - ehw;WeLk; ghl;L> fijg;ghly; - 1980 itif nts;s;JaH					
UNIT III	GJf;ftpifj		15 Hours		
mg;Jy;uFkhd; - Myhgid - Mwh(j)mwpT> kPuh - Crpfs; - ehd; mtd; ez;gd;> K.Nkj;jh - Mfhaj;jpw;F mLj;j tPL> nt.,iwad;G - G+ghsj;jpw;F xU Gy;yhq;Foy; - epwntwfp;F fWg;G> #.nry;yg;gh - Njd;fpz;z; - GOjpf;fhl;Lg; Gyk;gy;> Mq;fiug; igutp - tpuy; njhl;lthdk; - Gj;jfk;					
UNIT IV	ciueil		15 Hours		
ghujpahu; - nfhs;iff;Fk; nraYf;FKs;s J}uk;> eh.rQ;rPtp - nkhoftopg; nghOJ Nghf;Ffs;> K.tujuhrd; - jq;iff;F> g+.MyhyRe;juk; - goe;jkpou; gz;G> uh.gp.NrJgps;is - fiyAk; fw;gidAk;> ghy; tsd; muR - jkpoff; Nfhtpy;fs;> v];. itahGupg;gps;is - fk;gDk; jkpOk;					
UNIT V	rpWfij		12 Hours		
nrk;ig kzthsd; - jtk> mz;ID}u; Ruh - kplw;Wj; jhfk;> RNu\; khd;ah - capu; epyk;> Nrhyr;rp - fijay;y> e.Nrhiyag;gd; - g+kuhq;> GJifrQ;r{tp -jpUkjpjiytu;> kplWKUfjh]; - J}f;Ff; \$il					
(Theory 75 Marks)			Total Hours 72		
Book for Study ,yf;fpa tuyhW - Jiw ntspaPL nra;As; jpul;L - Jiw ntspaPL epwg;gpupif (rpWfijj; njhFjp)- Jiw ntspaPL ciukhiy (ciueilj; njhFjp)- Jiw ntspaPL					
Course Outcomes					K Level
After completion of the course the student will be able to					

CO1	fhye;NjhWk; jkpo; ,yf;fpak; fle;J te;j fhyr;RtLfis mwpe;J nfhs;th;	K2
CO2	ftpijapy; ifahsg;gl;Ls;sr; nrhy;yhliyf; fz;Lzh;th;	K2
CO3	GJf;ftpijapd; tuyhw;Wf;Fhpaf; fUg;nghUis kjpg;gpLth;	K5
CO4	ciueil thrpg;Gj; jpwdpy; Nkd;ik milth;	K2
CO5	rpWfijg; gilg;gjpy; cs;s EZf;fq;fis tiuaiw nra;th;	K4

Course Name	PROSE AND ENGLISH FOR COMMUNICATION				
Course Code	U1R2EL1	Ex. Hrs.	L	P	C
Category	PART-II ENGLISH	3	6		3
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
6. To expose the learner to modern English prose.					
7. To extend learners communication skills through suitable tasks.					
8. To expand the learners passive and active vocabulary and repertoire of structures.					
9. To develop the ability in independent writing.					
10.To provide enough practice for real life applications of language (English)					
UNIT I			9 Hours		
A.P.J Abdul Kalam -My vision for India- Jim Corbett- A Deed of Bravery- Bertrand Russell Has Man A Future?					
UNIT II			12 Hours		
Swami Vivekananda -The Secret of Work -C.E.M. Joad - Our Civilization- Nirad C. Chaudhuri The Great City- Rabindranath Tagore - The Auspicious Vision					
UNIT III			17 Hours		
Synonyms - Antonyms - Homonyms - One Word Substitutes - Idioms and Phrases-Use of Articles, Prepositions, Analysis of Simple Sentences into SVOCA, Tag Questions, Framing questions to suit responses - short form responses both positive and negative to questions.					
UNIT IV			17 Hours		
Comprehension Exercises oral and written - 12 passages (multiple choice & Questions and Answers supplemented by listening exercises to be given by the teacher)					
UNIT V			17 Hours		
Letter Writing - Both formal & Informal, Jumbled words and sentences, Paragraph Writing (Hints Development)					
(Theory 75 Marks)			Total Hours 72		
Book for Study					
T.S. Reddy and A. Murthy, “Financial Accounting”, Margam publications, Chennai – 600 017, 7 th revised edition 2015.					
Web Resources					
1. https://mastanappa.blogspot.com/2016/03/our-civilization-c-e-m-joad-additional.html					
2. http://xylemofenglish.blogspot.com/2016/05/the-secret-of-work-by-swami-vivekananda.html?m=1					
3. https://peacenews.info/node/5147/bertrand-russell-has-man-future					
4. http://sittingbee.com/the-auspicious-vision-rabindranath-tagore/ ___					
Course Outcomes				K Level	
After completion of the course the student will be able to					
CO1	Discover and respond to aspects of language like diction, syntax, and style.				K3

Course Name	FINANCIAL ACCOUNTING				
Course Code	U1R2CMCC1	Ex. Hrs.	L	P	C
Category	Core I	3	5		5
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the students to gain working knowledge of principles, procedure and preparation of Final accounts. 2. To provide knowledge in accounting for Depreciation. 3. To enable the students to learn bills of exchange and its allied aspects of accounting. 4. To enable the students to learn basic concept of partnership accounting. 5. To enable the students to learn partnership Admission and Retirement accounting.					
UNIT I	Final accounts with adjustments		13 Hours		
Accounting concepts and conventions – Fundamentals of book keeping - Journal – Ledger – Subsidiary books – Trial balance – Final accounts of a sole trader with simple adjustments – Errors and rectification.					
UNIT II	Depreciation		11 Hours		
Accounting for depreciation – Need for and significance of depreciation, methods of providing depreciation – Reserves and provisions.					
UNIT III	Bill of Exchange		12 Hours		
Bill of exchange – Accommodation bills – Average due date – Account current.					
UNIT IV	Admission of Partnership accounts		12 Hours		
Introduction – Admission of a partner – Calculation of new ratio and sacrificing ratio – Revaluation of assets and liabilities – Treatment of goodwill – Capital adjustment.					
UNIT V	Retirement of partner		12 Hours		
Retirement of partner – Calculation of New ratio and gaining ratio Revaluation of assets and liabilities – Treatment of goodwill (Self Study) – Adjustment of goodwill through capital A/c only – Settlements of accounts. (Practical Only)					
(Theory 25 Marks Problems 50 Marks)			Total Hours 60		
Book for Study					
T.S. Reddy and A. Murthy, “Financial Accounting”, Margam publications, Chennai – 600 017, 7 th revised edition 2015.					
Books for Reference					
1. Dr. M.A. Arulanandam & Dr. K.S. Raman, “Advanced Accountancy” Himalaya publications, New Delhi, 1 st edition 2015. 2. M.C. Shukla, T.S. Grewal & S.C. Gupta, “Advanced accounts”, Sultan & chand publications, New Delhi 2013. 3. P.L. Nagarajan N.Vinayagam, Mani.P.L “Principles of Accountancy”, S.Chand & company ltd, New Delhi – 2013.					

- | | |
|----|---|
| 4. | S.P. Jain & K.L. Narang, “ Advanced Accounting”, Kalyani publishers New Delhi, Delhi, Volume – I, 18 th Revised Edition, 2014. |
| 5. | R.L. Gupta and Radhasamy, “Advanced accounting” S.Chand & companyltd., New Delhi, edition 2013. |

Web Resources

<https://ecok.libguides.com>

<https://www.dummies.com>

<https://www.investopedia.com>

<https://en.wikipedia.org>

<https://web.ung.edu>

Course Outcomes

K Level

After completion of the course the student will be able to

CO1	Need to know how to prepare Finalaccounts.	K2
CO2	Knowledge of practical application of amortization accounting is required	K3
CO3	Have knowledge inthe accounting practice prevailing have knowledge in bill of exchange.	K6
CO4	Have thorough knowledge in the accounting practice prevailing in the admission of partner.	K1
CO5	Use information to support business processes and practices, such as problem analysis and decision making.	K4

Title of the Course: Financial Accounting						Course Code: U1R2CMCC1					
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
	Mean Overall Score										2.56
	Result										High

Course Name	COMPUTER APPLICATION IN BUSINESS (THEORY)				
Course Code	U1R2CMCC2	Ex. Hrs.	L	P	C
Category	Core II	3	5		5
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. The objective of this course is familiarizing the students with the innovations of information in computer applications in business.					
2. It helps to understand the basic computer knowledge and also enable the students to appreciate the practical details of computer.					
3. To understand the concept of power point presentation.					
4. Customize the application tool bar in computer technologies.					
5. To understand the concept of internet.					
UNIT I	Computer Applications	12 Hours			
Introduction of Computers – Computer Applications – Classification – Programming concepts – Assembly language – High level language – Operating system – Compilers – Assemblers – Packages.					
UNIT II	MS Word	12 Hours			
MS Word – Introduction to Word – Creating Word Document – Formatting – Spell Check – Grammar Check – Working with Tables – Saving, Opening and Closing Document – Mail Merge.					
UNIT III	MS Power Point	12 Hours			
MS Power Point – Creation – Insert Picture – Animation – Creating Multimedia Presentations – Insert Tables and Graphs.					
UNIT IV	MS Excel - An Introduction	12 Hours			
MS Excel – Introduction – Spread Sheet – Entering data in Working sheets – Editing and Formatting Work sheets – Charts – Functions like Saving, Opening and Closing Work book.					
UNIT V	Introduction to Internet	12 Hours			
Introduction to Internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – E-mail – How to create E-mail (Self Study) – Internet Vs Intranet – Webpage – URL.					
(Theory 75 Marks)		Total Hours 60			
Book for Study					
Computer Applications in Business, Dr. S.V. Srinivasavallaban, Sultan Chand and sons, New Delhi,3 rd Edition,2006.					
Books for Reference					
1. Complete reference on MS Office – Deitel & Deitel					
2. Computer Application in Business – R Parameswaran, S Chand & Company Ltd.					

3. Computer Applications in Business, Mohan Kumar and Raj Kumar, Tata McGraw Hill Education Pvt, Ltd, New Delhi, 2nd Edition, 2010.

Web Resources

- 1) <https://pdflife.one/download/4629390-computer-application-in-business-notes>
- 2) https://e.pdfpremiumfree.com/download/computer_application_in_business_notes/

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Students work with the basic features of word	K2
CO2	Use range of font formatting techniques	K3
CO3	Use the mail merge wizard to perform mail messages	K6
CO4	Students gain the knowledge about excel and power point usages	K1
CO5	Demonstrate basic understanding of network principles	K2

Title of the Course: Computer Application in Business Theory						Course Code: U1R2CMCC2					
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	3	2	2.5
CO2	2	2	2	3	2	3	2	2	3	2	2.3
CO3	2	2	2	3	2	3	2	3	3	2	2.4
CO4	3	2	2	3	2	3	3	3	3	2	2.6
CO5	2	3	3	3	2	3	2	3	3	3	2.7
	Mean Overall Score										2.5
	Result										High

Course Name	PRINCIPLES OF MANAGEMENT				
Course Code	U1R2CMAC1	Ex. Hrs.	L	P	C
Category	Allied Course I	3	5		4
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To introduce the concept of Management and contribution. 2. To discuss the process of planning 3. To learn the organization and types of organization 4. To understand the staffing and leadership 5. To explain the control and theory motivation					
UNIT I	Introduction and Evolution of Management thoughts and approaches		12 Hours		
Management: Meaning- definitions - nature and scope - Levels of management - Evolution of management thoughts and approaches- functions of management - Trends and Challenges of Management in Global Scenario - Emerging issues in management.					
UNIT II	Planning and Decision Making		13 Hours		
Nature, purpose and functions – importance and elements of planning – types of plan - Management by Objective (MBO) - steps in planning - Planning Tools and Techniques - Strategic planning – concept and process. Decision Making: Meaning -Steps in Decision Making - Techniques of Decision Making (Self Study).					
UNIT III	Organising		12 Hours		
Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization– delegation of authority – centralization and decentralization – span of management					
UNIT IV	Staffing and Directing		10 Hours		
Staffing: Concept of staffing- staffing process, Directing: Motivation – Major Motivation theories – motivational techniques –job satisfaction – job enrichment.					
UNIT V	Controlling		13 Hours		

Leadership – types and theories of leadership – Communication – process of communication – barrier in communication – effective communication –communication and IT Definition of control, characteristics of control- importance of control – stages in the control process- requisites of effective control and controlling techniques.		
(Theory 75 Marks)		Total Hours 60
Book for Study 1. Principles of Management — T. Ramasamy, Himalaya Publishing House, Mumbai,9 th Edition, 2017		
Books for Reference 1. Principles of Management- L.M. Prasad, S.Chand & Sons Co. Ltd, NewDelhi. 2. Principles of Management P.C. Tripathi & Reddy. McGraw Hill Education. 3. Principles of Management- J. Jaysankar, Margham Publications, Chennai. 4. Principles of Business Management- S.A. Sherlakar, Himalaya Publication. Mumbai		
Web Resources 1. https://depot.ceon.pl/bitstream/handle/123456789/16996/Consumer_protection.pdf?sequence=1&isAllowed=y 2. https://www.vedamsbooks.com/product_detail_print.htm?pid=77156		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Student would have to understand the introduction of management	K1
CO2	Student would have to know the process of planning	K2
CO3	Student would have to understand the learnt types of organization	K1
CO4	Student would have recognized the stuffing and leadership	K4
CO5	Student would have known the control and theory of motivation	K5

Title of the Course: Principles of Management						Course Code: U1R2CMAC1					
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	2	2	3	3	3	2	2	2.5
CO2	2	3	2	2	3	2	3	2	3	2	2.4
CO3	3	3	2	3	2	3	2	3	2	2	2.5
CO4	2	2	3	2	3	2	3	3	3	2	2.5
CO5	3	2	3	2	3	3	2	3	2	3	2.6
	Mean Overall Score										2.5
	Result										High

Course Name	COMPUTER APPLICATION IN BUSINESS (PRACTICAL)				
Course Code	U1R2CMAC2P	Ex. Hrs.	L	P	C
Category	Allied Course II	3		3	2
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 40	End SEM: 60	Total Marks:100		
Passing Minimum	CIA: 16	End SEM: 24	Total Marks:40		
Course objectives					
1. To understand the concept of word in the start screen. 2. Navigate in word processor use menu and command. 3. Create and save document in a word processor. 4. To identify the document format by reference to the file extension. 5. Customize the application tool bar in computer technologies.					
Practical Exercise:					
1)To prepare Resume using text manipulation. 2) To prepare communication format using text manipulation. 3)To create the calendar and to auto format it. 4) To insert a image and align the image in MS-word. 5) To create a document and using the text effects and typography. 6) To prepare a letter and mail for different address using mail merge techniques. 7) To create a slide using auto manipulation. 8)To design the slide shows presentation with animation effect. 9) To prepare a mark sheet with usage of formula in MS-Excel. 10) To sort the data ascending and descending order in MS-Excel.					
(Practical 60 Marks)		Total Hours 48			
Course Outcomes				K Level	
After completion of the course the student will be able to					

SEMESTER II

Course Name	,ilf;fhy ,yf;fpak;> ,yf;fzk;				
Course Code	U2R2TL2	Ex. Hrs.	L	P	C
Category	PART-I Tamil	3	5		3
Nature of Course					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. ,ilf;fhy ,yf;fpak; \$Wk; jj;Jtq;fis kPl;lwpar; nra;jy; 2. rkaf;fy;tp %yk; Vw;gLk; ey;ypzf;f newpfisg; Gupe;J nfhs;sr; nra;jy; 3. itzt ,yf;fpaj;ij tho;tpaNyhL xg;gpl;L mwpa J}z;Ljy; 4. Rpw;wpyf;fpaj;jpYs;s ,yf;fpar; Ritia vjhh;j;j tho;tpaNyhL nghUj;jpg; gh;f;fr; nra;jy; 5. Gjpdk; czh;j;Jk; kdpj cstpay; \$Wfis kjpg;gPL nra;jy;					
UNIT I	,yf;fpa tuyhW> ,yf;fzk;		13 Hours		
gf;jp ,yf;fpaq;fs; - gd;dpU jpUKiwfs;> ehyhapu jpt;a gpuge;jk;> rpw;wpyf;fpaq;fs;> ,yf;fzk; - tO> tohepiy> tOtikjp> ,ul;ilf;fpstp.					
UNIT II	irt ,yf;fpak		13 Hours		
jpUQhd rk;ge;jh; Njthuk; - jpUr;rha;f;fhL gjpfk; (ghly; : 100 -110);> jpUehTf;furh; - jpUkog;ghb gjpfk; (ghly; : 2567 - 2576);> jpUthrfk; - md;idg;gj;J					
UNIT III	itzt ,yf;fpak		12 Hours		
jpUkq;if Mo;thh; - nghpa jpUnkhop - nghpa jpUke;jpuj;jpd; kfpik >(ghly; :948 - 957) ehr;rpahh; jpUnkhop - Fapw;gj;J (ghly; 545 -556) G+jj;jho;thh; - ,uz;lhk; jpUte;jhjp (ghly;; 2182 - 2191)					
UNIT IV	rpw;wpyf;fpaq;fs;> rpj;jh; ,yf;fpak		12 Hours		
Kj;Jf;Fkhurhkp gps;isj; jkpo; - Kj;jg;gUtk; (4MtJ ghly;)> tUifg;gUtk; (2MtJ ghly;) jphp\$luhrg;gf; ftpuhah; - FwtQ;rp tre;jts;sp ge;jhbaJ (Kjy; ehd;F ghly;fs;> jkpo; tpLJ}J - 151-160 fz;zpf;fs;> gl;bdj;jhh; ghly;fs; - neQ;nrhL Gyk;gy; (1 - 10 ghly;fs;)					
UNIT V	ehty;		10 Hours		
gidab - Mrpupau; ,uh.nry;tk;					
(Theory 75 Marks)			Total Hours 60		
Book for Study					
gf;jp ,yf;fpa tuyhW -- Jiw ntspaPL					
gidab (ehty;) - ,uh.nry;tk;; NCBH nrd;id.					

Course Outcomes		K Level
,g;ghlj;jpidf; fw;gjpd; %yk; khztu;fs; ngWk; gad;fs;		
CO1	gf;jp ,yf;fpaj; Njhw;wj;jpd; mtrpaj;ij kPl;Lzh;th;	K2
CO2	irt ,yf;fpaq;fspy; fhzyhFk; caph;g;guty; caph; Njhw;wk; Nghd;wtw;iw mwptpay; fUj;JfNshL nghUj;jp fhz;gu;	K4
CO3	itztk; \$Wk; kdpjj;ijg; Nghw;wp gpd;gw;Wth;	K3
CO4	rpw;wpyf;fpar; Ritawpe;J nra;As; eyk; ghuhl;Ltu;	K6
CO5	Gjpdk; fhl;Lk; Gdpjj;ij czh;e;J ghj;jpug; gz;Gfisj; jpwdha;Tr; nra;th;	K4

,ilf;fhy ,yf;fpak;> ,yf;fzk;						U2R2TL2					
Course Out comes	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					Mean Score
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	3	2	2	3	2	3	1	2.3
CO2	3	3	3	1	2	3	3	3	2	2	2.4
CO3	2	2	2	1	2	2	2	2	1	1	1.7
CO4	3	2	2	3	2	3	3	2	3	2	2.5
CO5	3	3	3	3	2	3	3	2	3	2	2.7
Mean Overall Score											2.3
Result											High

Course Name	POETRY AND ENGLISH FOR COMMUNICATION				
Course Code	U2R2EL2	Ex. Hrs.	L	P	C
Category	PART-II ENGLISH	3	5		3
Nature of Course	Reading and Study Skill				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
6. To give the learner a feel of poetry 7. To promote a perception of the aesthetic use of language 8. To revise a few aspects of grammar from a communicative angle 9. To provide reading and writing practice 10.To give practice in free writing.					
UNIT I				13 Hours	
Shakespeare : All the World’s a Stage...(lines 139-166) (The seven stages of Man) As You Like It(Act II Scene VII) Henry Wordsworth Longfellow : A Psalm Of Life Oliver Goldsmith : The Village Schoolmaster Rabindranath Tagore : Where the mind is without Fear John Masefield Laugh and Be Merry					
UNIT II				12 Hours	
Rupert Brooke The Soldier P.B. Shelley Ozymandias Judith Wright The Company of Lovers Sarojini Naidu The Queen’s Rival					
UNIT III				15 Hours	
Verbs –Infinitives and Gerunds - Modals - Tenses – Active &Passive - Direct and Indirect - Clauses – Analysis and Transformation of sentences – Concord and Governance– Word order.					
UNIT IV				10 Hours	
Note making – Arguments for and against Issues - Summarizing					
UNIT V				10 Hours	
Developing outlines into paragraphs - Report Writing – Writing Curriculum Vitae					
(Theory 75 Marks)			Total Hours 60		
Book for Study					

Web Resources

1. <https://poemanalysis.com/william-shakespeare/all-the-worlds-a-stage/>
2. <https://poemanalysis.com/henry-wadsworth-longfellow/a-psalm-of-life/#:~:text=Henry%20Wadsworth%20Longfellow-,Summary,matter%20of%20number%20and%20figures>
3. <https://www.toppr.com/guides/english/english-literature/ozymandias-summary/>
4. <https://www.litcharts.com/poetry/rupe-rt-brooke/the-soldier>
5. <http://sumanabala.blogspot.com/2012/10/queens-rival-sarojini-naidu.html?m=1>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Interpret and appreciate simple poems.	K3
CO2	Categorise and respond to aspects of poetic language like deviance, figures of speech, etc.	K5
CO3	Perceive features like tense and time reference, polysemy, ambiguity and paraphrase relations.	K6
CO4	Construct ordinary dialogues , conversations and group discussions to suit real life situations.	K5
CO5	Design communications in writing on ordinary matters like narrating an incident, describing a process, etc.	K6

