



PSGR Krishnammal College for Women



UGC Certified College of Excellence • Autonomous • Affiliated to Bharathiar University • ISO 9001:2015 Certified • Reaccredited with 'A' Grade by NAAC • Ranked 22nd in NIRF 2019 by MHRD

DEPARTMENT OF B.COM (COMPUTER APPLICATIONS)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF COMMERCE WITH COMPUTER APPLICATIONS (B.COM(CA))

2019-2022



PROGRAMME OUTCOMES

After completion of the programme, the student will be able to

- PO1 :** To provide a strong conceptual foundation and understanding of the functioning of accounting, finance, taxation, management, marketing and computers by offering a comprehensive curriculum in the field of Commerce, its related disciplines and Information technology.
- PO2 :** To offer practical foundation in Commerce oriented disciplines and enhance designing, development and application of computer-based systems that are indemand in the information technology industry.
- PO3 :** To develop competency in students to pursue professional programmes such as CA, ICWA, ACS or other Master programmes in Commerce/ Management/Computer Science.
- PO4 :** To provide knowledge and employability skills in almost all areas of business to equip students to take up job assignments in different sectors of commerce, trade and industry.
- PO5 :** To nurture the students in intellectual skills, personal and societal skills, ethical values and environmental concern with a focus on holistic education

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will

- PSO1 :** Apply the knowledge and skills learnt in this programme towards the industrial scenarios of the real world.
- PSO2 :** Apply the knowledge and skills gained in computer application softwares to meet the technological and creative requirements of the industry.
- PSO3 :** Follow ethical values and principles as a responsible citizen and contribute towards society's development

DEPARTMENT OF B.COM (COMPUTER APPLICATIONS)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS & SCHEME OF EXAMINATION

2019-2022

Semester	Part	Subject Code	Title of the Paper	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
								CA	ESE	TOTAL	
	I	TAM1901/	Language I –Tamil I/	6	86	4	3	40	60	100	3
I		HIN1901/ FRE1901	Hind i I/ Fren ch I								
	II	ENG1701/ ENG17F1	English I / Functional English I	6	86	4	3	40	60	100	3
	III	BP19C01	Financial Accounting	4	56	4	3	40	60	100	4
	III	BP19C02	Fundamentals of Information Technology	4	56	4	3	40	60	100	4
	III	TH17A07B TH17A07A	Allied-Mathematics for Commerce Level I Level II	6	86	4	3	40	60	100	5
	III	BP18CP1	Computer Application Practical I –Office Package	2	27	3	3	40	60	50*	1
	IV	NME19B1/ NME19A1/	Basic Tamil I/ Advanced Tamil I	2	28	2	2	50	50	100	2
		NME18ES	Introduction to Entrepreneurship	2	26	4			--		
	I	TAM1902/	Language II–Tamil II	6	86	4	3	40	60	100	3
	II	HIN1902/	Hindi II								
		FRE1902	French II								
	II	ENG1702/ ENG17F2	English II / Functional English II	6	86	4	3	40	60	100	3
	III	BP19C03	E-business applications	5	71	4	3	40	60	100	5
	III	TH17A08B	Allied- Statistics for Commerce Level I Level II	6	86	4	3	40	60	100	5

Semester	Part	Subject Code	Title of the Paper	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
								CA	ESE	TOTAL	
	III	BP19CP2	Computer Application Practical II- Advanced Excel and Accounting Package	4	71	4	3	40	60	50*	2
	IV	NME19B2/ NME19A2	**Basic Tamil / Advanced Tamil		-	-	-	-	-	-	-
	IV		Open Course (Self study online)	-	-	-	-	-	-	-	-
	IV	BP19SC1	Special Course - E-applications	1	14	1	1	25	-	-	Gr.
	IV	REG16EE	Effective English Communication	2	-	-	-	-	-	-	Gr.
	IIIB	NM12GAW	Foundation Course –1 (General Awareness)	Self study (Online)							Grade
III	III	BP19C04	Financial Markets and Institutions	5	71	4	3	40	60	100	5
	III	CM19C05	Corporate Accounting I	7	101	4	3	40	60	100	5
	III	EC19C06	Relational Database Management System	5	71	4	3	40	60	100	4
	III	BP19A01 BP19A02	Allied Group 1. Principles of Taxation 2. Banking Theory & Practice	5	71	4	3	40	60	100	5
	III	EC17CP3	Computer Application Practical III – Database Programming	3	42	3	3	40	60	50*	1
	III B	NM10EVS	Environmental Studies	Self study	-	-	-	-	-	-	-
	III B	NM14VHR	Value Education and Human Rights	2	26	4	-	-	-	100	2
	III	BP19SB01 BP19SBP1	Skill Based Subject C++ and Multimedia Applications C++ and Multimedia Applications Practical	2 1	29 15	1	1	--	--	--	--
	IV	JOB18IF/JO B18TA	Job Oriented Course	Before 12.30	60						Gr.