Relationship Matrix for CO, PO, PSO

Title of the Course : Poetry and English for Communication						Course code : U2R2EL2					
Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO – 1	3	2	2	3	1	3	3	3	2	3	2.5
CO – 2	3	1	1	2	3	3	2	2	3	1	2.1
CO – 3	2	3	1	2	2	3	3	2	3	2	2.3
CO – 4	2	1	3	3	2	2	3	2	3	2	2.3
CO – 5	1	3	2	2	3	3	1	2	3	3	2.3
	Mean Overall Score										2.30
	Result										MEDIUM

Course Name	COST ACCOUNTING				
Course Code	U2R2CMCC3	Ex. Hrs.	L	P	C
Category	CORE III	3	5		5
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75		Total Marks:100	
Passing Minimum	CIA: 10	End SEM: 30		Total Marks:40	
Course objectives					
1. To understand about the basic concept of cost accounting 2. To impart the knowledge of techniques of pricing the materials and methods to control the cost of those materials. 3. To indulge the students in finding the reason for labour turnover and various method of calculating remunerations. 4. To habituate the preparation various overheads statements under primary and secondary distributions. 5. To divulge the knowledge on techniques of costing for different types of work.					
UNIT I	Nature and Scope of Cost Accounting			12 Hours	
Nature and scope –Objectives, Advantages and limitation-Financial Vs Cost accounting, Cost system-types of costing and Cost classification-Cost sheet and Tender-Cost unit-Cost Centre and Profit center.					
UNIT II	Material Control			12 Hours	
Levels of stock and EOQ-perpetual inventory system, ABC analysis methods of pricing of material issues- FIFO, LIFO, Average Price methods-Simple and Weighted Average Methods.					
UNIT III	Labour Cost Control			12 Hours	
Labour Turnover-Causes, Methods of Measurement and Deduction of Labour Turnover- Idle and overtime-remuneration and incentives-time and piece rate- Taylor’s, Merrick’s and Gantt’s task – premium bonus system- Halsey, Rowan and Emerson’s plans.					
UNIT IV	Overheads			12 Hours	
Classification of Overhead costs- Allocation, Absorption and Appointment of Overhead Costs- Primary and Secondary distribution of Overheads-Competition of Machine Power Rate and Labour Hour Rate.					
UNIT V	Techniques of Costing			12 Hours	
Job, Batch, Contract costing: Job Costing –Definition – Features-procedure, Batch costing: EBQ, Contract costing: Definition, Features, Work certified and uncertified (Self Study) - contract account-Process Costing: Definition-features-Job Vs Process costing- Process account. (Practical only)					
(Theory 25 Marks , Problem 50 Marks)				Total Hours 60	
Book for Study Cost Accounting - T.S. Reddy & Hari Prasad Reddy, Margham Publications, Chennai. Reprint 2017.					
Books for Reference 1. Cost Accounting, Dr. M. Wilson, Himalaya Publishing House, Mumbai, 5th Edition 2015					

2. Cost Accounting, Dr. T. Ramasamy, Gold Books Publishing House, Sri villiputhur 3rd Edition, 2014
3. Cost Accounting –S. Manikandan, R.RakeshSankar, Dipiti Press, Chennai, 1st Edition 2017.
4. Cost Accounting - A.Murthy and S.Gurusamy, Vijay Nicloe imprints Pvt.Ltd, Chennai.
5. Cost Accounting - S.P.Iyengar, - Sultan Chand & Sons, NewDelhi.

Web Resources

1. <https://www.icsi.edu/media/website/CostAndManagementAccounting.pdf>
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf>
3. https://books.google.co.in/books/about/cost_accounting_ebook.html?id=_gjeDwAAQBAJ&redir_esc=y
4. https://www.academia.edu/16988232/COST_ACCOUNTING

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Acquire the basic knowledge on cost accounting concepts, elements and classification of cost and overheads, levels of material control, purchase and stores control.	K1
CO2	Understand the techniques of costing, preparation of cost sheet, Need for material control, control of idle time of labour, methods of calculation of labour turnover and classification of overheads.	K2
CO3	Develop the application skill in drafting a cost sheet, estimation of tender, EOQ, Methods of valuing material issue.	K6
CO4	Analyse the various system of wage payment and methods of operating costing.	K4
CO5	Evaluate the process losses, wastage, scrap, normal and abnormal losses and Reconcile the profits of Financial and Cost Accounting, Treatment of profits in Contract costing	K5

Title of the Course: COST ACCOUNTING								Course Code: U2R2CMCC3			
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	2	3	3	3	3	3	2	2	2.6
CO2	2	3	2	3	2	3	3	2	2	3	2.5
CO3	2	3	3	3	2	3	2	2	3	2	2.5
CO4	2	2	3	2	3	3	3	3	2	3	2.6
CO5	3	3	2	2	3	2	2	3	2	3	2.5
	Mean Overall Score										2.54
	Result										High

Course Name	BUSINESS STATISTICS				
Course Code	U2R2CMAC3	Ex. Hrs.	L	P	C
Category	Allied Course (AC)	3	5		3
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To analyze data by using Measures of central tendency and Measures of Dispersion 2. To calculate correlation and Regression for the given data 3. To review the basic concepts and knowledge in collection of Data 4. To understand the basic concepts of coefficient of Correlation 5. To understand how to find Numerical interpolation with equal and unequal intervals					
UNIT I			15 Hours		
Meaning and scope of Statistics – Characteristics and Limitations – Sources of Primary and Secondary data – Methods of collection of data and difficulties Editing – Classification and tabulation of data -presentation of data by diagrammatic& graphical methods – Reporting.					
UNIT II			15 Hours		
Measures of central tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean. Measures of dispersion and skewness – Range, Quartile Deviation, Mean Deviation, Karl Pearson’s and Bowley’s Measures of skewness.					
UNIT III			15 Hours		
Simple correlation, Pearson’s co-efficient of correlation – Rank correlation and Concurrent deviation methods – Concept of Regression analysis, regression equation and its uses.					
UNIT IV			15 Hours		
Methods of construction – Aggregative and relative types – Tests of an ideal Index Number – Wholesale and Cost of living index.					
UNIT V			15 Hours		
Lagrange’s Interpolation Formula – Divided differences –Newton’s Formula - Newton’s Forward and Backward Interpolation Formulae(Problems only).					
(Theory 75 Marks)			Total Hours 24		
Book for Study					
1. Business Mathematics and Statistics, Part – II , PA. Navanitham, Jai Publishers, 2011.					
2. Numerical Methods, N. Subramaniam, Scm Publishers, Erode.					
Books for Reference					
1. Numerical Methods, P.Kandasamy,S.Chand& Co., New Delhi, 1998.					
2. Statistics,R.S.N. Pillai and Bagavathi S, Chand & Co Ltd., New Delhi, 1999.					

Web Resources

1. <https://youtu.be/ZmCBF5JXOPM>
2. <https://youtu.be/pUDeeE-ugyc>
3. <https://www.cuemath.com/data/measures-of-dispersion/>

- ### Web Resources
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Course Outcomes

K Level

After completion of the course the student will be able to

CO1	Know about Methods of collection of data and represented by diagrammatic& graphical methods	K1
CO2	Understand the basic concepts of Statistical series	K2
CO3	Use basic statistical methods such us Correlation and Regression	K3
CO4	Acquire the knowledge of Index numbers.	K1
CO5	Analyze and apply the Numerical methods	K5

Relationship matrix for CO, PO and PSO

Course	Programme Outcome (PO)					Programme Specific Outcome (PSO)					
Outcome	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO5	Mean
CO-1	3	2	2	2	2	3	3	2	2	3	2.4
CO-2	2	3	3	2	2	2	2	2	2	2	2.2
CO-3	2	3	3	1	3	2	3	3	3	3	2.6
CO-4	3	2	3	1	2	2	2	2	2	2	2.1
CO-5	2	2	2	3	3	3	1	3	3	2	2.4
Mean Overall Score											2.34
Result											High

Course Name	DIGITAL COMPUTER FUNDAMENTALS				
Course Code	U2R2CMCC4	Ex. Hrs.	L	P	C
Category	CORE IV	3	6		5
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enrich the understanding of fundamentals of Digital Systems. 2. To understand basic construction, equivalent circuits. 3. To impart the knowledge of Boolean algebra. 4. To enhance the concept of computer organization. 5. To develop the awareness of memory in computer system.					
UNIT I	Number Systems	15 Hours			
Binary, Octal, Decimal and Hexadecimal-Binary to decimal conversion-Decimal to Binary conversion-Octal to Decimal conversion-Decimal to Octal Conversion-Octal to binary conversion-Hexadecimal to Binary conversion-Binary to Hexadecimal conversion-Hexadecimal to Decimal conversion-Decimal to Hexadecimal conversion. (Self Study)					
UNIT II	Logic Gates & Circuits	14 Hours			
AND Gate-OR Gate-NOT Gate-NAND Gate-NOR Gate-XOR Gate-Logic Circuits-Adders-half Adder-Full Adder-.					
UNIT III	Boolean Algebra Fundamentals	14 Hours			
Boolean Functions – Binary Arithmetic: Binary Addition- Binary Subtraction- Min. terms & Max. Terms - Laws and theorems of Boolean Algebra- DeMorgan’s theorem.					
UNIT IV	Register Transfer	15 Hours			
Register transfer-register transfer language-bus and memory transfer. Basic Computer Organization: Registers-computer instructions-Machine Language-Assembly Language.					
UNIT V	Memory	14 Hours			

Memory hierarchy-Main memory-RAM chip-ROM chip-Memory addresses map-memory connection to CPU-Magnetic Disk-Magnetic Tape-Optical Disk.

(Theory 75 Marks)

Total Hours 72

Book for Study

1. Principles of Digital Electronics- K. Meena, PHI Publication. First Edition, 2012

Books for Reference

1. Digital Logic & Computer design - M. Morris Mano.

2. Computer System Architecture - Morris Mano, PHI Publications (III Edition).

Web Resources

Course Outcomes

K Level

After completion of the course the student will be able to

CO1	Understand the number system and conversion methods.	K2
CO2	Learn symbol, working principle of basic Digital electronics circuits.	K2
CO3	Recognize and analyze the importance of Boolean algebra.	K4
CO4	Know the basic construction of computers.	K1
CO5	Examine the different types of storage media.	K5

Title of the Course: Digital Computer Fundamentals						Course Code: U2R2CMCC4					
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	2	3	3	3	2	3	2	2	3	3	2.6
CO2	3	2	2	3	2	2	3	2	3	3	2.5
CO3	2	3	2	2	3	2	2	3	2	3	2.4
CO4	3	2	3	3	2	3	2	2	3	2	2.5
CO5	2	3	2	3	3	3	3	3	3	3	2.8
	Mean Overall Score										2.56
	Result										High

Course Name	ENVIRONMENTAL STUDIES				
Course Code	U2R2AECC1	Ex. Hrs.	L	P	C
Category	Ability Enhancement Compulsory Course (AECC)	3	2		2
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
4. To impart basic knowledge of various natural resources 5. To understand the importance of ecosystem and biodiversity in Earth 6. To be effective in Pollution & waste water management of our nation. 7. To acquire knowledge on environmental issues & social issues. 8. To gain the knowledge about population management.					
UNIT I		5 Hours			
The Multidisciplinary nature of environmental studies: Definition, scope and importance - Need of public awareness.					
Natural Resources: Renewable and non-renewable resource, Natural resources and associated problems. Role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyle.					
a) Forest resources: use and over-exploitation, deforestation, case studies, Amazon rainforest, Pichavaram forest. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: use and over-utilization of surface and ground water, floods, drought, conflicts over water, benefits of dams and related problems. c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer and pesticide problems, Water logging, salinity, case studies.					

e) Energy resources: growing energy needs, Renewable and non-renewable energy resources, use of alternate energy sources - case studies f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion desertification.		
UNIT II		5 Hours
Ecosystem: Concept of an ecosystem - Structure and functions of an ecosystem – Producers, Consumers and Decomposers - Energy flow in the ecosystem - Ecological succession - food chains, food webs, ecological pyramids - Types, characteristic feature, structure and functions of the following ecosystem: Forest ecosystems, grassland ecosystems, desert ecosystems and aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity: Introduction - Definition: Genetic, species and ecosystem diversity – Bio geographical classification of India - Value of biodiversity: Consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, national and local levels - India as a mega-diversity nation - hotspots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - Endangered and endemic species of India - Conservation of biodiversity: <i>In-situ</i> conservation and <i>ex-situ</i> conservation.		
UNIT III		5 Hours
Environmental pollution: Definition, causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Land pollution, Marine pollution, Noise pollution, Thermal pollution, Radioactive pollution. Solid waste management: Causes, effects and control measures of urban and industrial waste, Disposal methods - Landfill and Incineration, Role of an individual in the prevention of pollution - pollution case studies - disaster management: floods, earthquakes, cyclones, landslides. Effects of Fireworks: Firework and celebrations, Health Hazards, Types of Fire, Firework and safety.		
UNIT IV		5 Hours

Social issues and Environment:

From unsustainable to sustainable development – urban problems related to energy – water conservation, rainwater harvesting, watershed management – Resettlement and rehabilitation of people: Its problems and concerns - case studies, Environment ethics; issues and possible solutions - Climate change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Holocaust - Case studies; Wasteland reclamation consumerism and waste products, Environment Protection Act - Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act - Wildlife Protection Act - Forest Conservation Act - Issues involved in the enforcement of environmental legislation - Public awareness; Environmental impacts of war; Environmental effects of COVID-19 pandemic and potential strategies of sustainability.

UNIT V

5 Hours

Human Population and the Environment:

Population growth, variation among nations; Population explosion - Family Welfare Programmes; Environment and human health and Human Rights - Value Education; HIV/AIDS - Women and Child Welfare; Role of Information Technology in Environment and Human Health; Case Studies

Field work: Visit to a local area to document environmental assets: river / forest / grasslands/ hill / mountain.

(Theory 75 Marks)

Total Hours 24

Book for Study

1. Manigandan G *et.al* 2020 Environmental Studies, PoGo publications, Trichy ISBN: 978-93-83069-36-1
2. Erach Bharucha, 2005 Textbook of Environmental studies for Undergraduate Courses. University Grant Commission, Universities Press (India) Private Limited, Hyderabad.

Course Outcomes

K Level

After completion of the course the student will be able to

SEMESTER III

Course Name	fhg;gpa ,yf;fpak;> ,yf;fzk;				
Course Code	U3R2TL3	Ex. Hrs.	L	P	C
Category	PART-I Tamil	3	5		3
Nature of Course	Comprehension and Appreciation				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. jkpopy; fhg;gpaq;fis mwpKfg; gLj;Jjy;. 2. fhg;gpaq;fs; \$Wk; tho;tpay; mwq;fis cau;j;Jjy; . 3. Guhzq;fs; top tho;tpay; jj;Jtj;ij kjpg;gPL nra;jy;. 4. rkaf; fhg;gpaj;jpd; %yk; tho;tpd; gd;Kfj; jd;ikia tiuaWj;Jf; \$Wjy;. 5. fhg;gpa> ehlf ,yf;fpaq;fSf;F ,ilapyhd xw;Wik Ntw;Wikfisg; gFg;ghar; nra;jy;.					
UNIT I	,yf;fpa tuyhW> ,yf;fzk;		12 Hours		
,yf;fpa tuyhW - lk;ngUq;fhg;gpaq;fs;> IQ;rpWfhg;gpaq;fs; - gpwfhg;gpaq;fs; ehlfj;jpd; Njhw;wKk; tsu;r;rpAk;> ,d;iwa epiy. ,yf;fzk; - %tplg; ngau;fs; jd;ik> Kd;dpiy> gluf;;if					
UNIT II	fhg;gpaq;fs;		12 Hours		
rpyg;gjpfhuk; - fdhj;jpwk; ciuj;jfhij> kzpNkfiy - fe;jpw;ghit tUtJ ciuj;j fhij> rPtfrrpe;jhkzp - RukQ;rupahu; ,yk;gfk; - 42 ghly;fs; (1-7> 14> 17 - 36> 44 - 47>57 - 62> 64 - 68).					
UNIT III	,jpfhrk;> Guhzk		12 Hours		
fk;guhkhazk; - Ffg;glyk; (1 - 23 ghly;fs;) ngupGuhzk; - rz;NlRtu ehadhu; Guhzk; (1> 8 - 12> 30 - 42> 51 - 59) tpy;ypghujk; - cY}fd; J}J rUf;fk; (1 - 21 ghly;fs;)					
UNIT IV	gpw fhg;gpaq;fs;		12 Hours		
,uhtzf; fhtpak; - tpe;jf;fhz;lk; - jrujg;glyk; (1-27 ghly;fs;). rPwhg;Guhzk; - <j;jq;Fiy tutioj;jg; glyk; (1-17 ghly;fs;)> Njk;ghtzp - ePu;tuk; mile;j glyk; (1-19 ghly;fs;)					
UNIT V	ehlfk;		12Hours		
gjpndl;lhk; Nghu; (\$thfj;jpy; nfhYtpUf;Fk; muthd; Gfo; \$Wk; ehlfk;)> Mrpupau; Kj;JNtyofd;.					
(Theory 75 Marks)			Total Hours 60		
Book for Study					
rpyg;gjpfhuk; %yKk; ciuAk; - r.Nt.Rg;gpukzpad;> fq;if Gj;jf epiyak kzpNkfiy %yKk; ciuAk - =re;jpud;> tu;j;jkhdd; gjpg;gfk;> nrd;id					

rPtfrpe;jhkzp %yKk; ciuAk; - Qh.khzpf;fthrfk;> khzpf;fthrfu; gjpg;gfk;> ,uhtz fhtpak; - Gytu; Foe;ij> Ntyh gjpg;gfk;> <NuhL gjpndl;lhk; Nghu; - Kj;JNtyofd;> rPij gjpg;gfk;> nrd;id		
Course Outcomes		K Level
,g;ghlj;jpidf; fw;gjpd; %yk; khztu;fs; ngWk; gad;fs;		
CO1	fhg;gpa ,yf;fpaj;jpd; jiyikg; gz;Gfis mwptu;	K2
CO2	fhg;gpaf; fijfs; top mwr;rpe;jidfis czu;tu;	K2
CO3	gy;NtW tifahd fhg;gpa tbtq;fspy; ,lk;ngWk; nghUz;ikiag; ghFgLj;jp mwptu;	K3
CO4	r%f tsu;r;rpf;Fr; rkaf; fhg;gpaq;fspd; gq;fspg;ig kjpg;gPL nra;tu;.	K5
CO5	jkpo;r; r%f tsu;r;rpNahL ehlff;fiy njhlu;e;J tUk; fhyr;R+oiy Muha;e;Jzu;tu;	K6

fhg;gpa ,yf;fpak;> ,yf;fzk;						U3R2TL3					
Course Out comes	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					Mean Score
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	3	3	3	3	3	3	2	2.7
CO2	3	3	3	2	2	3	3	2	2	1	2.4
CO3	3	2	3	2	3	2	3	3	3	1	2.5
CO4	3	3	3	2	3	3	3	3	2	1	2.6
CO5	3	2	3	3	2	3	3	2	2	1	2.4
Mean Overall Score											2.52
Result											High

Course Name	DRAMA AND ENGLISH FOR COMPETITIVE EXAMINATIONS				
Course Code	U3R2EL3	Ex. Hrs.	L	P	C
Category	PART-II ENGLISH	3	5		3
Nature of Course	Comprehension and Appreciation				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To introduce the learner to living language in dramatic situations 2. To enable the student to see the special features of dramatic language. 3. To give the class practice in proper reading with correct stress and intonation 4. To enable the learner to perceive the structure of paragraphs and passages. 5. To promote skills in dialogue writing and precise writing and make them see the elements of sentence and paragraph structure.					
UNIT I			15 Hours		
Shakespeare		1.Trial for a Pound of Flesh (The Merchant of Venice)			
Edith M Barling		2. Forum scene (Julius Caesar) His Majesty Masquerades			
UNIT II			15 Hours		
Fritz Karinthy		The Refund			
Anton Chekov		The Bear			
Ella Adkins		The Expected			
UNIT III			14 Hours		
Note making - Precis Writing – Rhetorical features – The dynamics of communication – Field – Mode – Interpersonal context – Greetings, Partings, Fillers and Tonal variations					
UNIT IV			6 Hours		
Dialogue Writing - Writing Interviews -Group Discussions					
UNIT V			10 Hours		
Writing Speeches – Welcome – Introductory and thanks giving – Constructing arguments for and against propositions for debates.					
(Theory 75 Marks)			Total Hours 60		
Book for Study					

Web Resources

1. <https://www.literaturewise.in/mdl/mod/page/view.php?id=269>
2. <https://www.sparknotes.com/shakespeare/juliuscaesar/section7/>
3. <http://sujarithasaravanan.blogspot.com/2019/10/refund-fritz-karinty-summary.html?m=1>
4. <https://educationallodge.com/2021/01/the-bear-by-anton-chekhov-summary-characters-questions-answers.html>

- ### Web Resources
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 3. <http://sujarithasaravanan.blogspot.com/2019/10/refund-fritz-karinty-summary.html?m=1>
 4. <https://educationallodge.com/2021/01/the-bear-by-anton-chekhov-summary-characters-questions-answers.html>

Course Outcomes	K Level
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Course Outcomes	K Level
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After completion of the course the student will be able to

CO1	analyse the force of dramatic language, improve their histrionic abilities and pronunciation skills.	K5
CO2	perceive subtle differences in language use and their tonal implications.	K5
CO3	develop skills of logical reasoning and become capable of identifying markers of coherence and concord.	K6
CO4	construct ordinary dialogues and conversations in real life.	K6
CO5	estimate ideas and situations and ways of expressions to construct written messages.	K5

Relationship Matrix for CO, PO, PSO

Title of the Course : DRAMA AND ENGLISH FOR COMPETITIVE EXAMINATIONS						Course code : U3R2EL3					
Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO – 1	3	2	1	3	3	2	3	3	3	2	2.5
CO – 2	2	3	1	2	2	2	3	1	2	3	2.1
CO – 3	2	3	1	2	3	3	3	2	3	3	2.5
CO – 4	2	3	3	1	2	3	2	3	3	2	2.4
CO – 5	2	3	2	3	3	2	3	2	2	3	2.5
	Mean Overall Score										2.30
	Result										HIGH

Course Name	PROGRAMMING LANGUAGE IN C -THEORY					
Course Code	U3R2CMCC5		Ex. Hrs.	L	P	C
Category	CORE V		3	5		5
Nature of Course	Employability					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To understand the fundamentals of C						
2. To manage Input and Output operations						
3. To understand the Character Arrays and Strings						
4. To expose the students to Defining a structure and unions.						
5. To create the implementation of Linked Lists.						
UNIT I	Introduction to C		12 Hours			
Introduction to C – Overview of C-Features of C language-simple C program-Basic structure of C program- Character set- C tokens - Keywords -Constants-identifiers, Variables, Data types – Operator and Expressions.						
UNIT II	Managing Input Output Operations		12 Hours			
Managing Input and Output operations – Decision Making and Branching – Decision making and Looping- Operators and expressions - Types Of C Operators - Types of conversions.						
UNIT III	Arrays		12 Hours			
Arrays Introduction– Types of C arrays - Character Arrays and Strings – Types of Function in C- Library Functions in C -User defined Functions - Function Declaration-Function definition (Self Study).						
UNIT IV	Structures And Unions		12 Hours			
Structures - Defining a Structure - Declaring Structure Variables- Structure Initialization- arrays of structures- Nested structure and unions - Syntax of unions– Pointers – Declaration of a pointer- File management in C.						
UNIT V	Dynamic Memory Allocation		12 Hours			
Dynamic memory allocation – Definition - Memory Allocation Process- Linked lists-different implementations of Linked List - Preprocessors – Programming Guide lines.						
(Theory 75 Marks)			Total Hours 60			
Book for Study						
1.Greg Perry,Dean Miller, “C Programming Absolute Beginner’s Guide”, Third Edition, Que Publishing,2013.						
Books for Reference						
1.Programming in C, Firewall Media by J.B.Dixit						
2. Stephen G. Kochan, “Programming in C ,Forth Edition, Addison- Wesley Professional, 2014						
3.Dennis Ritchie, Brian Kernighan, “The C Programming Language”,1988						
4.”Programming in C”, Reema Thereja , Second Edition 2016.						

- 1.<http://web-int.u-aizu.ac.jp/~pyshe/>
- 2.http://oms.bdu.ac.in/ec/admin/contents/249_16SCCIT2-16SCCCA1-16SCCCS1_2020051903150541.pdf
- 3.http://mars.tekkom.dk/w/images/4/42/6272_cnote.pdf
- 4.<http://www.tutorialsspace.com/download-pdf-notes/c-language-theory-notes.aspx>.
- 5.<https://www.atnyla.com/syllabus/c-programming-language/1>

Course outcomes		K level
after completion of the course the student will be able to		
CO1	Understood the concepts of fundamentals in C	K2
CO2	Analyzed the input and output operations in C	K4
CO3	Evaluate the arrays and strings concepts	K5
CO4	Demonstrate the structure and unions.	K2
CO5	Implemented the linked lists concepts.	K3

Title of the Course: Programming Language In C -Theory						Course Code: U3R2CMCC5					
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	2	3	2	2	2	3	2	2	3	3	2.4
CO2	2	2	2	2	3	3	3	3	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	2	2.6
CO4	2	3	2	3	3	2	2	3	3	3	2.6
CO5	3	2	3	2	2	2	3	3	3	3	2.6
	Mean Overall Score										2.58
	Result										High

Course Name	PROGRAMMING LANGUAGE IN C (PRACTICAL)				
Course Code	U3R2CMCC6P	Ex. Hrs.	L	P	C
Category	CORE VI	3		3	2
Nature of Course	Employability				
Maximum Marks	CIA: 40	End SEM: 60	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1.To Learn about Knowledge of C language 2. To Understand and develop logics which help them to create programs, applications in C. 3. To learn the basic programming constructs they can easily switch over to any other language in future. 4. To understand the pointers and functions. 5. To learn how to solve the errors and debug the programs.					
Practical Exercises:					
1. Write a Program to convert temperature from degree Centigrade to Fahrenheit. 2. Write a Program to find whether given number is Even or Odd. 3. Write a Program to find greatest of Three numbers. 4. Write a Program to using switch statement to display Monday to Sunday. 5. Write a Program to display first Ten Natural Numbers and their sum. 6. Write a Program to find Multiplication of Two Matrices. 7. Write a Program to find the maximum number in Array using pointer. 8. Write a Program to reverse a number using pointer. 9. Write a Program to solve Quadratic Equation using functions. 10. Write a Program to find factorial of a number using Recursion.					
Course Outcomes				K Level	
After completion of the course the student will be able to					
CO1	Learned the programming of C language			K1	

Course Name		PRINCIPLES OF MARKETING			
Course Code	U3R2CMAC4	Ex. Hrs.	L	P	C
Category	Allied IV	3	5		4
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To make the students understand about the Modern Marketing and Other Marketing concepts.					
2. To make the students understand about the Functions of Marketing.					
3. To understand about Buyer Behaviour.					
4. To make the students to gain knowledge about Product, Pricing, Personal Selling and Advertising.					
5. To understand about Agricultural Marketing, Consumerism and Marketing Research.					
UNIT I	Introduction of Marketing			10 Hours	
Marketing – Definition of market and marketing – Importance of Marketing – Modern marketing concept – Global marketing – E-marketing and Tele marketing – Meaning and concepts – Marketing ethics – Career opportunities in marketing- Green marketing- Online marketing- Neuro marketing.					
UNIT II	Functions of Marketing			12 Hours	
Marketing functions-Buying -Selling -Transportation -Storage - Financing -Risk Bearing - Standardization - Market Information					
UNIT III	Buyer Behaviour			12 Hours	
Consumer behaviour – Meaning – Need for studying consumer behaviour – Factors influencing Consumer behaviour – Market segmentation – Customer relations marketing.					
UNIT IV	Marketing Mix			14 Hours	
Marketing mix – Product mix – Meaning of product – Product life cycle – Branding – Labeling – Price mix – Importance – Pricing objectives – Pricing strategies – Personal selling and sales promotion – Advertising –Place mix – Importance of channels of distribution – Functions of middleman – Importance of retailing in today’s context					
UNIT V	Marketing and Government			12 Hours	
Marketing and government – Agricultural marketing (Self Study) – Problems – Remedial measures – Bureau of Indian standards – AGMARK – Consumerism – Consumer protection – Rights of consumers. (Practical only)					
(Theory 75Marks)				Total Hours 60	
Book for Study					
1. Marketing - Rajan Nair, S. Chand Co. Ltd., New Delhi.					

Course Name	BUSINESS COMMUNICATION				
Course Code	U3R2CMAC5	Ex. Hrs.	L	P	C
Category	Allied V	3	5		4
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. Understand the Principles of effective communication 2. Gain the business Letters kinds of business Letter 3. Describe the correspondence insurance correspondence 4. Understand the report curetting reports circular notes 5. Understood the modern communication methods.					
UNIT I	Introduction		12 Hours		
Need and Functions of Business Letter - Essentials of Effective Business Letter - Physical appearance and parts of a Business Letter - Layout.					
UNIT II	Business letters		12 Hours		
Trade letters - Enquiries and replies - Orders and their execution - Credit and status enquiries - Claims and adjustments					
UNIT III	Business letters		12 Hours		
Collection letters - Sales letter - Circular letter - Application letters, Press report - Letters to Government organization					
UNIT IV	Banking Correspondence		12Hours		
Correspondence of Banking Companies, Insurance, Import & Export, Agencies - Company secretarial correspondence (includes minutes, report writing)					
UNIT V	Modern communication		12 Hours		
Modern communication methods - Fax, e-mail, Voice mail, S.M.S., Internet - Tele conferencing - Video conferencing - Electronic Bulletin boards (Self Study).					
(Theory 75 Marks)			Total Hours 60		
Book for Study					
Business communication-N.S. Raghunathan & B. Santhanam, Margham Publications, Chennai.					
Books for Reference					
1. Essentials of Business Communication - Rajendra pal and Koralahalli , Sultan Chand and Sons, New Delhi 2. Business Communication - M S Ramesh & C C Pattanshetti & Madumati M , R.Chand & Co, NewDelhi. 3. Business Communication-K. Sundar, A. Kumara Raj., Vijay Nicole, Imprints Pvt. Ltd.					

Web Resources

<https://open.lib.umn.edu/businesscommunication/>

Course Outcomes

K Level

A student on completion of this course will

CO1	To be familiar with the concept of business letter.	K3
CO2	To learn the concept of trade letters.	K1
CO3	To demonstrate the different types of letters.	K3
CO4	Students understood the banking concepts.	K5
CO5	To learn the concept of communication method.	K6

Title of the Course: Business Communication						Course Code: U3R2CMAC5					
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	2	3	3	2	3	3	2	3	2.6
CO2	2	2	2	3	3	3	2	2	3	2	2.4
CO3	3	2	3	2	2	2	2	3	2	3	2.4
CO4	2	3	3	3	2	3	3	2	3	2	2.6
CO5	2	3	2	3	3	3	3	3	3	2	2.7
	Mean Overall Score										2.54
	Result										High

Course Name	VALUE EDUCATION kjpg;Gf;fy;tp				
Course Code	U3R2AECC2	Ex. Hrs.	L	P	C
Category	Ability Enhancement Compulsory Course	3	2		2
Nature of Course					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
UNIT I	tho;tpay; jj;Jtk;			5 Hours	
tho;f;if (g.2;;;, Fws; -629) – tho;tpd; Nehf;fk; (g.61, Fws;-46) – tho;f;ifj; jj;Jtk; (g.61-69, Fws; 131, 226) - ,aw;if epajp (g.123-125, Fws; 374) –gpw caph; Ngzy; (g.137, 138 Fws; - 322, 327) - ,aw;if tsk; fhj;jy; (E}y; : Fzeyg;NgWk; , rKjha eyDk; g.109 - 112, Fws; - 16, 20,1038)					
UNIT II	tho;tpay; jj;Jtk;			5 Hours	
gz;ghL (g.132-136, Fws; - 72, 431) vz;zk; Muha;jy; (g.70-77, 666, 282, 467) – Mir rPuikj;jy; (g.79-86, Fws; - 158,305,306,314) – ftiy xopj;jy; (g.99-108, Fws; 629) – tho;j;Jk; gaDk; - (g.109-114 Fws; - 3) – el;G eyk; (g.115-117 Fws; 786) md;Gk; fUizAk; (g.131, Fws; - 76) jdpkdpj mikjp (g.118, Fws; 318)					
UNIT III	rKjha kjpg;Gfs; (Fzeyg;NgWk;, rKjha eyDk;)			5 Hours	
FLk;gk; (g.87, Fws; 45) – FLk;g mikjp (g.87-90, Fws; - 1025) – rKjhak; (g.93, Fws; -446) – tho;f;if Kiw (g.101-103, Fws; - 952) – rNfhjuj;Jtk; (g.103-106, Fws; - 807) ngz;zpd; ngUik (g.99-100, Fws; 56) Itiff;flikfs; (jhd; FLk;gk; , Rw;wk; , Ch; , cyfk;) (g.93-96 Fws; - 43, 981) nghUshjhuk; (g.122-123 Fws; - 754) – Rfhjhuk; (g.123, Fws; 298) – fy;tp (g.113, 123, 127, 128 Fws; 400) – murpay; (g.124, Fws; 691) kf;fspd; nghWg;G (g.125, Fws; 37) cyf mikjp (g.103-106 Fws; - 572)					
UNIT IV	kzts Nkk;ghL			5 Hours	
kztsk; (g.46, Fws; - 457) – capUk; , kdKk; (g.23) caphpd; ,af;f ikak; (g.26) thd; fhe;jk; (,iwQhdKk; , Koikg;NgWk; (g . 34-39)rPtfhe;jk; (g. 26) – fUikak; (g. 27, 126,130) kdpjd; nray; (g.47) – Ruf;fpg; gjpT nra;jy; (g.47) tphpj;Jf;fhl;ly; (g.48) – kd miyr; Roy; (g.49) – kd ,af;fg;gb epiyfs; (g. 51-53) jpahdk; (g. 55- 60, Fws; 261 , 266, 270) Md;kPf kjpg;G (g.44, 45 Fws; 423)					
UNIT V	cly; eyk; Ngzy;			4 Hours	

kztsk; (g.46, Fws; - 457) – capUk; , kdKk; (g.23) caphpd; ,af;f ikak; (g.26) thd; fhe;jk; (,iwQhdKk; , Koikg;NgWk; (g . 34-39)rPtfhe;jk; (g. 26) – fUikak; (g. 27, 126,130) kdpjd; nray; (g.47) – Ruf;fpg; gjpT nra;jy; (g.47) tphpj;Jf;fhl;ly; (g.48) – kd miyr; Roy; (g.49) – kd ,af;fg;gb epiyfs; (g. 51-53) jpahdk; (g. 55- 60, Fws; 261 , 266, 270) Md;kPf kjpg;G (g.44, 45 Fws; 423)

(Theory 75 Marks)

Total Hours 24

Book for Study

1. * kdtfs;fiy Nahfh , cyf rKjha Nrth rq;fk; , Ntjhj;jphp gjpg;gfk; , 156 fhe;jp NuhL, <NuhL – 635001. Website:www.vethathiri.org. Kjw;gjpg;G 2008 tpiy &. 70/-
 2. ** Fzeyg;NgWk; , rKjha eyDk; , cyf rKjha Nrth rq;fk; , Ntjhj;jphp gjpg;gfk;, 56 fhe;jp NuhL, <NuhL – 635001. Website:www.vethathiri.org. ,uz;lhk; gjpg;G Mf];l; 2008.
 3. ,iwQhdKk; , Koikg;NgWk; - myF – 4 (thd;fhe;jk; (34)) rPtfhe;jk; (67) fUikak; (77)
- * myF 1,2,4,5 Mfpatw;wpw;fhd ghlj;jl;lk; mike;Js;s gf;fq;fSk;, Fws; vz;Zk; milg;Gf;Fwpf;fs; nfhLf;fg;gl;Ls;sd.

Course Name	VALUE EDUCATION kjpg;Gf;fy;tp				
Course Code	U3R2AECC2	Ex. Hrs.	L	P	C
Category	Ability Enhancement Compulsory Course II	3	2		2
Nature of Course					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To sensitize learners to the need for values in human life. 2. To make them aware of the need for values in all roles of life. 3. To make them see the need for value-education. 4. To make them realize the noble values as basis of all religions. 5. To sensitize them to the need for gender equity and social justice					
UNIT I	PHILOSOPHY OF LIFE ;		5 Hours		
Life - Principles of Living - Laws of Nature - Protection of all living organisms - Conservation of natural resources - Individual qualities and Social Welfare.(Thirukural No:- 629, 46, 131, 374, 322, 16)					
UNIT II	PERSONAL VALUES		5 Hours		
Culture – Self -Analysis – Right Desires – Avoidance of Worries – Benefits of Blessings – Merits of Friendship – Love and Compassion – Personal Harmony and Peace. (Thirukural No:- 72, 158, 629, 786, 76, 318)					
UNIT III	SOCIAL VALUES		5 Hours		
Family – Family Peace – Society –Way of Living – Principles of Brotherhood – Status of Woman - Five types of Duties towards Family, Society, Country, World and Environment –Business and Economic roles – Social hygiene - Education – Politics – Duties and Responsibilities of Citizens – World Peace.(Thirukural No:-45, 1025, 446, 952, 807, 56, 43, 754, 298, 400, 691, 37, 572)					
UNIT IV	TAPPING AND CULTIVATING THE MIND		5 Hours		
Potential of Mind - Personality – Mind and Body – Creativity and Positivity – The Centrality of the Mind – Astral and Physical Bodies – Knowledge of the divine and quest for perfection - Life Force – Tapping the Life Force – Perceiving the Kernel- Realization of Self- Stream of Consciousness – Hierarchy of Self motivation- Meditation – Spiritual Values.(Thirukural No:-457, 261, 423)					
UNIT V	PRESERVING THE BODY HEALTH;		4 Hours		
Structure of human body – Three States of Living – Relationship between body and spirit – Natural Causes for Bodily Diseases – Man-made causes for diseases – Preventive and					

SEMESTER IV

Course Name	rq;f ,yf;fpak;> ,yf;fzk;> mwptpay; jkpo;				
Course Code	U4R2TL4	Ex. Hrs.	L	P	C
Category	PART-I ENGLISH	3	5		3
Nature of Course	Reading and Analytical Skills				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. rq;f ,yf;fpaq;fspd; gpd;dzpr; #oiy mwpar; nra;jy; 2. jkpoh;fspd; tho;tpay; \$Wfisg; Ghpe;J nfhs;sy; 3. mftho;tpaypy; filgpbf;f Ntz;ba newpKiwfis tFj;Jf; nfhs;sy; 4. jkpo; ,yf;fpaj;NjhL mwptpay; jkpio xg;gpl;Lk; NtWgLj;jpAk; ghh;f;Fk; jpwd; tsh;j;jy; 5. Mf;fj;jpwidf; fz;lwpAk; topKiwfis cUthf;Fjy;					
UNIT I	,yf;fpatuyhW> ,yf;fzk			12 Hours	
rq;f ,yf;fpa tuyhW - gjpndz; Nkw;fzf;F E}y;fs; ; - nrk;nkhop ,yf;fpa tuyhW - nrk;nkhopg; gz;Gfs, nrk;nkhop E}y;fs; ,yf;fzk; - tO, tOtikjp> tohepiy					
UNIT II	mf,yf;fpak;;			12 Hours	
FWe;njhif - le;J ghly;fs;; - (ghly;-38,54,68,74,82) ew;wpiz - ,uz;L ghly;fs; (ghly; 156, 228)lq;FE}W - ,sNtdpw; gj;J mfehD}W - ,uz;L ghly;fs; (23,31) ghiyj;jpizj; jiytpf;\$w;W fypj;njhif - ,uz;L ghly;fs; (126,132) Njhopf;\$w;W					
UNIT III	GwKk; ghl;Lk			12 Hours	
gj;Jg;ghl;L - kJiuf;fhQ;rp 58 tupfs; (ghly; 725 - 782) GwehD}W - 10 ghly;fs; 201, 202,236,237,247,308,373,382,386,400					
UNIT IV	mwptpay; jkpo; - nray;Kiw			12 Hours	
mwptpay; jkpo; - fiyr;nrhy;yhf;fk; - xypngau;g;G - rPh;ikahf;fk; - jug;gLj;jk;					
UNIT V	mwptpay; jkpo; - gad;Kiw			12 Hours	
mwptpay; fl;Liufs; - Jiwr; rhu;e;jf; fUj;Jfisj; jkpopy; (fiyr;nrhw;fSld;) cUthf;fg; gapw;rp mspj;jy;					
(Theory 75 Marks)				Total Hours 60	
Book for Study rq;fj; jkpo; - jQ;ir jkpo;g; gy;fiyf;fof ntspaPL mwptpay; jkpo; fiyr;nrhy;yhf;fk - Kidtu; ,uhjhnry;yg;gd;					
Course Outcomes				K Level	

Course Name	SHORT STORIES AND ENGLISH FOR COMPETITIVE EXAMINATIONS				
Course Code	U4R2EL4	Ex. Hrs.	L	P	C
Category	PART-II ENGLISH	3	5		3
Nature of Course	Reading and Analytical Skills				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
6. To enable the learner to respond to short fiction 7. To sensitize the learner to identify the elements of fiction. 8. To enable the learner to write short reviews paragraph and essays. 9. To give them practice in contextualized letter writing, making presentations and writing reports 10.To enable them to identify error zones and correct sentences					
UNIT I			15 Hours		
Tagore R.K. Narayan Anita Desai	Suba An Astrologer’s Day A Devoted Son				
UNIT II			15 Hours		
O’ Henry Arthur Conan Doyle Maupassant	A Retrieved Reformation The Blue Carbuncle Simon’s Pa				
UNIT III			14 Hours		
Paragraph Writing - General Essay, Book review , Film review					
UNIT IV			6 Hours		
Replying to Letters - Letter Chains - Presentations –Visuals and their interpretations - Reports					
UNIT V			10 Hours		
Error Zone Identification - Correction of Sentences ,Speech Writing – Expository Argumentative, Descriptive and Narrative – Fallacies and their avoidance.					
(Theory 75 Marks)			Total Hours 60		
Book for Study					

Web Resources

1. <https://bookishloom.wordpress.com/2018/10/01/subha-by-rabindranath-tagore-my-read/#:~:text=Tagore%20portrayed%20the%20everyday%20agonies,central%20character%2C%20%27Subha%27>
2. <https://smartenglishnotes.com/2019/05/31/the-white-flower-by-r-k-narayan-summary-explanations-and-question-solutions/>
3. <https://digestablewords.wordpress.com/short-story-a-devoted-son-by-anita-desai/>
4. <https://www.toppr.com/guides/english/english-literature/ozymandias-summary/>
5. <https://americanliterature.com/author/guy-de-maupassant/short-story/simons-papa>

Course Outcomes

K Level

After completion of the course the student will be able to

CO1	adapt study habits to face competitive examinations with confidence.	K6
CO2	appraise the themes and structure of fiction through independent reading .	K5
CO3	justify their perceptions on characters ,themes and aspects of fiction.	K5
CO4	categorize and correct errors in usage.	K4
CO5	design the style of communication as needed.	K6

Title of the Course : Fiction and English for Competitive Examinations.