Semester	Part	Subject Code	Title of the Paper	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
								CA	ESE	TOTAL	
IV	III	BP19C07	Digital Marketing	5	71	4	3	40	60	100	4
	III	BP19C08	Software development with Visual Basic.net	5	71	4	3	40	60	100	4
	III	CM19C09	Principles of Financial Management	6	86	4	3	40	60	100	4
	III	BP19A03 BP19A04	Allied Group 1.Principles of Management 2. Business Economics	5	71	4	3	40	60	100	5
	III	BP18CP4	Computer Application Practical IV – Visual Basic.net	4	57	3	3	40	60	50*	2
	IV	NM10EVS	Environmental Studies	2	26	4	2	--	--	100	2
	III	BP19SB01 BP19SBP1	Skill Based Subject C++ and Multimedia Applications Practical - C++ and Multimedia	2 1	29 13	1 2	2 2	25 40	75 60	100 100	4 2
	V		NSS, NCC, YRC and Sports & Games, Eco Watch, YI Net, Rotaract	--	-	-	--	100	--	100	1

SEM	Part	Subject Code	Title of the Paper	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
								CA	ESE	TOTAL	
V	III	BP18C10	Research Methodology	5	71	4	3	40	60	100	5
	III	CM19C11	Management Accounting	5	71	4	3	40	60	100	4
	III	CM19C12	Income Tax	6	86	4	3	40	60	100	4
	III	BP18E01 BP19E02	Elective I Business Law Company Law	5	71	4	3	40	60	100	5
	III	BP18CP5	Computer Application Practical V – SPSS	4	57	3	3	40	60	50*	1
		NM13IS2	Information Security-Level II	2	26	4	--	100	--	100	Gr
	IV	BP19RP02 BP19RPP2	Skill Based Subject Theory – R Programming Practical in R Programming	2 1	29 15	1 --	-- --	-- --	-- --	-- --	-- --
	III	BP11AC1 EC16AC2	ALC I- Business Communication ALC II- Corporate Governance	Self Study	-	-	3	25	75	100*	5**
	VI		Personality Development	--	--	--	--	--	--	--	--
	III		Online Comprehensive Examination	--	--	--	1	--	100	--	Gr.
	VI		Field Training	-	-	2 weeks			100	100	2
VI	III	BP19C13	Web Design Applications	6	86	4	3	40	60	100	5

	III	CM19C14	Cost Accounting	6	86	4	3	40	60	100	4
	III	BP18E03 BP18E04	Elective II Principles of Marketing Business Ethics	5	71	4	3	40	60	100	5
	IV		Skill Based Subject								
		BP19RP02	Theory – R Programming	2	29	1	2	25	75	100	4
		BP19RPP2	Practical in R Programming	1	13	2	2	40	60	100	2
	III	BP19CP6	Computer Applications Practical VI – Web Design Applications	4	57	3	3	40	60	50*	2
	III	BP17PROJ	Project Viva Voce	6	-	-	--	20	80	100	6
	IIIA	BP11AC3 EC16AC4	ALC III-Business Environment ALC IV- Operating Systems	Self Study	-	-	3	25	75	100*	5**
										3800	140

* 100 marks converted to 50.

** Credits applicable to candidates who take up Advanced level Course examination

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment: 50 Marks

BLOOM'S CATEGORY	SECTION	MARKS	TOTAL
Remember, Understand(K1,K2)	A – 5 X 2 Marks	10	50
Remember, Understand (K1,K2)	B – 4 X 5 Marks	20	
Apply, Analyse(K3,K4)	C - 2/3 X 10 Marks	20	

End Semester Examination: 100 Marks

BLOOM'S CATEGORY	SECTION	WORD LIMIT	MARKS	TOTAL
Remember, Understand (K1,K2)	A-11/13 X 2 Marks	One or two sentences	22	100
Remember, Understand(K1,K2)	B - 6/7 X 5 Marks	300	30	
Apply, Analyse(K3,K4)	C - 4/6 X 12 Marks	600-800	48	

SKILL BASED SUBJECT

Continuous Internal Assessment: 25 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination: 50 Marks

SECTION	MARKS	TOTAL
A- 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment: 25 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 4 Marks	16	25
B – 1 / 2 X 9 Marks	9	

End Semester Examination: 75 Marks

SECTION	MARKS	TOTAL
A-5/8X5=25 Marks	25	75
B – 5/8X10=50 Marks	50	

**VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES /
AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP /
ENVIRONMENTALSTUDIES**