Course code : U4R2EL4

Course Outcome (CO)	Programme Outcome (PO)					Programme Specific Outcome (PSO)					Mean Score of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO – 1	2	3	3	2	1	2	3	3	3	2	2.4
CO – 2	3	2	1	3	2	3	2	3	2	2	2.3
CO – 3	1	2	2	1	3	3	3	2	3	3	2.3
CO – 4	2	3	3	2	3	2	3	2	2	2	2.4
CO – 5	2	3	3	2	3	2	2	3	2	1	2.3
	Mean Overall Score										2.34
	Result										HIGH

Course Name	FINANCIAL MANAGEMENT				
Course Code	U4R2CMCC7	Ex. Hrs.	L	P	C
Category	CORE VII	3	6		6
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To familiarize the students with the concepts, tools and practices of financial management. 2. To learn about the decisions and processes of financial management in a business firm. 3. To make the students about the regular and adequate supply of funds to the firm. 4. To determination of working capital and cash management of the firm. 5. To plan for a receivable and inventory management.					
UNIT I	Financial Management		14 Hours		
Meaning and scope – Objectives: Profit maximization, Wealth maximization – Functions – Financial decisions – Time value of money: Present value and Compound value – Cost of capital – Cost of debt – Cost of preference share capital – Cost of Equity – Cost of retained earnings – Weighted average cost of capital.					
UNIT II	Capital structure		14 Hours		
Meaning and features – Factors determining capital structure – EBIT - EPS relationship – Indifference point of EBIT – Theories of capital structure: Net income approach, Net operating income approach, MM approach and Traditional approach.					
UNIT III	Leverage		15 Hours		
Meaning, significance and types – Operating leverage - Financial leverage – Combined leverage – Dividend policy – Determinants of dividend policy – Theories: relevance and irrelevance with value of firm – Forms of dividend – Stock dividend – Bonus issue – Stable dividend.					
UNIT IV	Receivables management		14 Hours		
Objectives – Factors influencing size of receivables – Credit policy – Credit standard – Credit term – Collection policy – Incremental analysis – Inventory management – Meaning – Types of inventory – Purpose of holding inventory – Excess or inadequate					

inventory – EOQ – Levels of stock: reorder level, minimum level and maximum level – Techniques – ABC, VED, FSN and HML analysis. (Self study)		
UNIT V	Working capital management	15 Hours
Determinants of working capital – Forecasting of working capital requirements – Cash management – Motives of holding cash – Stages in cash management: Cash planning, Collection and disbursement of cash, Optimum cash balance – Boumul model – Investment of surplus cash. (Practical only)		
(Theory 20 marks, Problems 55 Marks)		Total Hours: 72
Book for Study Elements of financial management by S.N. Maheswari – Sultan Chand & Sons., New Delhi		
Books for Reference 1. Theory and Problems of Financial management by Khan & Jain, McGraw Hill Publication, New Delhi. 2. Financial Management by IM. Pandey, Himalaya Publishing House, Mumbai. 3. Financial Management by Prasanna Chandra, Tata McGraw-Hill Education, New Delhi. 4. Financial Management by Dr. A. Murthy, Margham Publications, Chennai. 5. Financial Management by R.K.Sharma – Kalyani publishers, New Delhi 6. Financial Management by R.Ramachandran & R.Srinivasan – Sriram publication, Trichy 7. Financial Management by P.Periyasamy, Vijay Nicole Publications, Chennai.		
Web Resources 1. https://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.accfile.com%5D.pdf 2. https://ncert.nic.in/textbook/pdf/lebs201.pdf 3. http://www.eiilmuniversity.co.in/downloads/Financial-Management.pdf 4. https://www.ddegjust.ac.in/studymaterial/mcom/mc-204.pdf		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	To know the basic concepts of financial management, time value of money and cost of capital.	K3
CO2	To understand the students the various approaches in the calculation of earnings per share.	K5
CO3	Gain an insight about dividend policy and three types of leverages.	K4

Course Name	ACCOUNTING SOFTWARE (Tally)				
Course Code	U4R2CMCC8P	Ex. Hrs.	L	P	C
Category	CORE VIII	3		3	2
Nature of Course	Employability				
Maximum Marks	CIA: 40	End SEM: 60		Total Marks:100	
Passing Minimum	CIA: 16	End SEM: 24		Total Marks:40	
Course objectives					
1. To provide basic knowledge of computerized accounting to deserving 2. Students under self – learning mode. 3. To know the preparation of budget and vouchers 4. To process purchase orders, sales order and salary payment 5. To prepare the final accounts with GST 6. The student will get an employment after learning the paper					
UNIT I	Interface and Company Management			7 Hours	
Introduction to Tally ERP9 - Creating a Company - Altering and Deleting Company – Data Security: Security Control Setup - User Security Control, Multi Language, Export, Import, Backup and Restore: Export and Import Formats - Data Backup and Restore - Masters - Ledgers: Understanding Ledgers - Creating Ledgers - Creating Multiple Ledgers - Altering and Deleting Ledgers – Groups: Creating Groups - Altering and Deleting Groups –Bill wise Debtors and Creditors Ledgers: Configuring Bill wise Details.					
UNIT II	Default Vouchers			7 Hours	
Payment Voucher - Receipt Voucher - Contra Voucher - Journal Voucher, Day Book: Day Book Reports - Altering and Deleting Transactions, Cheque Printing: CTS Cheque Printing System, Masters : Inventory: Understanding Inventory -Integrating Accounts and Inventory - Stock Group - Godown and Locations -Stock Category - Units of Measure - Stock Items - Manual Stock Valuation without Inventory.					
UNIT III	Purchase Order Processing			7 Hours	
Purchase Order Process - Purchase Order Voucher - Receipt Note (Inventory) -Rejection-Out Voucher, Sales Order Processing: Sales Order Process – Sales Order Voucher - Delivery Note (Inventory) - Rejection-IN Voucher , Debit and Credit Notes, Bank Reconciliation, Manufacturing Vouchers: Bills of Materials -Job Costing, Tax Deducted at Source (TDS): Understanding TDS – Creating TDS Masters - TDS Payment - Tax Reports and Tax Forms, Payroll Accounting: Understanding Payroll - Pay Heads and Categories - Employee Details and Salary Details - Attendance Entries - Salary Payment – Pay sheet and Pay Slips.					
UNIT IV	Goods and Services Tax (GST):			8 Hours	
Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level) - GST Taxes & Invoices - SGST, CGST & IGST - Creating GST Masters in Tally, Purchase Voucher with GST: Updating GST Number for suppliers -Intra-State Purchase Entry in GST (SGST + CGST) - Inter-State Purchase Entry in GST (IGST) - GST Purchase Entry for Unregistered Dealer in Tally -Reverse Charge Mechanism Entry for GST in Tally, Sales Voucher with GST: Updating GST Number for Suppliers - Intra-State Sales Entry in					

GST(SGST + CGST) - Inter-State Sales Entry in GST (IGST) - Printing GST Sales Invoice from Tally ERP9 Software, GST Reports and Returns: GSTR 1 in Tally - GSTR 1 Return Filing. (Self Study)		
UNIT V	Interest Calculations (Auto Mode):	7 Hours
Financial Reports: Trial Balance - Profit and Loss Account - Balance Sheet - Working Capital - Cash Flow and Fund Flow Statements, Printing Reports: Sales Invoice - Printing Payment and Receipt Vouchers - Printing Various Other Reports - Miscellaneous: Inserting Vouchers- Duplicating Entries - Split Company Data - Merge Tally Companies, Shortcut Keys .		
Total Hours 36		
Book for Study		
1. A.K. Nadhani, “Implementing Tally”, BPB Publications		
Books for Reference		
1. Dr.Mamrata Agrawal, Dream Tech Press, New Delhi, 2010		
2. K.K.Nandhani, “Computerized Accounting under Tally, Implementing Tally”, BPB publication. Deva publications.		
3. Namrata Agrawal “Tally 9” Published by Dream tech, year – 2008.		
4. Tally Software Package – Manual, K.K. Nidhani, Implementing Tally.		
5. Dr.P.Rizwan Ahmed, “Tally ERP 9”, Margham Publications, 2016.		
Web Resources		
1. https://www.attitudetallyacademy.com/html/buy-e-books?cid=102		
2. https://sscstudy.com/tally-erp-9-book-pdf-free-download/		
3. https://www.sarkarirush.com/tally-erp-9-book-pdf-download/		
4. https://www.bookganga.com/eBooks/Books/Details/5514118918216167709		
5. https://books.google.co.in/books/about/Tally_ERP_9_MADE_Easy.html?id=jmPA DQAAQBAJ&redir_esc=y		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	The student can able to prepare the accounts with accounting software.	K5
CO2	The student can easily prepare the vouchers and insert into the system.	K6
CO3	The student can file GST returns and prepare GST reports	K3
CO4	The student can easily prepare the financial reports	K6
CO5	Understand Income tax E- filling and Tally audit	K2

Title of the Course: ACCOUNTING SOFTWARE (Tally)						Course Code: U4R2CMCC8P					
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	2	2	2	3	2	3	3	2	2	3	2.4
CO2	3	2	2	2	2	3	2	2	3	2	2.3
CO3	3	3	3	3	3	2	3	2	3	3	2.8
CO4	2	3	3	3	2	3	2	2	3	2	2.5
CO5	3	3	2	2	2	3	3	3	2	2	2.5
	Mean Overall Score										2.5
	Result										High

Course Name	BUSINESS LAW				
Course Code	U4R2CMAC6	Ex. Hrs.	L	P	C
Category	Allied Course VI	3	6		4
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To make learners aware of two provision of various business law and amendments thereof.					
2. To make them capable of inter preparing the provision, rules and procedure that emanate from the Law.					
3. To develop the skill to relate legal concepts and provisions with real business					
4. To analyze the resource created and invested.					
5. To expose the students to qualified contract or prepared.					
UNIT I	Sources of Law		15 Hours		
Sources of Law - Indian Contract Act 1982, Introduction and nature of Contract - Formation of Contract - Classification of contract - Elements of Contract - Offer - Acceptance - Consideration - Capacity - Consent - Legality - Void agreements - Contingent.					
UNIT II	Quasi Contract		14 Hours		
Quasi Contract - Performance - Discharge - Remedies for breach of contract.					
UNIT III			15 Hours		
Special Contracts - Indemnity - Guarantee - Bailment – Pledge					
UNIT IV	Special Contracts		14 Hours		
Agency - Creation of Agency - Kinds, Rights and duties of Agent - Authority of Agent - Relations with third parties - Liabilities of parties - Termination of Agency.					
UNIT V	Sale of Goods Act		14 Hours		
Sale of Goods Act 1930 - Formation of Contract of Sale - Goods and their classification - Price, conditions, warranties - Transfer of property - Performance of the Contract of Sale - Unpaid seller and his rights, Sale by auction - Hire purchase agreements. (Self study)					
(Theory 75 Marks)			Total Hours 72		
Books for study					
1.Economic Business &Commercial Laws-N S Zad and Divya Bajpai, Taxman					
Books for Reference					
1. Business Law - N.D. Kapoor, S.Chand Publishers, New Delhi					
2. Business Law , Dr. V. Radha, Prasanna Publishers and Distributors, Chennai					
3. Business Law, RSN Pillai and Bagavathi, Sultan Chand and Sons, Newdelhi					
Web Resources					
https://en.m.wikipedia.org/wiki/Category:Business_law					
Course Outcomes				K Level	
A student on completion of this course will be able to					
CO1	To Assess the Laws about the Business			K1	

Course Name	G S T FOR BEGINNERS					
Course Code	U4R2CMSEC1:1		Ex. Hrs.	L	P	C
Category	Skill Enhancement Course I		3	3		2
Nature of Course	Skill Development (with Practical)					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To know about the evolution of goods and services tax						
2. To study about the levy and collection of tax						
3. To assess the concept of time and place of import and export						
4. To know about the input tax credit and payment of GST						
5. To study the registration, returns and accounts and assessment						
UNIT I	Introduction to Goods And Services Tax				8 Hours	
Introduction – Stages of Evolution of Goods and Services Tax – Methodology of GST – Subsuming of Taxes – Constitutional background – Benefits of implementing GST – Structure of GST – Central Goods and Service Tax – State Goods and Services Tax – UTGST – Integrated Goods and Services Tax – Important Concepts and Definitions under CGST Act and IGST Act – GSTN – HSN Code – SAC Code – GST Council – Structure, Power and Council.						
UNIT II	Levy, Tax Collection and Reverse Charge Mechanism				7 Hours	
Levy and Collection of Tax – Rate of GST – Scope of Supply – Composite and Mixed Supplies, E-commerce under GST Regime – Liability to pay tax, Reverse Charge Mechanism – Composition Scheme of Levy – Value of Taxable Supply – Interstate Supply – Intra state supply						
UNIT III	Concept of Time and Place Of Import and Export				7 Hours	
Time and Supply – Place of Supply – Significance – Time and Place of Supply in case of Intra State Supply, Inter State Supply and Import and Export of Goods and Services						
UNIT IV	Input Tax Credit and Payment of GST				7 Hours	
Cascading effect of Taxation – Benefit of Input Tax Credit – Manner of Claiming input tax credit in different situations – Computation Input Service Distribution – Computation – Recovery of credit – Reversal of credit – Utilization of input tax credit – Cases in which input tax credit is not available – Tax invoice – Unauthorized Collection of Tax – Credit Notes – Debit Notes – Electronic Cash Ledger – Electronic Credit Ledger – Electronic Liability Ledger – Manner of Payment of Tax – Tax Deduction at Source – Collection of Tax at Source – Refunds.						
UNIT V	Registration, Returns and Accounts and Assessment				7 Hours	
Registration – Persons Liable for Registration – Compulsory Registration (Self study) – Deemed Registration – Procedure for Registration – GSTIN – Amendment of Registration – Cancellation of Registration – Revocation of Cancellation – Furnishing						

Details of Supplies – Returns – Accounts and Records – Forms of above assessment – Various types of assessment. (Practical only)		
(Theory 75 Marks)		Total Hours 36
Book for Study		
1. Indirect Taxes – Vinod. K. Singania, Taxmann’s Publications, New Delhi. 18 th edition, 2018		
Books for Reference		
1. Indirect Taxes – H.C. Mehrotra, Sahitya Bhavan Publications, New Delhi. 59th edition, 2018		
2. GST guide for students – CA Vivek KR Agarwal, Neelam Book House		
3. GST For the Layman – CA Apeksha Solanki, Bloomsbury India		
4. Taxmann’s GST Mini Ready Reckoner – CA Akhil Single, CA Mayank Goel, Taxmann’s Publications		
Web Resources		
1. www.gst.gov.in		
2. https://gstcouncil.gov.in		
3. https://cbic.gst.gov.in		
4. https://selfservice.gstsystem.in		
5. https://cleartax.in		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	the evolution of goods and service tax	K2
CO2	the levy and collection of tax	K3
CO3	the concept and time of import and export	K5
CO4	the input tax credit and payment of GST	K6
CO5	the registration, returns and accounts and assessment.	K4

Title of the Course: GST FOR BEGINNERS							Course Code: U4R2CMSEC1:1				
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	2	3	3	2	3	2	2	3	3	2	2.5
CO2	3	2	3	3	2	3	2	2	2	2	2.4
CO3	2	3	2	3	2	2	3	2	2	3	2.4
CO4	2	3	3	2	3	2	2	3	2	3	2.5
CO5	3	2	3	2	2	3	2	3	2	3	2.5
	Mean Overall Score										2.46
	Result										Medium

Course Name	Consumer Rights and Awareness				
Course Code	U4R2CMSEC1:2	Ex. Hrs.	L	P	C
Category	Skill Enhancement Course I	3	3		2
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the Students to understand the concept of Consumer rights 2. To Familiarize the Students regarding consumer behaviour types of consumers and their role 3. The aim of this subject is to consumer rights awareness. 4. Understand the importance of consumerism 5. Explain the basic concept related to consumer production					
UNIT I	Introduction to consumer		7 Hours		
Consumer - Type of consumers - Buyer behavior - Determinants of Buyer behaviour - Buyer's motive - Market segmentation - Buying process.					
UNIT II	Consumer Behavior		7 Hours		
Classification of goods-Consumer decision making-Impact of sales promotion - Techniques of consumer behavior					
UNIT III	Consumerism		7 Hours		
Consumerism Meaning -Nature - Definition - Utility of consumerism-Issues in consumerism - Warranty - Consumer redressal.					
UNIT IV	Consumer Production		7 Hours		
Consumer protection - Education - Rights - Consumer & advertisement Standardization for consumer protection with special reference to Advertisement. (Self study)					
UNIT V	Consumer Movement in India		8 Hours		
Consumer movement in India- Recent trends - Role of government in Consumer movement - COPRA - Reasons for the slow growth of Consumer movement-Suggestions for strengthening consumer movement.					
(Theory 75 Marks)			Total Hours 36		
Book for Study					
Kotler, Philip: Marketing Management; Prentice Hall, New Jersey					
Books for Reference					
1. Niraj Kumar – Consumer Protection in India First Edition 1999 Himalaya Publishing House					
2. Francis Cherunilam - Business and society 1996, Himalaya Publishing House.					

3. Hawking, Best and Coney: Consumer Behaviour, Tata McGraw Kill, New Delhi 2004
4. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India, New Delhi 1994

Web Resources

<https://www.ebooksread.com/authors-eng/carl-copeland-parsons/business-administration-the-principles-of-business-organization-and-system-and-hci.shtml>

<https://www.kobo.com/in/en/ebook/introduction-to-business-management-2>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Students would have understood the learnt to consumer	K1
CO2	Students would have understood the consumer behaviour	K2
CO3	Students would have Known the consumerism	K3
CO4	Students would have recognize the consumer rights	K5
CO5	Students would have known the recent trends	K3

Title of the Course: Consumer Rights and Awareness						Course Code: U4R2CMSEC1:2					
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	3	3	2	2	2.6
CO2	3	3	2	3	3	3	3	2	3	3	2.8
CO3	2	2	2	2	3	3	2	3	2	3	2.4
CO4	3	2	3	2	3	2	3	3	2	2	2.5
CO5	2	3	2	3	2	3	2	3	2	3	2.5
	Mean Overall Score										2.56
	Result										High

Course Name	INTERNET PROGRAMMING				
Course Code	U4R2CMSEC1:3	Ex.Hrs.	L	P	C
Category	Skill Enhancement I	3	3		2
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM:75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the students to understand the concepts of Internet 2. To learn the concept of Java Script. 3. To expose the students to observe servlet life cycle. 4. To learn the PHP, variables, expression and cookies to connect the database. 5. To understand the AJAX, Describing web services.					
UNIT I	Web Essentials	8 Hours			
Clients, Servers and Communication – The Internet – Basic Internet protocols – World wide web – HTTP Request Message – HTTP Response Message – Web Clients – Web Servers – HTML5 – Tables – Lists – Image – HTML5 control elements – Semantic elements – Drag and Drop – Audio – Video controls – CSS3 – Inline, embedded and external style sheets – Rule cascading – Inheritance – Backgrounds – Border Images – Colors – Shadows – Text – Transformations – Transitions – Animations.					
UNIT II	Java Script	7 Hours			
An introduction to JavaScript–JavaScript DOM Model-Date and Objects,-Regular Expressions- Exception Handling-Validation-Built-in objects Event Handling- DHTML with JavaScript- JSON introduction – Syntax – Function Files – Http Reques-sql.					
UNIT III	Servlets	7 Hours			
Java Servlet Architecture- Servlet Life Cycle- Form GET and POST actions- Session Handling- Understanding Cookies- Installing and Configuring Apache Tomcat Web Server. (Self Study).					
UNIT IV	An introduction to PHP	7 Hours			
PHP- Using PHP- Variables- Program control- Built-in functions- Form Validation- Regular Expressions – File handling – Cookies – Connecting to Database. XML: Basic XML- Document Type Definition – XML schema – Dom and Presenting XML – Parsers and Validation – XSL – XSLT – Transformation – News Feed (RSS and ATOM).					

UNIT V	AJAX	7 Hours
Ajax Client Server Architecture-XML Http Request Object-Call Back Methods; Web Services: Introduction- Java web services Basics – Creating, Publishing, Testing and Describing a Web services (WSDL)-Consuming a web service, Database Driven web service from an application –SOAP.		
(Theory 75 Marks)		Total Hours 36
Books for Study Stephen Wynkoop and John Burke —Running a Perfect Website, QUE, 2nd Edition, 1999.		
Books for Reference 1. Chris Bates,” Web Programming” – Building Intranet Applications, 3rd Edition, Wiley Publications, 2009. 2. Jeffrey C and Jackson, — “Web Technologies A Computer Science Perspective”, Pearson Education, 2011. 3. Gopalan N.P. and Akilandeswari J., — “Web Technology”, Prentice Hall of India, 2011.		
Web Resources 1. www.ckundan.com 2. www.w3schools.com 3. www.tutorialspoint.com		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Students would have understood the concepts of to understand the concepts of Internet.	K2
CO2	Learn the concept of Java Script.	K3
CO3	Observe the servlet life cycle.	K5
CO4	Understood PHP, variables, expression and cookies to connect the database.	K2
CO5	Students would have learnt the AJAX, Describing web services.	K3

Title of the Course: Internet programming						Course Code: U4R2CMSEC1:3					
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	2	3	3	2	3	3	3	2	3	3	2.7
CO2	3	2	2	3	2	2	2	3	2	2	2.3
CO3	2	3	3	2	3	3	2	2	3	3	2.6
CO4	3	2	3	3	2	2	3	2	2	2	2.4
CO5	2	3	3	2	3	3	2	3	3	3	2.7
	Mean Overall Score										2.54
	Result										High

SEMESTER V

Course Name	ADVANCED CORPORATE ACCOUNTING				
Course Code	U5R2CMCC9	Ex. Hrs.	L	P	C
Category	CORE IX	3	5		5
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
- To impart knowledge on corporate accounting methods - To enable the students to understand the procedures of accounting. - To enable them to develop skills in the preparation of accounting statements and their analysis. - The students will gain the knowledge about Accounting standards and companies' accounts					
UNIT I	Holding Companies		12 Hours		
Introduction-Advantages-Disadvantages-Wholly –owned Subsidiary Companies-Partly –owned Subsidiary Companies- Presentation of Accounts Principles of Consolidation-Minority Interest-Cost of Control-Capital and Revenue Profit-Revaluation of Assets and Liabilities-Contingency Liabilities Unrealized Profit-Consolidated Balance sheet. (Except intercompany holdings and chain holding).					
UNIT II	Accounts of Banking Companies		12 Hours		
Introduction-Legal Provisions-Disposal of Non-Banking Assets-Restrictions on Loans – Restrictions on Commission-Restriction on Payment of Dividend Management of Minimum Capital-Statutory Reserve-CRR and SLR-Accounts and Audit-Profit and Loss Account-Balance Sheet.					
UNIT III	Accounts of Insurance Companies		12 Hours		
Types of Insurance-Annual Accounts-Life Insurance-Consideration for Annuities Granted-Balance Sheet-Determination of Profit-Preparation of Final Accounts.					
UNIT IV	Double Accounting System		12 Hours		
Introduction-Double Account System-Features, Advantages and Disadvantages-Accounts of Electricity Companies-Depreciation-Contingencies Reserves-Development Reserve-General Reserve-Tariff and Dividend Control Reserve-Remuneration (Self Study) – Reasonable Return-Capital Base-Clear Profit-Disposal of Surplus-Replacement of Assets-Receipts and Expenditure on Capital Accounts – General Balance Sheet.					
UNIT V	Accounting Standards		12 Hours		

Accounting Standards – Indian and International Accounting Standards – Accounting Standards 1,3,6,10,14,21 and 29 - Application – Scope – Formulation – Advantages – Disadvantages – Challenges - Inflation Accounting (Theory only).		
(Theory 75 marks)		Total Hours 60
Book for Study		
1. Reddy, T.S. and Murthy, A. 2015. Corporate Accounting. Revised Edn. Margham Publications, Chennai.		
Books for Reference		
1. Arulanandam, M.A. and Raman, K.S. 2009. Advanced Accounting, 6 th Edn. Himalaya Publishing House, Mumbai.		
2. Gupta R.L. and Radhaswamy 2009. Advanced Accountancy. 13 th Revised Edn. Sultan Chand & Sons, New Delhi.		
3. Jain, S.P. and Narang, K.L. 2014. Advanced Accountancy. 20 th Edn. Kalyani Publishers, Ludhiana		
4. Pillai, R.S.N. and Bagavathi. 2012. Advanced Accountancy. 5 th Edn. Chand, S. & Co Ltd., New Delhi.		
Web Resources		
1. www.freebookcenter.net		
2. www.expresslibrary.mheducation.com		
3. www.teacheron.com		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	The student can understand and prepare the accounts of Holding Companies	K2
CO2	The student can able to prepare the accounts of Banking Companies.	K3
CO3	The student could prepare the Insurance Company accounts	K5
CO4	The student is able to understand and prepare the Double Account System	K6
CO5	The student can understand the concept and component of Indian and International Accounting Standard.	K2

Title of the Course: ADVANCED CORPORATE ACCOUNTING							Course Code:U5R2CMCC9				
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	3	3	2	3	3	3	2	3	3	2.8
CO2	3	2	2	2	2	3	3	2	3	3	2.5
CO3	3	3	3	2	3	2	3	2	3	3	2.7
CO4	3	3	3	3	3	3	2	2	3	3	2.8
CO5	3	2	3	2	3	3	3	3	3	3	2.8
	Mean Overall Score										2.72
	Result										High

Course Name	VB AND SQL THEORY					
Course Code	U5R2CMCC10		Ex. Hrs.	L	P	C
Category	CORE X		3	5		5
Nature of Course	Skill Oriented					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To enable the students to understand the visual programming concepts.						
2. Understanding the basic variables and data types in VB.						
3. Define and express the controls and selections.						
4. Understanding the Structured query language concepts.						
5. Enhance the design of basic queries in SQL.						
UNIT I	Introduction to Visual Basic		12 Hours			
Introduction to Visual Basic – Integrated Development Environment (IDE) features – VB editor – customizing the IDE – anatomy of a form working with form properties – setting form’s properties – introducing form events and form methods.						
UNIT II	Variables in Visual Basic		12 Hours			
Declaring variables – Data types – Null value, Error value – Empty value – The scope of a variable – Module level variables – Constants – Creating your own constants – Scope of a constant – converting data types – Arrays – Declaring arrays – Fixed size arrays – Dynamic arrays – Preserve keyword – Writing Code in Visual Basic – The anatomy of a procedure – Subroutine and functions – Language constructs – For.....Next, The While loop, Select case.....End select, Exit statement, With structure.						
UNIT III	Selections and controls		12 Hours			
Selecting and Using controls – Introduction to standard controls – command buttons – Text boxes – labels – Option buttons – Check boxes – Frame controls – List boxes – Combo boxes – Image objects – Picture boxes – Timer – Scroll bars – File system controls (Drive, File List boxes).						
UNIT IV	Structured Query Language		12 Hours			
Introduction- Objectives- Overview of SQL- SQL in Oracle - Different Interfaces for SQL Commands in Oracle - SQL Statements - Basic Queries in SQL - Union - Intersect and Except - Nested Queries- Aggregate Operators – NullValues - Complex Integrity- Constraints in SQL - Triggers and Views in SQL- Embedded SQL and Cursors (Self Study)						
UNIT V	Queries in SQL		12 Hours			
Basic Queries in SQL - Union - Intersect and Except - Nested Queries- Aggregate Operators – Null Values - Complex Integrity - Constraints in SQL - Triggers and Views in SQL- Embedded SQL and Cursors.						

Course Name	VB AND SQL (PRACTICAL)				
Course Code	U5R2CMCC11P	Ex. Hrs.	L	P	C
Category	Core XI	3		3	2
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 40	End SEM: 60	Total Marks:100		
Passing Minimum	CIA: 16	End SEM: 24	Total Marks:40		
Course objectives					
1. Students will learn about VB in GUI environment. 2. To understand the concept of students mark list. 3. The basic structure of and SQL Query. 4. Issue SQL queries in command window. 5. To identify the database concept in SQL.					
Practical Exercise:					
1. To Write program to design a simple calculator to perform addition, subtraction, multiplication and division. 2. Design a user interface to print the result of students with total marks and percentage. 3. To write the program to find the current date and time. 4. Design a small alarm clock application. 5. Write a VB program to record the employee details such as emp id, emp name , designation and basic pay. 6. To create the Electricity bill using web forms. 7. To create airline flight database using SQL. 8. To create a database for book for each course in the college.					
(Practical 60 Marks)		Total Hours 36			
Course Outcomes					K Level
After completion of the course the student will be able to					
CO1	Analyse the programming concepts in VB and SQL.				K4
CO2	Working with various vb controls.				K2
CO3	Install, configure and interact with database system.				K3
CO4	Develop their knowledge in e-mail.				K5
CO5	Gain knowledge on SQL.				K2

Title of the Course: VB And SQL Practical						Course Code: U5R2CMCC11P					
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	2	2	2	3	3	3	2	3	2	2	2.4
CO2	3	3	3	2	2	2	3	2	3	3	2.6
CO3	2	3	2	2	3	3	2	3	3	2	2.5
CO4	3	2	3	3	3	2	3	2	2	3	2.6
CO5	3	3	3	2	2	3	2	3	3	2	2.6
	Mean Overall Score										2.54
	Result										High

Course Name	INCOME TAX LAW AND PRACTICE				
Course Code	U5R2CMCC12	Ex. Hrs.	L	P	C
Category	CORE XII	3	5		5
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To provide an in depth knowledge of the provisions of Income Tax Act and Residential status. 2. To gain the student first head of income from salaries and provisions relating to sections 15 to 17. 3. To acquire the ability to apply the knowledge of the income from house property and procedure for its computation is governed by sections 23 to 27. 4. To develop the skills to solve the problems of income from profit and gains of business or profession and depreciation. 5. To identify the knowledge of capital gains assessable to tax section 45 and discuss the income from other sources.					
UNIT I	Basic concepts of Income tax and Residential status			12 Hours	
Basic concepts -Income, agricultural income, person, Assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) - Residential status; Scope of total income on the basis of residential status - Exempted income under section 10.					
UNIT II	Income under the Head Salary			12 Hours	
Heads of income – Income under salaries – Definition, features – Computation of salary income – Provident Funds – Allowances – Perquisites – Other items included in salary – Deduction under salary – Tax – Rebate, relief of income tax - Gratuity - Pension - Deduction u/s 80 C.					
UNIT III	Income from House Property		12 Hours		
Income from House property – Definition – Basis of charge – exempted HP incomes – computation of income from HP – Gross annual value – Net annual value – Deductions – Let out and self – Occupied houses - Treatment of Unrealized rent - Guidelines for solving problems.					
UNIT IV	Income from Profit and Gains of Business or Profession			12 Hours	
Business /Professional Income: Charging Provision –Assessment of business income – Allowed Deductions – Expressively disallowed deductions. Meaning of Depreciation - Conditions - Block of assets - Computation of depreciation under New scheme - Carry forward and set off of unabsorbed depreciation (Self Study).					
UNIT V	Capital gains and Income from other sources			12 Hours	
Capital Gain - Basis of charge - capital assets - Transfer of capital assets - Types of Capital Gain -Exemptions - Computation of Capital Gains - Capital Loss - Tax on Capital Gains. Income chargeable to tax under the head Income from other sources u/s 56(2) – Other income chargeable under the head – Dividends – chargeability of dividends – Interest on securities – Casual incomes – Other interest incomes.					
(Theory 25 Marks , Problem 50 Marks)		Total Hours 60			

Book for Study

Income Tax Theory, Law & Practice – T.S. Reddy & Hari Prasad Reddy, Margham Publications, Chennai. Publications, Chennai.

Books for Reference

1. Income tax law and Practice - V.P.Gaur & Narang, Kalyani Publisher, New Delhi.
2. Income Tax Law and Practice-Dr.H.C. Mehrotra, SahityaBhawan Publications, Agra.
3. Income Tax Law and Practice I- Dr.Sha, Himalaya Publishing House Pvt Ltd., Mumbai.
4. Income Tax Law & Practice – A. Murthy, Vijay Nicole Imprints Pvt Ltd, Chennai-91.

Web Resources

- 1) <https://www.taxmann.com/virtualbooks/library>
- 2) <http://www.freebookcentre.net/Business/Tax-Books.html>
- 3) https://www.caclubindia.com/share_files/e-book-on-income-tax-49429.asp
- 4) <https://www.incometaxindia.gov.in/pages/acts/income-tax-act.aspx>
- 5) <https://taxguru.in/income-tax/download-free-ebook-the-process-efiling-income-tax-returns.html>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	To enable the students to know the basic concepts of income tax.	K2
CO2	To make the Students to understand the calculation procedure of income from salary and its deductions.	K2
CO3	To enable the students to know the determination of house property income	K5
CO4	To make the students to understand the method of computation of gain on business or profession and capital gains.	K5
CO5	To make the students to understand the method of computation of income from other sources	K6

Title of the Course: Income tax Law and Practice						Course Code: U5R2CMCC12					
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	3	2	3	2	3	3	3	3	2	2.7
CO2	3	2	2	2	2	3	2	2	3	2	2.3
CO3	3	3	3	2	2	2	3	2	3	3	2.6
CO4	2	2	3	2	3	2	2	3	3	2	2.4
CO5	3	3	3	2	2	3	2	3	3	2	2.6
	Mean Overall Score										2.52
	Result										High

Course Name	ENTREPRENEURIAL DEVELOPMENT				
Course Code	U5R2CMCC13	Ex. Hrs.	L	P	C
Category	Core XIII	3	5		4
Nature of Course	Entrepreneurship				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior about Entrepreneurship.					
2. To identify significant changes and trends which create new business opportunities.					
3. To analyze the environment for potential business opportunities.					
4. To provide conceptual exposure on converting ideas to an entrepreneurial firm. To encourage rural and women entrepreneurs.					
5. To enhance the ability of students in Leadership and governance.					
UNIT I	Entrepreneurship:		12 Hours		
Entrepreneur - Entrepreneurship – Women Entrepreneurship – Rural Entrepreneurship – Factors affecting Entrepreneurial Growth - Entrepreneurial Motivation - Entrepreneurial Competencies - Entrepreneurial Mobility – Challenges to Entrepreneurship- Ethics and Entrepreneurship – Social Responsibility in Entrepreneurship - Entrepreneurial Development Programmes.					
UNIT II	Developing Successful Business ideas:		12 Hours		
Opportunity Analysis – Ideation Techniques – Ideation Catalysts and Inhibitors – Idea to Opportunity Maps – Evaluation of Idea to Opportunity Maps – Business Model – Functions of a Business Model - Business Modelling – Benefits of Business Modelling - Business Models to Business Plans.					
UNIT III	Start-Up:		12 Hours		
Small Enterprises: An Introductory Framework – Project Identification and Selection – Project Formulation – Project Appraisal – Legal, Regulatory and Statutory Body – Clearance Approvals and NOC – Compliance – Financing of Enterprise - Boot Strapping - Ownership Structures. (Self study)					
UNIT IV	Support:		12 Hours		
Institutional Finance to Entrepreneurs – Lease Financing and Hire-Purchase – Institutional Support to Entrepreneurs – Taxation Benefits to Small-Scale Industries – Government Policy for Small-Scale Enterprises.					
UNIT V	Development:		12 Hours		
Accounting for Enterprises - Break-Even Analysis – Elements of Financial Statements- Growth Strategies – Intellectual Property – Innovation – Knowledge Management –					

Leadership and Governance – Sickness and Rehabilitation – Application of Electronic Commerce.		
(Theory 75 Marks)		Total Hours 60
Book for Study 1. Entrepreneurial Development- S. S. Khanka, S. Chand &Co. Ltd., New Delhi. Reprint 2018.		
Books for Reference 1. Desai Vasant, Entrepreneurial Development and Management, Himalaya Publishing House, 2007. 2. Bruce R. Barringer, R. Duane Ireland, Entrepreneurship – Successfully Launching New Ventures, Pearson Education, 2008. 3. Gupta C. B., Srinivasan N P, Entrepreneurial Development, Sultan Chand and Sons. 4. Entrepreneurship Development and Project Management –Dr. Kavitha, Dr. Sourabh Bhattacharya, Dr. Yasmeen Banu and Dr. L. Leo Franklin, Scientific International Publishing House, (2022)		
Web Resources 1. www.ediindia.org , 2. www.internationalentrepreneurship.com , 3. www.startupdunia.com , www.yuvaentrepreneurs.com , 4. www.indiastat.com , www.entrepreneur.com , 5. https://www.researchgate.net/publication/334863365_Fundamentals_of_Entrepreneurship_Development		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Understand the basic development of entrepreneurship as a profession.	K3
CO2	Identify and implement systems for collecting and analyzing information to monitor the performance of a new firm.	K4
CO3	Understand the differences between an entrepreneurial venture and an ongoing business operation.	K5
CO4	Impart knowledge on incentive and subsidy schemes offered by government for the growth of SSI.	K4
CO5	Understand the importance and role of ethical, sustainability, innovation, sickness and Rehabilitation for strategic decision making	K5

Title of the Course: ENTREPRENEURIAL DEVELOPMENT						Course Code: U5R2CMCC13					
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	3	2	2	3	3	3	3	2	3	2.7
CO2	3	3	3	3	2	3	2	2	3	3	2.7
CO3	3	3	3	2	3	3	3	3	2	3	2.8
CO4	2	3	2	3	2	2	3	2	3	2	2.4
CO5	2	2	3	3	3	3	3	3	3	3	2.8
	Mean Overall Score										2.68
	Result										High

SEMESTER V

Course Name	AUDITING				
Course Code	U5R2CMDSE1:1	Ex. Hrs.	L	P	C
Category	Discipline Specific Elective I	3	3		3
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To Discuss the introduction of auditing 2. To Examine the check the vouchers 3. To learn the various assets and verification and valuation of assets and liabilities 4. To understand the resources created and invested 5. To expose the student to qualified report are prepared					
UNIT I	Introduction of Audit		7 Hours		
Competencies to be developed: Planning - Preparing Audit Programme Audit: Objectives, Types, Advantages and Limitations, Qualities of an Auditor, Internal control: Internal check and Internal Audit, Statutory Audit, Audit Programme, Audit Note Book, Working Papers.					
UNIT II	Learning to Vouchers		7 Hours		
Learning to check the vouchers How to connect ledger accounts with the audit theory Vouching, Voucher, Vouching of Cash Transactions, Vouching of Trade Transactions; Purchases, Purchases Returns, Sales and Sales Returns, Audit of Impersonal Ledger.					
UNIT III	Identification of Various Assets		7 Hours		
Identification of various assets as Current Assets, Wasting Asset, Intangible Assets etc. Procedure of verification of Assets. Verification and valuation of Assets and Liabilities: Fixed assets, Current Assets, Wasting Assets, Intangible Assets, Problems in Valuations of Assets. Auditor's position as regards the Valuation and verifications of Assets, Valuation of Liabilities.					
UNIT IV	Introduction to investigation		7 Hours		
How resources are created and invested. Knowledge about the duties and powers of the investigator. Reserves and provisions; Classification, Duties of an Auditor as regards the creation of reserves. Introduction to Investigation.					
UNIT V	Report Prepared		8 Hours		
When clean and qualified reports are prepared, procedure of appointment, removal and the duties of auditors, Penalties in case of failures- Investigation – Objectives of					

investigation – Audit of computerized Account – Computer based Accounting v/s conventional Accounting system – Computer assisted auditing techniques – Electronic Auditing – Investigation under the provisions of companies Act. (Self study)		
(Theory 75 Marks)		Total Hours 36
Book for Study Tandon B.N., 20005, Practical Auditing S.Chand Company Ltd., New Delhi		
Books for Reference 1. Kishnadwala V.H. and Krisnadwala N.H. Principal and Practice of Auditing 2. CA. Surbhi Bansal, Advanced Auditing and Professional Ethics Best word Publication Pvt. Ltd.		
Web Resources 1. https://archive.org/details/2015AUDITINGTEXTBOOK 2. https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Principles-Practices-of-Auditing.pdf		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Students would have understood the learnt to preparing audit programme	K1
CO2	Students would have known the check the voucher	K2
CO3	Students would have understood the identification of various assets as current assets	K4
CO4	Students would have recognize the resources are created and invested	K6
CO5	Students would have know the qualified reports and prepared	K3

Title of the Course: Auditing						Course Code: U5R2CMDSE1:1					
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	2	3	2	3	2	3	3	3	2	2	2.5
CO2	3	3	2	3	2	3	3	2	2	3	2.6
CO3	3	2	2	3	3	3	2	3	2	3	2.6
CO4	3	3	3	2	2	3	3	3	2	2	2.6
CO5	3	3	3	2	2	3	3	3	2	2	2.6
	Mean Overall Score										2.58
	Result										High

Course Name	ANIMATION				
Course Code	U5R2CMDSE1:3	Ex. Hrs.	L	P	C
Category	DSE I	3	3		3
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To introduce the students the concepts of Multimedia, Images & Animation. 2. To introduce Multimedia authoring tools 3. To give theoretical exposure in Film and Video 4. Learn to operate a video camera. 5. Capture well composed video images					
UNIT I	Animation overview			7 Hours	
Introduction to animation-history of animation-principles of animation-Animation Terminology and copyright-basics					
UNIT II	Introduction to animation			7 Hours	
What is Animation? – Introduction to making multimedia and animation – Macintosh and Windows Production platforms – Basic Software tools.					
UNIT III	Audio video editing and Tools in Multimedia			7 Hours	
Making Instant Multimedia – Multimedia authoring tools – Multimedia building blocks – Text – Sound Audio & Video Editing Principles & Techniques of Animation – Video Editor (MES/Q1401)					
UNIT IV	Introduction to Digital Video Equipment			7 Hours	
Digital Video Camera - Types - Format-Major Components - Operation and Functions. Lens - Types - Aperture - Shutter, Focusing methods, Focal Length, Depth of Field, Video Signal, Video Format, and Video Lights - Types and Functions. Tripod - Types. Clapboard Usage. Light meter, Other Useful Accessories (Self study).					
UNIT V	Digital Video Production Studio			8 Hours	
Basic Studio Structure and equipment, Planning and Budgeting, Organizational Structure of Television Channels, OB Van and its accessories, Communication Satellites, Broadcasting - Terrestrial, Satellite, DTH, Planning and Scheduling Time Slot for Television Channel					
(Theory 75 Marks)		Total Hours 36			
Book for Study					
The Producer's Brain: A Pocket Guide to Thinking like a Film Producer Kindle Edition by David Kaufmann 2015.					
Books for Reference					
1. Judith Jeffloate, “Multimedia in Practice (Technology and Applications)”, PHI, 2003. 2. The Technique of Television Production 2001 by Gerald Millerson. Focal press. London. Digital Cinematography 2001– Paul Wheeler, Focal Press, London. First edition.					

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| <ol style="list-style-type: none"> 3. The Essential of TV Director's Handbook 1996 – Peter Jarvis, Focal Press. III-Edition, London. 4. Tay Vaughan, "Multimedia making it work", Fifth Edition, Tata McGrawHill. 5. John F. Koegel Bufford, "Multimedia Systems", Pearson Education |
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Web Resources

1. National Digital Library
2. <https://www.amazon.in/Producers-Brain-Pocket-Thinking-Producer-ebook/dp/B07K9HQ4K8>
3. <http://www.velhightech.com/Documents/IT6501-%E2%80%93-GRAPHICS-AND-MULTIMEDIA-5unit-notes.pdf>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Understand the basic concepts of Animation and Multimedia	K3
CO2	Demonstrate Multimedia authoring tools	K4
CO3	Analyze the concepts of Sound, Images, Video & Animation	K5
CO4	Learn audio video editing	K6
CO5	To evaluate digital video projects, identify items for improvement, and implement changes.	K5

Title of the Course: Animation						Course Code:U5R2CMDSE1:3					
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	2	3	2	2	3	2	3	2.5
CO2	2	3	2	3	2	3	3	2	2	3	2.5
CO3	3	2	3	3	3	2	2	3	3	2	2.6
CO4	2	3	2	3	3	2	3	2	3	3	2.6
CO5	2	2	2	3	3	3	2	3	2	2	2.4
	Mean Overall Score										2.52
	Result										High

Course Name	PYTHON				
Course Code	U5R2CMDSE1:4	Ex. Hrs.	L	P	C
Category	Discipline Specific Elective I	3	3		3
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. Learn core python scripting elements such as variables and flow control structures.					
2. Discover how to work with lists and sequence.					
3. Write python functions to facilitate code reuse.					
4. Make their code robust by handling errors and exceptions properly.					
5. Use python to read and write files.					
UNIT I	An Introduction to python	7 Hours			
Python Basics: The print statement-comments-python data structure and data types-string operation in python-simple input and output-simple output format-operators in python.					
Python program flow: indentation –the if statement and it’s related statement-the while loop-the for loop-the range statement-break and continue-assert-examples for looping.					
Functions and Modules: create your own functions-functions parameters-variable arguments-scope of a functions-functions documentation-Lambda functions and map-n exercise with functions-create module- standard modules.					
UNIT II	Exception Handlings	7 Hours			
Exception Handlings: Errors-exception handling with try-handling multiple exceptions-writing your own exception. File handling-file handling modes-reading files-writing and appending to files-handling file exceptions-the with statement. Classes in python: new style classes-creating classes-instance methods-inheritance-polymorphism-exception classes and custom exceptions. Generators and iterators: iterators-generators-the functions any and all-with statement-data compression.					
UNIT III	Data structures	7 Hours			
List comprehensions-nested list comprehensions-dictionary comprehensions-functions-default parameters-variable arguments-specialized sorts. Collections: namedtuple()-deque-chainMap-counter-ordereddict-defaultdict-userdict-userlist-userstring. Writing GUIs in python (Tkinter): introduction components and events-An example GUI-the root component-Adding a button-entry widgets-text widgets-check buttons. Python SQL database access: introduction-installation-DB connection-creating DB table-INSERT, READ, UPDATE, DELETE operations-COMMIT AND ROLLBACK operation-handling errors.					
UNIT IV	Networking programming	7 Hours			
Introduction-A daytime server-clients and servers-the client program-the server program.					
Date and time: sleep-program execution time-more methods on date/time. Few more topics in-detailed: filter-map-reduce-decorators-frozen set-collections. Regular expression: split-working with special characters, date, emails-quantifiers-match and find all-character					

sequence and substitute –search method. Threads ESSENTIAL: class and threads-multi-threading-synchronization-treads life cycle-use cases.		
UNIT V	Accessing API ESSENTIAL	8 Hours
Introduction- face book messenger- open weather. DJANGO: Django overview- Django installation- creating a project- usage of project in depth discussion- creating an application- understanding folder structure- creating a hello world page- database and views- static files and forms- API and security.		
(Theory 75 Marks)		Total Hours 36
Book for Study The complete reference python-Martin C. Brown, Fourth Edition. Mc Graw Hill Publication		
Books for Reference 1. Python crash course-A-hands-on, project based introduction to programming-Eric Matthes. 2. Python Essential Reference-2nd edition, David M.Beazley. 3. Python Programming-2019 Edition, Nexcod Publishing. 4. Python Programming O Level Module-P.K. Pandey, Multilingual Edition.		
Web Resources 1. https://www.fullstackpython.com/best-python-resources.html 2. https://towardsdatascience.com/top-13-resources-to-learn-python-programming-46f3b0b74b91 3. https://hakin9.org/list-of-free-python-resources/ 4. https://geekflare.com/python-learning-resources/		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Provide Basic knowledge of Python.	K1
CO2	Python programming is intended for software engineers, system analysts, program managers and user support personnel who wish to learn the Python programming language.	K3
CO3	Problem solving and programming capability.	K5
CO4	Understand and identify the concept of python SQL database concept.	K2
CO5	Gain knowledge on Accessing API essential.	K6

SEMESTER V

Course Name	OFFICE SERVICES AND SECRETRIAL PROCEDURES					
Course Code	U5R2CMSEC2:1		Ex. Hrs.	L	P	C
Category	Skill enhancement course II		3	2		2
Nature of Course	Skill oriented					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. Understand and the duties and responsibilities of an office secretary.						
2. Apply the principals of filling and develop proficiency in the filling systems commonly used.						
3. Skill fully operable commonly used office machines.						
4. Use office system of maintaining and protesting records.						
5. Understand the concept of meetings.						
UNIT I	Office Service		5 Hours			
Formation of companies - Stages in the formation of a Private Company and Public Company - Promotion - Meaning - Promoters - Their functions - Legal status of a promoter - Duties of promoters - Remuneration of promoters - Incorporation - Meaning - Certificate of Incorporation						
UNIT II	Office system and Procedure		5 Hours			
Memorandum of Association - Meaning - Purpose - Alteration of Memorandum - Doctrine of Ultra vires - Articles of Association meaning - Forms - Contents - Alteration of Articles - Relationship between Articles and Memorandum - Articles distinguished from Memorandum - Constructive notice of Memorandum and Articles - Doctrine of Indoor Management exceptions to Doctrine of Indoor Management.						
UNIT III	Office Location and Layout		5 Hours			
Prospectus - Definition - Contents - Deemed Prospectus - Misstatement in Prospectus - Minimum subscription - Commencement of business - Certificate of Commencement - Kinds of shares and debentures (Self Study).						
UNIT IV	Filling		5 Hours			
Directors - Qualification and disqualification of Directors - Appointment of Directors - Removal of Directors - Director's remuneration - Powers of Directors - Duties of Directors - Liabilities of Directors.						
UNIT V	Supplies		4 Hours			
Meetings: Statutory Meeting - Annual general meeting - Extra ordinary general meeting Winding up: Meaning - Modes of winding up - Compulsory winding up by the Court - Voluntary winding up - Types of voluntary winding up - Members voluntary winding up - Creditors voluntary winding up - Winding up subject to supervision of the Court - Consequences of winding up (General)						
(Theory 75 Marks)			Total Hours 24			

Course Name	BUSINESS STRATEGIES					
Course Code	U5R2CMSEC2:2		Ex. Hrs.	L	P	C
Category	Skill Enhancement Course II		3	2		2
Nature of Course	Skill Development					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To understand how to analyze the benefits of strategic management for foreign trade.						
2. To disseminate knowledge regarding the concept and tools of business strategy.						
3. To understand how to apply concept and tools of business and strategy in foreign trade.						
4. To enable the students understand the strategic issues related to foreign trade.						
5. Understand how the strategic analysis process helps decision makers perform in-depth analyses and identify optimal strategic alternatives.						
UNIT I	Introduction to Business Strategy		5 Hours			
Introduction, Concept of Business Strategy, Need for Business Strategy, Functions of Business Strategies –Evolution strategy- Philosophy of strategy.						
UNIT II	Strategic Analysis		4 Hours			
Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making						
UNIT III	Strategic Formulation		5 Hours			
Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, SWOT analysis.						
UNIT IV	Strategic Planning and Implementation		5 Hours			
Introduction, Strategic Planning Process, Expansion or Growth, Mergers and Acquisitions, Issues in Strategy Implementation, organization design; structure relationships, processes (Self study).						
UNIT V	Strategic Leadership		5 Hours			
Introduction, Leadership Functions, Leadership Traits, Leadership Styles, Strategic Leadership and Competitive Advantage, standards corrective action.						
(Theory 75 Marks)			Total Hours 24			
Books for Study						
1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.						
Books for Reference						
1. Business Policy and Strategic Management, Azhar Kazmi Tata McGraw Hill						
2. Strategic Management and Business Policy, C. Appa Rao Excel Books.						
3. Business Policy and Strategic Planning and Management, Ghosh P.K., Tata McGraw Hill.						
4. Business Regulatory Framework – Sankaran, Margham Publications, Chennai						
Web Resources						

https://www.fool.com/the-blueprint/ecommerce-strategies/		
Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	The internal and external environments in which businesses operate and asses their significance for strategic planning.	K4
CO2	For the theories , concepts and tools that support strategic management in organizations.	K2
CO3	Build understanding of the nature and dynamics of strategy formulation and implementations processes at corporate and business level	K2
CO4	Enhanced ability to identify strategic issues and design appropriate courses of action	K3
CO5	Demonstrate capability of making their own decisions in dynamic business landscape.	K6

Title of the Course: Business Strategies						Course Code: U5R2CMSEC2:2					
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	3	3	2	2	2.7
CO2	3	3	3	3	3	3	2	3	3	2	2.8
CO3	2	3	3	3	2	2	2	3	2	2	2.4
CO4	2	3	2	3	2	3	2	2	2	2	2.3
CO5	3	3	2	2	2	3	3	3	3	2	2.6
	Mean Overall Score										2.56
	Result										High

Course Name	HARDWARE TROUBLESHOOTING						
Course Code	U5R2CMSEC2:3			Ex. Hrs.	L	P	C
Category	Skill Enhancement Course II			3	2		2
Nature of Course	Skill Development						
Maximum Marks	CIA: 25		End SEM: 75		Total Marks:100		
Passing Minimum	CIA: 10		End SEM: 30		Total Marks:40		
Course objectives							
1. To enable the students to understand the concepts of PC technology. 2. To understand the motherboard controllers and backup. 3. To understand the ports of input and output devices. 4. To expose the students to understand the networking fundamentals. 5. To learn the troubleshooting tools and techniques.							
UNIT I	Fundamentals of PC technology			5 Hours			
Fundamental Building Blocks of the PC – Principles of CPU Operations - CPU family & operation.							
UNIT II	Motherboards			5 Hours			
Motherboard Controllers and System Resources – The I / O System Bus – Onboard I / O Devices Power Supply, cooling, and Protection: The Power Supply – Ventilation and Cooling Protection – Power Production and Backup.							
UNIT III	Magnetic Storage			5 Hours			
Magnetic Storage –Hard Disk Drives – Optical Storage Devices: Optical Storage Media – CD-ROM Devices – DVD-ROM Drives - - I/O Ports and Devices: Serial Ports – Parallel Ports – Universal Serial Bus.							
UNIT IV	Keyboards and Pointing Devices			4 Hours			
Keyboards – Pointing Devices Modems and Communications: Modems–ISDN–CATV Network Modems–DSL Networking: Networking Fundamentals – Network Hardware – Network Protocols.							
UNIT V	Printers			5 Hours			
Types – Printer Attributes – Printer Maintenance – Troubleshooting Tools and Techniques: Tools of the Trade – Basic PC Handling Techniques. (Self study).							
(Theory 75Marks)				Total Hours 24			
Book for Study							
1.”The Complete Reference PC Hardware”: Craig Zacker, John Rourke – Tata McGrawHill, 2001.							
Books for Reference							
1. Govindarajulu. B, IBM PC and clones: “Hardware, Trouble shooting and Maintenance” Second edition, Tata-McGraw Hill, (ISBN 0-07-048286-1).							
2. Rosch. Winn L., Hardware bible, Sixth edition, Que/Techmedia publishers, 2003 (ISBN 81-7635-696-4).							
3. “Bigelow’s Troubleshooting, Maintaining and Repairing PC’s”, Stephen J. Bigelow’s , Fifth edition.							
Web Resources							

- | | | |
|--|---|----------------|
| 1. www.tutorialsmate.com
2. www.techtarget.com
3. www.computerhope.com | | |
| Course Outcomes | | K Level |
| After completion of the course the student will be able to | | |
| CO1 | Understood the concepts of PC technology. | K3 |
| CO2 | Students would have learnt the motherboard controllers and backup. | K4 |
| CO3 | Students would have become familiar with the ports of input and output devices. | K5 |
| CO4 | Understood the networking fundamentals. | K4 |
| CO5 | Learned the troubleshooting tools and techniques. | K3 |

Title of the Course: Hardware Troubleshooting						Course Code: U5R2CMSEC2:3					
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	3	2	3	2	3	2	3	2	3	2.6
CO2	2	2	2	3	3	2	3	2	3	2	2.4
CO3	3	3	3	2	2	3	2	3	3	3	2.7
CO4	2	3	2	3	3	2	3	2	2	3	2.5
CO5	3	2	2	3	2	3	2	3	3	2	2.5
	Mean Overall Score										2.52
	Result										High

Course Name	RUBY ON RAILS						
Course Code	U5R2CMSEC2:4			Ex. Hrs.	L	P	C
Category	Skill Enhancement Course II			3	2		2
Nature of Course	Skill Oriented						
Maximum Marks	CIA: 25		End SEM: 75		Total Marks:100		
Passing Minimum	CIA: 10		End SEM: 30		Total Marks:40		
Course objectives							
1. To understand the fundamentals of Ruby on Rails 2. To create and use loops in statements. 3. To understand the ruby’s object access. 4. To expose the students passing data from an action to view. 5. To expose the students to create database and applications.							
UNIT I		Welcome to Ruby				5 Hours	
Creating a First Web Application-Getting started with Ruby Checking the Ruby Documentation-Working with Numbers in Ruby-Working with Strings in Ruby-Storing Data in Variables-Creating Constants Interpolating Variables in Double Quoted Strings-Reading Text on the Command Line-Creating Symbols in Ruby-Working with Operators-Handling Operator Precedence.							
UNIT II		Conditionals, Loops, Methods and Blocks				5 Hours	
It’s All about Making choices: the/ if Statement-Using the case Statement-Using Loops- Creating and Calling a Method (Self study).							
UNIT III		Classes and Objects				5 Hours	
All about Encapsulation-Creating a Class-Creating an Object- Basing one Class on Another-Understanding Ruby's Object Access Overriding Methods-Creating Class Variables-Creating Class Methods.							
UNIT IV		Welcome to Rails				5 Hours	
Putting Ruby on Rails-Introducing Model View Controller Architecture-Giving the view Something to do-Mixing Ruby Code and HTML inside the View-Passing Data from an Action to a View-Escaping Sensitive Text Adding a Second Action.							
UNIT V		Connecting to Databases				4 Hours	
Creating a Data-Aware Rails Application-Creating a Database-Running the store Application-Adding Another Record-Beautifying a Display-Working with Databases: Displaying items to the customer-Creating a Shopping Cart.							
(Theory 75 Marks)				Total Hours 24			
Book for Study							
Beginning Ruby on Rails by Stephen holzner , Wiley India Publications,2007							
Books for Reference							
1. Ruby on Rails: Up and Running by Bruce A. Tate, Curt Hibbs, O'Reilly Media Publications, 2006.							
2. Agile Web Development with Rails							
3. Sam Ruby, David bryang Copeland with Dave Thomas,2020.							

4. Ruby on rails up and running Bruce Tate, Curt Hibbs, first edition,2006

Web Resources

- 1) National Digital Library
- 2) <https://www.wiley.com/en-bd/Beginning+Ruby+on+Rails-p-9780470069158>
- 3) <https://www.oreilly.com/library/view/ruby-on-rails/0596101325/>

Course Outcomes

K Level

After completion of the course the student will be able to

CO1	Students would have understood the concepts of fundamentals of Ruby on Rails.	K3
CO2	Students would have learnt to design the create and use loops in statements.	K4
CO3	Students would have become familiar with ruby's object access.	K5
CO4	Students would have been exposed to the passing data from an action to view.	K4
CO5	Students would have learnt the art of create database and applications.	K3

Title of the Course: RUBY ON RAILS						Course Code: U5R2CMSEC2:4					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	3	3	2	3	2	2	3	2	3	3	2.6
CO2	3	3	3	2	3	3	3	3	3	2	2.8
CO3	2	2	2	3	2	2	3	2	2	3	2.3
CO4	2	3	3	2	3	2	2	2	2	3	2.4
CO5	3	2	2	3	3	3	3	3	2	2	2.6
	Mean Overall Score										2.54
	Result										High

Course Name	SALESMANSHIP				
Course Code	U5R2CMGEC1:1	Ex. Hrs.	L	P	C
Category	GEC I	3	2		2
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the student to understand the concept of salesmanship 2. To familiarize the student regarding various dimensions of salesmanship and career opportunities 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 4. To learn the sales force recruitment 5. To expose the sales training					
UNIT I	Salesmanship Introduction		5 Hours		
Introduction to personal selling – Definition – Objective of Personal Selling – Advantages and Disadvantages of Personal Selling					
UNIT II	Personal Selling Process		4 Hours		
Selling Process – A step wise approach prospecting – Meaning, Objectives and Sources – Sales Presentation scope and Methods – Presentation methods. (Self study)					
UNIT III	Sales People and Sales Managers		5 Hours		
Sales person – Meaning, Role, Duties, and Responsibilities of a sales people – Qualities of a Sales Person – Sales Manager – Meaning – Role – Duties and Responsibilities.					
UNIT IV	Sales Force Recruitment		5 Hours		
Recruitment – Meaning and Conception – Job Analysis – Process – Outcomes – Job Description and Job Specification					
UNIT V	Sales Training		5 Hours		
Introduction – Benefits of sales Training – Training Methods.					
(Theory 75 Marks)			Total Hours 24		
Book for Study					
Sales and Distribution Management – J Jayasankar, Margham Publications, Chennai					
Books for Reference					
1. Personal Selling and Salesmanship - Dr.C.B. Gupta & Dr. Shvetakalra					

2. Personal Selling and Salesmanship – Neeti Gupta & Anuj Gupta

Web Resources

1. <http://www.vikasoublishing.com/books/business-economics/marketing/salesmanship-sales-management/9788125911623/>

Course Outcomes

K Level

After completion of the course the student will be able to

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

Title of the Course: Salesmanship						Course Code: U5R2CMGEC1:1					
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	3	3	2	2	2.6
CO2	3	3	2	3	3	3	3	2	3	3	2.8
CO3	2	3	2	2	3	3	2	3	2	3	2.5
CO4	3	2	3	2	3	2	3	3	3	2	2.6
CO5	2	3	2	3	2	2	2	3	3	3	2.6
	Mean Overall Score										2.62
	Result										High

Course Name	SOFT SKILLS AND PERSONALITY DEVELOPMENT					
Course Code	U5R2CMGEC1:2		Ex. Hrs.	L	P	C
Category	GEC II		3	2		2
Nature of Course	Skill Oriented					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To make students aware of the range of Soft skills and their importance in everyday life						
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.						
UNIT I	Soft Skills – Introduction			5 Hours		
Soft Skills – Definition – Importance of Soft skills in the workplace – Hard Skills Vs Soft Skills – Soft skills categories – Team work						
UNIT II	Intellectual and Emotional Skills			5 Hours		
Emotional Intelligence – Creative thinking – Strategic thinking – Lateral thinking – Assertiveness – Inter personal communication – Time management – Stress management						
UNIT III	Life Skills			5 Hours		
Presentation skills – Team building – Problem solving – Decision making – Balancing work and life – Conflict Resolution						
UNIT IV	Personality Development			5 Hours		
Personality and its development – Self Discipline – Self Assessment – Personality and leadership						
UNIT V	Evolution and Adaptation			4 Hours		
Improving personality – Developing your memory power – Habits of highly effective people– understanding – Secrets of happiness. (Self study).						
(Theory 75 Marks)				Total Hours 24		
Book for Study						
Soft Skills – Prof. S.A.W. Bukari – Sanjee Book House						
Books for Reference						
1. Managerial Skills– Dr.K. Alex – S.Chand and Sons, New Delhi						
2. Personality Development – John Aurther – Locus Press – New Delhi						
Web Resources						
1. http://www.oecd.org/dataoecd/34/16/2771174.pdf						
Course Outcomes				K Level		

SEMESTER VI

Title of the Course: Management Accounting						Course Code: U6R2CMCC14					
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	3	2	3	3	3	1	3	3	3	2.7
CO2	2	3	3	2	3	2	3	1	2	1	2.2
CO3	2	3	3	3	3	3	2	3	3	3	2.8
CO4	3	1	3	2	3	3	3	3	3	3	2.7
CO5	3	2	1	3	1	3	3	3	3	3	2.5
	Mean Overall Score										2.58
	Result										High

Course Name	HUMAN RESOURCE MANAGEMENT					
Course Code	U6R2CMCC15		Ex. Hrs.	L	P	C
Category	CORE XV		3	6		5
Nature of Course	Skill Development (with Practical)					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. To understand the Concept and policies of Human Resource Management 2. To know the Acquisition of Human Resource 3. To learn the Training and Development 4. To gain knowledge about the Performance Appraisal 5. To Identify the Compensation and Maintenance						
UNIT I	Introduction to Human Resource Management			15 Hours		
HRM Concept and Functions, Role, Status and competencies of HR Manager -HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM - Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.						
UNIT II	Acquisition of Human Resource			14 Hours		
Human Resource Planning- Quantitative and Qualitative Dimensions - job analysis – job description and job specification - Recruitment And Selection –						

meaning – process of requirement – sources and techniques of Recruitment – Meaning and Process of Selection – Selection Tests And Interviews – placement, induction, socialization and Retention.		
UNIT III	Training and Development	14 Hours
Concept and Importance -Training and development methods –Identifying Training and Development Needs - Designing Training Programmes - Role Specific and Competency Based Training - Evaluating Training Effectiveness - Training Process Outsourcing - Management Development - Career Development. (Self study)		
UNIT IV	Performance Appraisal	15 Hours
Nature, objectives and importance - Modern Methods and techniques of performance appraisal - potential appraisal and employee counseling - job changes - transfers and promotions-Problems in Performance Appraisal – Essentials of Effective Appraisal System – Job Evaluation – Concepts, Process and Objectives – Advantages and Limitations – Methods.		
UNIT V	Compensation and Maintenance	14 Hours
Compensation - Concept and policies- wage and Salary administration - Methods of wage payments and incentive plans - Fringe benefits - Performance linked compensation - Employee health, welfare and safety social security - Employer-Employee relations- grievance handling and redressal - Grievance handling and redressal. (Practical only)		
Theory 75 Marks		Total Hours 72
Book for Study K. Aswathappa: Human Resource Management Text and Cases: TataMcGraw Hill, New Delhi.		
Books for Reference 1. Gary Dessler. A Framework for Human Resource Management. Pearson Education. 2. DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education. 3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning. 4. Ivancevich, John M. Human Resource Management. McGraw Hill.		
Web Resources 1. https://guides.library.stonybrook.edu 2. https://www.researchgate.net . https://open.lib.umn.edu 3. https://en.wikipedia.org 4. https://www.bestmastersdegrees.com 5. https://www.idosi.org › mejsr › mejsr23(7)15		

Course Name	BANKING THEORY, LAW AND PRACTICE				
Course Code	U5R2CMDSE2:1	Ex. Hrs.	L	P	C
Category	Discipline Specific Elective II	3	6		4
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To understand the nature of present day banking in India. 2. To gain an insight on the nature of banking law and to know the procedure for making transactions in the banking institutions. 3. To understand the dynamics of banking and information security systems. 4. To learn the meaning and importance of developments in the practices of banking in India. 5. To expose the applications of latest Technology					
UNIT I	Banking Legislations an Introduction			14 Hours	
Banking Legislation–Provisions of Banking Regulations–Definition of Banker–Relationship Between Banker and Customer– General Relationship Between Banker and Customer–Obligations of Banker– Rights of Banker–Right of Appropriation Clayton’s Rule–Pass Book – Legal Implications of Entries in Pass Book.					
UNIT II	Types of Bank Accounts			14 Hours	
Types of Bank Accounts – Fixed Deposit Account – Savings–Current and Recurring Account–Features–Benefits –Account Opening Formalities-KYC Norms– Fixed Deposit Receipts –Non Residence Deposit Account – Currency (Domestic) Account–Senior Citizen Deposit Account – Flexi Deposit Account.					
UNIT III	Information Security system			14 Hours	
Digital Signature- Definition, Uses, Limitations, Technology for digital Signature, Distinguish between Digital signature and Paper signature, MICR- Features, Benefits, OCR, OMR, FAX, TELEX					
UNIT IV	Impact of Technology & Online Banking			15 Hours	
Online Banking- Features, Benefits, Limitations, On line shopping, Advantages, Disadvantages.					
UNIT V	Latest Term and Technology in Banking			15 Hours	
CFMS, EMT, IMPS, MMID, PDO-NDS, Vedio Banking, Satellite banking, Warm card, Virtual Banking, IRA, ACH, Tab Banking, Kisok Banking, CTP. (Self Study) (Practical Only)					
Theory 75 Marks		Total Hours 72			
Book for Study Gorden And Natarajan, 2016 Banking Himalaya Publication, New Delhi					
Books for Reference					

1. Radhaswami, M & Basudevan 2015 A Texts Book of Banking, S. Chand Co., New Delhi.
2. Khubchandran, BS 2015 Practice and Law of Banking, Mac Millan Pub., New Delhi
3. Dr. .Subba Rao and P.L Khanna 2015 Principles & Practice of Bank Management, Himalya Publishing House, Mumbai.
4. Gurusamy S 2017 Banking Theory Law & Practice, Tata McGraw Hill, Uttarpradesh
5. Technology in Banking- Dr. B. Akila, Margham Publications, Chennai. 2019
6. Digital Banking – Indian Institute of Banking and Finance, Taxman Publications Pvt. Ltd., NewDelhi 2019
7. Technology in Banking- Dr.R. Sangeetha, Charulatha Publications, Chennai. 2019

Web Resources

1. National Digital Library
2. http://ebooks.lpu.de.in/commerce/bcom/term_4/DCOM208_BANKING_THEORY_AND_PRACTICE.pdf
3. <https://freebookcentre.net/business-books-download/The-Theory-and-Practice-of-Banking.html>

COURSE OUTCOME		K Level
After completion of the course the student will be able to		
CO1	Acquire knowledge in banking practice	K3
CO2	understood the types of accounts in Banking	K4
CO3	become familiar with the mode of Information security systems	K5
CO4	learnt the online banking	K4
CO5	exposed to the appropriate applications of Technology	K6

Title of the Course: Banking Theory Law and Practice						Course Code: U6R2CMDSE2:1					
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	2	3	3	3	3	3	2	3	2.7
CO2	2	2	2	3	3	3	2	3	3	3	2.6
CO3	3	3	3	2	2	3	2	3	2	3	2.6
CO4	3	3	3	3	2	3	3	2	3	3	2.8
CO5	2	3	2	3	3	3	3	3	3	2	2.7
	Mean Overall Score										2.68
	Result										High

Course Name	PRINCIPLES OF INSURANCE				
Course Code	U6R2CMDSE2:2	Ex. Hrs.	L	P	C
Category	Discipline Specific Elective II	3	6		4
Nature of Course	Skill				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To Familiarize the student's competence in insurance at an advanced level					
2. To focus on increasing proficiency in the basic Insurance, Rules, Policy, Risk in the Work place etc.					
3. To impart knowledge on the principles of life insurance and types of policies					
4. To teach students on the nature and types of non – Life insurance policies					
5. To make the students understand on the various aspects of risk Management					
UNIT I	Introduction to Insurance		12 Hours		
History of Insurance in world and India need for insurance – Nature and Working of Insurance – Major type of Insurance and their futures – Importance of insurance industry – Role of importance in economic development – Insurance and Social security					
UNIT II	Life Insurance Nature		12 Hours		
Nature of life Insurance – Principles of Insurance – Terms used in Insurance – Life Insurance product – Various Schemes – Characteristics of an insurance risk – Role of Insurance – Factors influencing demand for insurance.					
UNIT III	Non – Life Insurance		16 Hours		
Introduction of general Insurance – concept and need – essential features and require events of fire policy, Marine hull policy and motor insurance policy including vehicle and third-party insurance					
UNIT IV	Insurance Policy Type		16 Hours		
First Premium – Renewal – Mode of premium type – Limited period Payment and single premium – Lapse revival paid up policy – Deferment period – Nomination & Assignment of policy – Bonus securement values (Self Study)					
UNIT V	Insurance Customer		16 Hours		
Individual and corporate insurance customer – Nature of Insurance customer: Mind set as of Insurance – Investment or risk compulsion vs. Voluntarism – Ethical Behavior relation of customer by insurance					
(Theory 75 Marks)			Total Hours 72		
Book for Study					
Principles and practice of insurance - Dr. A. Murthy. Margaham Publications, Chennai					
Books for Reference					
1. Insurance Principles & Practice : Periyasamy, Himalaya Publishing house, Mumbai					
2. Fundamentals of insurance-VK Global Publications Pvt Ltd, 2021 st edition.					
Web Resource					

<https://www.pdfdrive.com/principles-of-insurance-e5130779.html>

Course Outcomes		K Level
A student on completion of this course will be able to		
CO1	Gain competence on insurance at an advanced level	K2
CO2	Describe the basic insurance Rules, Policy risk in the workplace etc.,	K1
CO3	Gain Knowledge on the Principles of Life insurance and Types of policies	K4
CO4	Understand the Nature and types of non – life insurance policies	K3
CO5	Familiarize on the various aspects of risk management	K5

Title of the Course: Principles of Insurance						Course Code: U6R2CMDSE2:2					
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	2	3	3	3	3	3	2	3	2.7
CO2	2	2	2	3	3	3	2	3	3	3	2.6
CO3	3	3	3	2	2	3	2	3	2	3	2.6
CO4	3	3	3	3	2	3	3	2	3	3	2.8
CO5	2	3	2	3	3	3	3	3	3	2	2.7
	Mean Overall Score										2.68
	Result										High

Course Name	MOBILE APPLICATION SOFTWARE				
Course Code	U6R2CMDSE2:3	Ex. Hrs.	L	P	C
Category	DSE II	3	6		4
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. Understand system requirements for mobile applications 2. Generate suitable design using specific mobile development frameworks 3. Generate mobile application design 4. It Present the overview of Mobile computing, Applications, software and techniques 5. Describe the futuristic computing mobile challenges.					
UNIT I	Introduction			20 Hours	
Introduction: Introduction to Telephone Systems –Mobile communication: Need for Mobile Communication – Requirements of Mobile Communication – History of Mobile Communication					
UNIT II	Basic Design			10 Hours	
Introduction – Basics of embedded systems design – Embedded OS - Design constraints for mobile applications, both hardware and software related – Architecting mobile applications – user interfaces for mobile applications – touch events and gestures – Achieving quality constraints – performance, usability, security, availability and modifiability					
UNIT III	Mobile Communication			12 Hours	
Introduction to Cellular Mobile Communication – Mobile Communication Standards – Mobility Management – Frequency Management – Cordless Mobile Communication Systems.					
UNIT IV	Android			18 Hours	
Introduction – Establishing the development environment – Android architecture – Activities and views – Interacting with UI – Persisting data using SQLite – Packaging and deployment – Interaction with server side applications – Using Google Maps, GPS and Wifi – Integration with social media applications					
UNIT V	Mobile Technologies			12 Hours	
WCDMA Technology and Fibre Optic Microcellular Mobile Communication – Ad hoc Network and Bluetooth technology – Intelligent Mobile Communication system – Fourth Generation Mobile Communication systems (Self Study)					
(Theory 75Marks)		Total Hours 72			
Book for Study					

T.G. Palanivelu, R. Nakkeeran, “Wireless and Mobile Communication”, PHI Limited, 2009.

Books for Reference

1. Asoke K Talukder, Hasan Ahmed, RoopaYavagal, “Mobile Computing”, TMH, 2010
2. Charlie Collins, Michael Galpin and Matthias Kappler, “Android in Practice”, DreamTech, 2012
3. James Dovey and Ash Furrow, “Beginning Objective C”, Apress, 2012
4. David Mark, Jack Nutting, Jeff LaMarche and Frederic Olsson, “Beginning iOS Development: Exploring the iOS SDK”, Apress, 2013.
5. Jochen Schiller, “Mobile Communications”, Second Edition, Pearson Education, 2007.
6. Jeff McWherter and Scott Gowell, ‘Professional Mobile Application Development’, Wrox, 2012

Web Resources

1. <https://www.amazon.in/Wireless-Mobile-Communication-Nakkeeran-Palanivelu-ebook/dp/B00K7YGZ2G>
2. https://cac.annauniv.edu/aidetails/afpg_2013_fu/06.%20M.E.%20Software%20Engg.pdf

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Understand the need and requirements for mobile communication	K2 &K3
CO2	Explain the challenges in mobile application design and development.	K4
CO3	Develop design for mobile applications for specific requirement.	K5
CO4	Implement the design using Android SDK	K6
CO5	Analyze the various mobile communication technologies	K4

Title of the Course: Mobile Application Software							Course Code:U6R2CMDSE2				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	2	3	3	2	2	2	3	3	3	2.5
CO2	2	3	3	2	3	3	3	2	3	2	2.6
CO3	3	2	2	3	2	2	3	2	2	3	2.4
CO4	2	3	3	2	2	3	2	2	3	3	2.5
CO5	2	2	3	2	3	2	3	3	3	2	2.5
	Mean Overall Score										2.5

	Result				High
Course Name		COMPUTER NETWORKS			
Course Code	U6R1CMDSE2:4	Ex. Hrs.	L	P	C
Category	Discipline Specific Elective II	3	6		4
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To understand the protocol layering and physical level communication. 2. To understand the various components required to build different networks. 3. To learn the functions of network layer and the various routing protocols. 4. To familiarize the functions and protocols of the Transport and Application layer					
UNIT I	INTRODUCTION			15 Hours	
Networks-Network Applications, Network Hardware, Network Software - Physical Layer: Performance – Transmission Media – Switching – Circuit-Switched Networks – Packet Switching.					
UNIT II	DATA COMMUNICATION AND NETWORKING:			15 Hours	
Overview, Network Types, LAN Technologies, Topologies, Models- OSI Model, TCP/IP Stack					
UNIT III	DATA LINK LAYER:			14 Hours	
Introduction, Data Link Control: Line Discipline-Enq/Ack, Poll/Select, Ethernet, Data Link Layer switching, Wireless LAN, Broadband Wireless, Bluetooth					
UNIT IV	THE NETWORK LAYER			14 Hours	
Network Layer Services – Packet switching – Performance -Network layer design issues, routing algorithms, Congestion control algorithms, Internetworking, the network layer in the internet (IPv4 and IPv6), Quality of Service. (Self study)					
UNIT V	TRANSPORT LAYER			14 Hours	
Introduction – Transport Layer Protocols – Services – Port Numbers – User Datagram Protocol – Transmission Control Protocol – SCTP. Application Layer: Introduction, Client-Server Model, Application Protocols.					
(Theory 75Marks)				Total Hours 72	
Book for Study					
A. S. Tanenbaum (2003), Computer Networks, 4th edition, Pearson Education/ PHI, New Delhi, India.					
Books for Reference					
1. Larry L. Peterson, Bruce S. Davie, Computer Networks: A Systems Approach, Fifth Edition, Morgan Kaufmann Publishers Inc., 2012. 2. Nader F. Mir, Computer and Communication Networks, Second Edition, Prentice Hall, 2014.					

3. Behrouz A. Forouzan (2006), Data communication and Networking, 4th Edition, Mc Graw-Hill, India.
4. Kurose, Ross (2010), Computer Networking: A top down approach, Pearson Education, India.
5. Behrouz A. Forouzan, Data Communications and Networking, Fifth Edition TMH, 2013.

Web Resources

- 3) National Digital Library
- 4) <https://cseweb.ucsd.edu/classes/wi19/cse124-a/courseoverview/compnetworks>
- 5) <http://ptgmedia.pearsoncmg.com/images/9780133814743/samplepages/9780133814743>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Learners will be able to work with network	K2 &K3
CO2	They will be able to understand and work with their own and improve their skills in working with topologies	K4
CO3	Make use of the functions of network layer and the various routing protocols.	K5
CO4	Skills to deal with functions and protocols of the Transport and Application layer.	K6
CO1	Learners will be able to work with network	K2 &K3

Title of the Course: Computer Networks						Course Code:U6R2CMDSE2:4					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	2	3	2	3	3	2	2	2	3	2.4
CO2	3	3	2	3	2	3	3	3	3	3	2.8
CO3	2	2	3	3	3	3	2	2	2	2	2.4
CO4	3	3	2	3	3	2	3	2	3	3	2.7
CO5	2	3	2	3	2	3	3	3	2	3	2.6
	Mean Overall Score										2.58
	Result										High

Course Name	STOCK MARKET PRACTICES				
Course Code	U6R2CMDSE3:1	Ex. Hrs.	L	P	C
Category	Elective III	3	6		4
Nature of Course	Skill Development (with Practical)				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. Learn all hidden secrets, myths and trivia of the stock market					
2. Learn to identify good stocks or share to invest.					
3. Learn to manage stock investment portfolio.					
4. Learn to manage the risk of stock markets investments.					
5. Learn to use technical analysis effectively.					
UNIT I	Introduction of Securities Market			15 Hours	
An overview of Indian securities Market, Meaning, Functions, Intermediaries, Role of Primary Market-Methods of floatation of capital-Problems of New Issues Market-IPO's-Recent trends in primary market-SEBI measures for primary market.					
UNIT II	Stock exchanges and its Functions			15 Hours	
Meaning, nature functions of secondary market- Organization and regulatory framework for stock exchanges in India- SEBI: functions and measures of secondary market –listing of Securities: meaning merits and demerits-Listing requirements, procedure-listing of right issue, further issue-listing conditions of BSE and NSE-Delisting.					
UNIT III	Trading, settlement in Stock Exchanges.			14 Hours	
Different trading systems – BSE-BOLT systems types of settlement - Pay- in and Pay –out- Bad Delivery - short delivery – Auction – NSE –NEAT systems options-Market types , order types- De-mat settlement - physical settlement - surveillance system BSE &NSE - Circuit breakers.					
UNIT IV	Stock Market Indices			14 Hours	
Meaning , purpose , and Construction in developing index-Stock Market Indices in India –BSE sensex -scrip selection criteria-other BSE indices –NSE indices stock market indices in foreign countries.					
UNIT V	Commodity and Currency Market			14 Hours	
Commodity exchanges: evolutions and history –role in globalizing economy-governing regulations –price risk management commodity exposure -hedge accounting – currency futures – managing exchanging rate –carbon markets –weather derivatives –ETFs- purpose Importance, Types, construction. (Self study) (Practical Only)					
(Theory 75 Marks)			Total Hours 72		
Book for Study					
1. Security Analysis and Portfolio Management – Punithavathy Pandian – Vikas Publishing House Pvt Ltd.					
Books for Reference					
1. Investment and securities Market in India, V.A.Avadhani, Himalaya Publishing house.					

2. Security Analysis and Portfolio Management – kevin – Vikas Publishing House Pvt Ltd.
3. A Guide to Indian Capital Market, Sanjeev Agarwal, Bharat publishers.
4. Manual of SEBI, Ravi Puliani and Mahesh Puliani, Bharat publishers.
5. Investment Analysis and Portfolio Management – Prasanna Chandra, Tata McGraw Hill.

Web Resources

https://ebooks.lpude.in/commerce/mcom/term_3/DCOM504_DMGT511_SECURITY_ANALYSIS_AND_PORTFOLIO_MANAGEMENT.pdf.

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	To describe the instruments and operation of the money market.	K2
CO2	To describe trading mechanism in the stock market.	K1
CO3	To describe the methods of issuing shares and role of intermediaries in the primary market	K3
CO4	To describe the different components of a financial system and their role	K4
CO5	Explain the recent developments in the Indian system.	K2

Title of the Course: Stock Market Practices						Course Code:U6R2CMDSE3					
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	3	3	2	3	2	3	2	3	2	2	2.5
CO2	3	2	3	2	2	3	2	3	2	2	2.4
CO3	2	2	2	3	2	3	2	3	2	3	2.4
CO4	2	2	2	2	2	2	2	3	2	2	2.1
CO5	2	2	3	2	2	2	2	2	2	2	2.1
	Mean Overall Score										2.3
	Result										High

SEMESTER VI

Course Name	ELEMENTS OF E-COMMERCE					
Course Code	U5R2CMDSE3:2		Ex. Hrs.	L	P	C
Category	DSE III		3	6		4
Nature of Course	Skill Oriented					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
</						

Course Name	MULTIMEDIA				
Course Code	U6R2CMDSE3:3	Ex. Hrs.	L	P	C
Category	DSE III	3	6		4
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
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.					
UNIT I	Introduction to multimedia		15 Hours		
Definition of multimedia-Multimedia components-Classification - MM application - MM H/w - MM s/w - CDROM – DVD.					
UNIT II	Audio &Text		14 Hours		
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.					
UNIT III	Visual Effects		15 Hours		
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.					
UNIT IV	MM Animation& Compression		14 Hours		
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. (Self study)					
UNIT V	Basic Paint effects		14 Hours		
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.					
(Theory 75 Marks)			Total Hours 72		
Book for Study					
1. Multimedia Making it Work - TayVaughen , 8th Edition ,TMH.					
Books for Reference					
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://freebookslinks.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
After completion of the course the student will be able to		
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

Title of the Course: Multimedia						Course Code: U6R2CMDSE3:3					
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	3	3	3	2	3	2	2	2	2	2.4
CO2	2	3	3	3	2	3	2	3	2	2	2.5
CO3	2	3	2	3	2	3	2	2	2	2	2.3
CO4	2	2	2	3	2	3	2	2	3	2	2.3
CO5	2	3	3	3	2	3	2	2	3	2	2.5
	Mean Overall Score										2.4
	Result										High

SEMESTER VI

Course Name	PHP (Hypertext Preprocessor)				
Course Code	U6R2CMDSE3:4	Ex.Hrs.	L	P	C
Category	Elective III	3	6		4
Nature of Course	Skill oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. Analyze the basic structure of a PHP web application and be able to install and maintain the web server, compile, and run a simple web application. 2. Learn how databases work and how to design one, as well as how to use PHP MyAdmin to work with MySQL. ... Connect to SQL Server and other data sources. 3. Understanding how server-side programming works on the web. 4. Using PHP built-in functions and creating custom functions. 5. Reading and writing cookies.					
UNIT I	Introduction to PHP		15 Hours		
INTRODUCTION TO PHP: Evaluation of PHP-Basic Syntax-Defining variable and constant-PHP Data type-Operator and Expression.					
UNIT II	Decisions and loop		15 Hours		
DECISIONS AND LOOP: Making Decisions-Doing Repetitive task with looping-Mixing Decisions and looping with Html.					
UNIT III	Creating functions		14 Hours		
CREATING FUNCTION: What is a function-Define a function-Creating function- Call by value and Call by reference- Recursive function- Reading Data in Web Pages - PHP Browser - Handling Power.					
UNIT IV	Array and file handling		14 Hours		
ARRAY AND FILE HANDLING: Anatomy of an Array- Creating index based and Associative array Accessing array with Index based - Understanding file& directory, Opening and closing, a file, Coping, renaming and deleting a file. (Self study)					
UNIT V	Session and cookie		14 Hours		
SESSION AND COOKIE: Introduction to Session Control, Session Functionality What is a Cookie, Setting Cookies with PHP. Using Cookies with Sessions, Deleting Cookies, Registering Session variables, Destroying the variables and Session.					
(Theory 75 Marks)			Total Hours 72		
Book for Study					
1.PHP Reference: Beginner to Intermediate PHP5 Paperback – 11 April 2008 by Mario Lurig					
Books for Reference					
1. PHP the complete reference-steveholzner, McGraw-Hill Education, 2007.					
2. PHP: A Beginner's Guide, VikramVaswani, McGraw Hill Education, 2008.					

3. Learning PHP, MySQL, books by 'O' riley Press Beginner to Intermediate PHP5
Front Cover Mario Lulu.com, 2008
4. PHP and MYSQL, - Gimson Matthew, PHP in easy steps -McGrath Mike.2006

Web Resources

1. <https://www.amazon.in/PHP-7-Beginners-Sharanam-Shah/dp/9352136721>
2. <https://www.amazon.in/PHP-BEGINNERS-GUIDE-Vikram-Vaswani/dp/0070140693>

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Write PHP scripts to handle HTML forms.	K1
CO2	Write regular expressions including modifier, operators and meta characters.	K3
CO3	Create PHP programs that use various PHP library functions.	K4
CO4	Introduce the creation of static webpage using HTML.	K6
CO5	Distinguish PHP as a server side programming language	K3

Title of the Course: PHP						Course Code:U6R2CMDSE3:4					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	2	3	3	2	2	3	3	3	3	2.6
CO2	3	3	3	2	3	3	3	2	3	2	2.7
CO3	3	2	2	3	2	2	3	2	2	2	2.3
CO4	2	3	2	2	3	2	2	3	2	3	2.4
CO5	2	2	3	3	3	3	3	3	2	2	2.6
	Mean Overall Score										2.52
	Result										High

SEMESTER VI

Course Name	Web Page Applications					
Course Code	U6R2CMDSE3:5		Ex. Hrs.	L	P	C
Category	Discipline Specific Elective III		3	6		4
Nature of Course	Skill oriented					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100			
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40			
Course objectives						
1. Students will learn about ASP.NET Applications 2. To understand a ASP.NET web services 3. students should easy to learn securing ASP.NET applications 4. To understand the features of ASP.NET and ADO.NET 5. Students to learn about how to creating a user control in AS.NET						
Unit I	Beginning with ASP.Net Application:		15 Hours			
Beginning with ASP.Net Application: Creating ASP.NET web application projects- Designing forms-Responding to user Interaction.						
Unit II	Building a ASP.Net web services:		14 Hours			
Building a ASP.Net web services: Creating a web service-Creating an asp.net web service projects-accessing a web service.						
Unit III	Securing ASP.Net applications:		15 Hours			
Securing ASP.Net applications: Implementing security at IIS- Securing a virtual directory- Configuring web server log files- Authentication in ASP.Net: Types of Authentication- Implementing Forms Authentication.						
Unit IV	ADO.NET: Understanding the features of ADO.NET:		14 Hours			
ADO.NET: Understanding the features of ADO.NET: Data commands- Data sets- Support for XML-ADO.NET Architecture- Data sets- .Net data provider.						
Unit V	Creating a user control in ASP.Net		14 Hours			
Creating a user control in ASP.Net- Converting a web form into a user control- Removing HTML tags-Renaming web form files- Changing page directories- Adding user control to a web form. (Self study)						
(Theory 75 marks)			Total hours 72			
Book on study:						
1. Nitin Pandey with NIIT, “Microsoft ASP.NET fast & easy Web Development”, Prentice Hall of India2002.						
Reference book						

1. Dominic elly, Andrew Troelsen and Tom Barnaby, “Expert ASP.NET 2.0 Advanced Application Design”, A Press Media, 2006.
2. 2. G. Andrew Duthic, “Microsoft ASP.Net Step by Step” Prentice hall of India Private Ltd, 2006.

Course Outcomes		K Level
After completion of the course the student will be able to		
CO1	Students would have understood the concepts of ASP.NET Applications	K1
CO2	Students would have learnt to design a ASP.NET web services	K3
CO3	Students would have become familiar with the mode of securing ASP.NET applications	K5
CO4	Students would have been exposed to the features of ASP.NET and ADNET	K6
CO5	Students would have learnt the art of how to creating a user control in ASP.NET.	K3

Title of the Course: Web Page Applications						Course Code:U6R2CMDSE3:5					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	3	3	2	2	2	2	3	2	3	3	2.5
CO2	3	3	3	2	3	3	3	2	3	3	2.8
CO3	2	2	2	3	2	2	2	3	2	2	2.2
CO4	3	3	2	2	3	3	3	2	3	3	2.7
CO5	3	2	3	3	3	2	2	3	2	2	2.5
	Mean Overall Score										2.54
	Result										High

SEMESTER VI

Course Name	BUSINESS ENVIRONMENT				
Course Code	U6R2CMSEC3:1	Ex. Hrs.	L	P	C
Category	Skill Enhancement Course	3	2		2
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To introduce the students with the fundamental principles of economics and business environment.					
2. To make them understand the relevance of LPG in business environment.					
3. To create the applications of the social responsibilities of business and specialization for business environment.					
4. To acquaint the students with political environment for business analysis.					
5. To familiarize the concept of natural and technological environment in recent business environment.					
UNIT I	An Overview of Business Environment			4 Hours	
Type of Environment- internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing Diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.					
UNIT II	Economic Environment			5 Hours	
Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.					
UNIT III	Socio-Cultural Environment			5 Hours	
Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance, Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.					
UNIT IV	Political Environment			5 Hours	
Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.					
UNIT V	Natural and Technological Environment			5 Hours	
Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in					

Course Name	FINANCIAL MARKETS AND SERVICES		
Course Code	U6R2CMSEC3:2	Ex. Hrs.	L
Category	SEC III	3	2
Nature of Course	Employability		
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40
Course objectives			
1. Understand the role and importance of the Indian financial market.			
2. Apply and analyse the Concepts relevant to Indian financial markets and financial institutions.			
3. Understand and analyse the mechanics and regulation of financial instruments and determine how the prices of stocks, bonds, and securities are calculated.			
4. Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities in the financial market.			
5. Research and analyze specific problems or issues related to financial markets and institutions			
UNIT I	Basic concepts		
Financial Services: Meaning - components – Activities in Financial markets-Fund based and non-fund based. Players in Financial Markets.			
UNIT II	Capital Market		
Capital Market: Meaning, Classification, components and Functions Primary & Secondary Markets. capital market operations.			
UNIT III	Money Market		
Money Market: Meaning – Instruments – Borrowers – Lenders – Difference between Capital Market and Money Market – characteristics of Developed Money Market and Under developed Money Market - Indian Money Market – developed – causes- Steps taken by the Government for development.			
UNIT IV	Financial Intermediaries		
Non-Banking Financial Intermediaries:- Definition – Chit Funds – Nidhis – Benefit Societies. Leasing advantages, types, Leasing vs Hire purchase. (Self study)			
UNIT V	Merchant Banking and SEBI		
Merchant Banking: Meaning & Functions – Regulatory role of SEBI Credit Rating: Meaning – Functions			
Book for Study			
1 Bhasin Nitin (2010) Financial Institutions & Financial Markets in India: Functioning & Reforms New Age Publications New Delhi.			
Books for Reference			
1. Khan M.Y- Indian Financial System Theory Practice Vikas publishers			
2. Viswanathan R. - Industrial Finance Sriram Chand Publishers			
3. Santhanam B. - Financial Services, Margham Publishers			
4. Boominathan V.K. - Financial Services Sultan Chand Publishers			

5. Punithavathy pandian- Financial Services and Institutions, Vikas Publishing House. Mumbai	
Web Resources	
1. http://14.139.185.6/website/SDE/sde168.pdf	
2. https://www.worldcat.org/title/financial-markets-and-services/oclc/680624549	
3. https://www.himpub.com/documents/Chapter1321.pdf	
4. https://corporatefinanceinstitute.com/resources/ebooks/	
5. https://ebooks.lpude.in/management/mba/term_3/DMGT512_FINANCIAL_INSTITUTIONS_AND_SERVICES.pdf	
Course Outcomes	
After completion of the course the student will be able to	
CO1	Discuss the main functions performed by financial markets and the key role played by financial intermediaries.
CO2	Analyze the main features and characteristics of various financial markets such as the bond market, stock market, money market, foreign exchange market and derivatives markets.
CO3	Compare and contrast different types of financial institutions with respect to functions, products and services.
CO4	Analyze the key risks faced by financial services firms and describe financial instruments and basic techniques used to manage these risks.
CO5	Analyze the need for regulation of the financial sector, understand the basic regulatory framework and the pros and cons of recent regulatory reforms.

Title of the Course: Financial Markets and Services						Course Code: U6R2CMSEC3:2					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	3	2	3	3	2	3	2	3	3	2.6
CO2	3	2	3	3	2	3	2	3	3	2	2.6
CO3	2	2	3	2	2	2	2	3	3	2	2.3
CO4	3	3	2	3	3	3	3	2	2	3	2.7
CO5	2	2	3	2	2	3	2	2	2	3	2.3
	Mean Overall Score										2.5
	Result										High

SEMESTER VI

Course Name	DESK TOP PUBLISHING
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Course Code	U6R2CMSEC3:3	Ex. Hrs.	L	P	C
Category	Skill Enhancement Course III	3	2		2
Nature of Course	Skill Oriented				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the students to understand the concepts of Dreamweaver basics 2. To understand the fundamentals & concepts of Corel Draw 3. To give the students a hands on experience on Corel Draw 4. To give students the skills to create business cards, pamphlets, banners, calendars etc. 5. To understand the fundamentals & concepts of Page Maker					
UNIT I	Introduction To Dreamweaver		6 Hours		
Introduction To Dreamweaver-Creating New Web pages -Creating New Blank Webpage- Creating New Template Webpage -Saving and Closing a Webpage					
UNIT II	Corel Draw: An overview		6 Hours		
Introduction Features of Corel Draw, System requirements to install Corel Draw, Exploring the Workspace of Corel Draw: title bar, menu bar, standard toolbar, property bar, toolbox, drawing page, docker, color palette, document navigator, scroll bar, ruler, Saving the Drawing, Opening an Existing Document, Previewing the Drawing ,Working with Page Layout, Closing the Drawing & Quitting the Corel Draw					
UNIT III	Tools		4 Hours		
Drawing Basic Geometric Figures About Lines in Corel Draw, About Outline Tool, Selecting &Deselecting Objects, Deleting Objects, Sizing Objects, Rotating Objects, Combining Objects, Grouping In CorelDraw: Grouping & Ungrouping Objects, Applying Convert to Curve Command on Objects, Selecting Color for an Object, Filling Objects					
UNIT IV	Designing using Corel Draw		4 Hours		
Creating- business cards, pamphlets, banners, Calendars, Greeting cards, Brochures, Restaurant menu cards, Shortcut keys in Corel draw					
UNIT V	Page Maker: An overview		4 Hours		
Creating & opening publications, using the tool box, working with Palettes, text & Graphics, Starting a publication from a template, saving & closing a publication					
(Theory 75 Marks)		Total Hours 24			
Book for Study 1) Dreamweaver CS5 Manual, David Sawyer McFarland is president of Sawyer McFarland Media, Inc., O'Reilly Media; 1st edition (June 27, 2010) 2. CorelDRAW 2018 & CorelDraw Home and Student 2018, Peter Schiessl, Independently Published (26 August 2018)					
Books for Reference 1. PageMaker 6.5 By David D. Busch,BPB Publications,1997 2. Coreldraw Training Guide (English, Paperback, Jain Satish)					

3. The Complete Reference PageMaker 7,16 January 2002 by Carolyn M. Connally	
Web Resources	
6) National Digital Library	
2) library > view > dreamweaver...">https://www.oreilly.com > library > view > dreamweaver...	
3) PageMaker-Complete-Reference">https://www.amazon.in > PageMaker-Complete-Reference	
Course Outcomes	K Level
After completion of the course the student will be able to	
CO1	Students would have understood the concepts of Dreamweaver basics
CO2	Students would have learnt to design the fundamentals & concepts of Corel Draw
CO3	Students would have become familiar with the hands on experience on Corel Draw
CO4	Students would have been exposed to skills to create business cards, pamphlets, banners, calendars etc.
CO5	Students would have to understand the fundamentals & concepts of Page Maker

Title of the Course: Desk Top Publishing						Course Code:U6R2CMSEC3:3					
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	
CO1	2	2	3	3	2	2	2	3	3	3	2.5
CO2	3	3	2	2	3	3	3	2	3	2	2.6
CO3	3	3	2	3	2	2	3	3	2	2	2.5
CO4	3	3	2	2	2	2	2	3	3	2	2.4
CO5	3	2	3	3	3	2	3	3	2	3	2.7
	Mean Overall Score										2.54
	Result										High

Course Name	ADOBE PHOTOSHOP
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Course Code	U6R2CMSEC3:4	Ex. Hrs.	L	P	C
Category	Skill Enhancement III	3	2		2
Nature of Course	Skill Development				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To enable the students to understand the concepts of Adobe 2. To understand the fundamentals & concepts of Simple Graphics 3. To give the students a hands on experience on Layer Styles 4. To give students the skills to Learn about Brushing tools 5. To understand the fundamentals & concepts of cropping and resizing					
UNIT I	Introduction to Adobe	5 Hours			
Opening Adobe photoshop-Setting up the document-Opening an image from a disk-Navigator palette color, Swatches, Style					
UNIT II	Digital Image Manipulation	5 Hours			
Introduction to the Work Area: Creating Simple Graphics-Digital Image Manipulation-Web Site Composites-Creating a Logo-Creating Banners-Removing Red Eye-Brightening a Photograph-Cleaning Up a Digital Photograph-Image Resizing					
UNIT III	Layers	5 Hours			
LAYERS: Layer Visibility-Layer Locking Options -Layer Blending Mode- Fill-Opacity-Layer lock Layer Options Menu- Link Layers- Layer Styles- Layer Mask -Layer Set -Create New Fill or Adjustment Layer -Create New Layer -Delete Layer					
UNIT IV	Selection tools & Alteration tools	5 Hours			
Marquee-Move -Lasso -Polygonal- Lasso- Magnetic Lasso -Magic Wand -Crop Tool- Slice Tool Healing Brush -Brush Tool -Clone Stamp- Art History Brush- Erase Tool- Paint Bucket Tool- Gradient Tool -Blur Tool -Dodge Tool					
UNIT V	Basic image editing	4 Hours			
Cropping with the Crop Tool - Cropping to a specific size - Cropping with the Marquee Tool-Resizing in Photoshop- resizing to a specific size resizing digital photos - enlarging red eye removal - hot spot removal. (Self study)					
(Theory 75 Marks)		Total Hours 24			
Book for Study					
1) The Photographer’s Guide to Luminar AI (2020)Publisher Rocky Nook					
Books for Reference					
1. Adobe Illustator Classroom (2022 release) 2. Adobe Photoshop Classroom in a Book (December 27,2021)					
Web Resources					
1. www.javatpoint.com 2. www.adobe.com 3. www.adorama.com					

Course Name	E. TRANSACTIONS						
Course Code	U6R2CMGEC2:1			Ex. Hrs.	L	P	C
Category	GEC II			3	2		2
Nature of Course	Skill Oriented						
Maximum Marks	CIA: 25		End SEM: 75		Total Marks:100		
Passing Minimum	CIA: 10		End SEM: 30		Total Marks:40		
Course objectives							
1.To provide students the basic knowledge of the procedures of e- transactions and e-business.							
2. To make them aware of 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.							
UNIT I		Introduction To E-Transactions				5 Hours	
E- Transactions – emergence and variety – steps and processes involved – advantages and disadvantages – steps to ensure confidentiality and to prevent hacking							
UNIT II		Day to Day Transactions				5 Hours	
Placing orders, making payments, registering complaints, making enquiries etc. Procedures for such transactions - E-shopping – Paytm – Gas Booking – e.filing /Aadhar / Ration Card/Telephone – EB Payment							
UNIT III		E – Booking of Tickets				5 Hours	
Online - Bus – Train – Air ticket reservation procedures							
UNIT IV		E-Banking				5 Hours	
E- Banking – meaning, benefits, internet banking services, activities Mobile banking – ATM – features, benefits, challenges Credit card- benefits, constraints, cash deposit machine CDM, coin vending machine - MICR Cheques – benefits- tele banking – e banking in India.							
UNIT V		E-Learning				4 Hours	
Accessing information – Downloads – procedure for web-based courses – application to examinations (Self study).							
(Theory 75 Marks)						Total Hours 24	
Book for Study							
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.							
Books for Reference							
3. B. Santhanam - Banking theory law and practice, Margham Publications, Chennai							

Web Resources http://www.oecd.org/dataoecd/34/16/2771174.pdf											
Course Outcomes											K Level
After completion of the course the student will be able to											
CO1	Students will be able to perform various tasks in e-transactions and e-business with ease and exactness										K1
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
Title of the Course: E-Transactions						Course Code: U6R2CMGEC2:1					
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	2	3	2	3	2	2	3	2.5
CO2	2	3	3	2	3	2	3	2	3	2	2.5
CO3	3	2	2	3	3	3	2	3	3	2	2.6
CO4	2	3	2	3	2	2	3	2	2	3	2.4
CO5	3	3	3	2	3	3	2	2	3	2	2.6
	Mean Overall Score										2.52
	Result										High

Course Name	MEDIA MARKETING
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Course Code	U6R2CMGEC2:2	Exam. Hrs	L	P	C
Category	GEC II	3	2		2
Nature of Course	Employability				
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
Course objectives					
1. To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success 2. To develop a digital marketing plan 3. To define a target group; to get introduced to various digital channels, their advantages and ways of integration 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 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.					
UNIT I	Digital Marketing			5 Hours	
Introduction of the digital marketing - Digital vs. Real Marketing - Digital Marketing Channels - Creating initial digital marketing plan - Content management					
UNIT II	E Mail Marketing			5 Hours	
Evolution of email, developments and advancements in E mail marketing, mapping industry trends, eliminating spam messages					
UNIT III	Mobile Marketing			5 Hours	
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					
UNIT IV	Social Media Marketing			5 Hours	
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.					
UNIT V	Emerging trends in social media marketing			4 Hours	
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).					
Theory 75 Marks		Total Hours 24			
Book for Study					
1) R Solomon and Tracy, Social Media Marketing: Pearson New International Edition 3. Ryan, D. (2014)					

Course Name		<u>GENDER STUDIES</u>			
Course Code	U6R2AECC3	Ex. Hrs.	L	P	C
Category	Ability Enhancement Compulsory Course	3	2		2
Nature of Course					
Maximum Marks	CIA: 25	End SEM: 75	Total Marks:100		
Passing Minimum	CIA: 10	End SEM: 30	Total Marks:40		
UNIT I				5 Hours	
Concept of Gender: Sex Gender – biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of Labour – Gender stereotyping – Gender sensitivity Gender Equality – Gender mainstreaming – empowerment.					
UNIT II				5 Hours	
Women’s studies Vs Gender studies: UGC’s Guidelines – VIII to XI Plans, Gender studies Beijing conference and CEDAW – Exclusiveness and inclusiveness.					
UNIT III				5 Hours	
Areas of Gender discrimination: Family, Sex ratio literacy, Health, Governance, religion Work Vs employment – Market, Media, Politics, Law, Domestic violence, Sexual Harassment, State politics and planning.					
UNIT IV				5 Hours	
Women development and gender empowerment: initiatives, International Women’s decade, International women’s year, National policy for Empowerment of women, women Empowerment year 2011, Mainstreaming global policies.					
UNIT V				4 Hours	
Women’s Movements: In India National / State Commission for Women (NCW), all women police station, Family court, Domestic violence Act, Prevention of Sexual Harassment at work place supreme court guidelines, Maternity Benefit Act, PNDT Act, Hindu Succession Act 2005, Eve teasing prevention Act, Self help groups, 73 rd and 74 th amendment for PRIS.					
(Theory 75 Marks)				Total Hours 24	
Book for Study					
1. Bhasin kamala, Understanding Gender: Gender basics, New Delhi: Women Unlimited, 2004.					
2. Rajadurai , S.v, Geetha V, Themes in caste Gender and Religion, Trichy, Bharathidasan University, 2007.					

3. Pauldi, A Michele (ed...) Prager guide to the Psychology of Gender.