Continuous Internal Assessment: 50 Marks

SECTION	MARKS	TOTAL
A – 4 / 6 X 5 Marks	20	50
B – 2 / 3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

INFORMATION SECURITY**Continuous Internal Assessment : 50 Marks**

SECTION	MARKS	TOTAL
A – 5 / 8 X 2 Marks	10	40
B – 6 / 8 X 5 Marks	30	

FIELD TRAINING

The students have the option to select any organization – Government / private like banking, financial institution, or an industrial enterprise or consultancy organizations in consultation with the staff co-ordinator & HoD. The students are to undergo training for a period of two weeks at the end of semester IV during vacation. The students must maintain a work diary and prepare report of the training undergone and submit the same to the HoD. On a stipulated date, there will be a viva-voce with internal examiners at the beginning of the semester V

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	
Report	50	
Viva-voce	25	

PROJECT VIVA VOCE

Each faculty will be allotted certain number of students. Project work, which is compulsory, carries 100 marks. A student should select a topic for the project work in the fifth semester itself and submit the project report (dissertation) at the end of the sixth semester. There is viva for project work carrying 20 marks. The guide and an external examiner shall evaluate the project report and conduct the viva. The project work shall be related to commerce with computer applications in business or it may involve software development.

Area of Work

Computer Applications, Finance, Marketing, Human Resource,

Computer Applications:

Methodology

Each project should contain the following details:

- About the company
- Company profile
- About the department
- System configuration
- Software features
- Existing system
- CAD
- Proposed system
- Table design
- Form design
- Output design
- System testing
- System implementation
- Conclusion
- Bibliography

The above contents should not exceed 50 pages

Internal Assessment : 20 Marks

Review	Mode of Evaluation	Marks	Total
I	Selection of the field of study, Topic & Literature Collection	5	20
II	Research Design and Data Collection	10	
III	Analysis & Conclusion, Preparation of rough draft	5	

External Assessment : 80 Marks

Mode of Evaluation	Marks	Total
Project Report		
Relevance of the topic to academic / society	10	20
Objectives	10	
Experimental Design	20	
Expression of Results and Discussion	20	
Viva Voce		
Presentation	10	20
Discussion	10	

Finance, Marketing, Human Resource :Methodology

Each project should contain the following details

- Introduction and design of the study
- Literature Survey
- Theory details
- Results and Discussion
- Conclusion
- Bibliography

Internal Assessment : 20 Marks

Review	Mode of Evaluation	Marks	Total
I	Selection of the field of study, Topic & Literature Collection	5	20
II	Research Design and Data Collection	10	
III	Analysis & Conclusion, Preparation of rough draft	5	

External Assessment : 80 Marks

Mode of Evaluation	Marks	Total
Project Report		
Relevance of the topic to academic / society	10	60
Objectives	10	
Research Design	20	
Results and Discussion	20	
Viva Voce		
Presentation	10	20
Discussion	10	

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS

OF CONTINUOUS INTERNAL ASSESSMENT

Theory

	CIA I	CIA II	Model Exam	Assignment/ Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS	5	5	15	-	-	-	-	-	-	25
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
Core / Allied / SBS	12	20	5	3	40

RUBRICS

Assignment/ Seminar

Maximum - 20 Marks (converted to 4 marks)

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows awareness	Shows little awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
Organisation: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style: Details and Examples	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

CLASS PARTICIPATION

Maximum -20 Marks (converted to 5 marks)

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark	Points scored
Level of Engagement in Class	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas	
Listening Skills	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.	
Behavior	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive behavior during class	
Preparation	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.	
					Total	

MAPPING OF POs WITH Cos

COURSE	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
COURSE - BP19C01					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19C02					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE - BP18CP1					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE -BP19C03					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19CP2					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19C04					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - CM19C05					
CO1	S	M	S	M	S

CO2	S	M	M	M	S
CO3	S	S	S	S	S
CO4	M	M	S	S	S
COURSE - EC19C06					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19A01					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19A02					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE - EC17CP3					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19C07					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19C08					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - CM19C09					
CO1	S	S	S	S	M

CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19A03					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE - BP19A04					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP18CP4					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP18C10					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE – CM19C11					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE – CM19C12					
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
COURSE – BP18E01					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE – BP19E02					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

COURSE – BP18CP5					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE – BP19C13					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE – CM19C14					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE – BP18E03					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE – BP18E04					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE – BP19CP6					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

SEMESTER –I

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C01	FINANCIAL ACCOUNTING	CORE	56	4	-	4

Preamble

- To provide a strong foundation in fundamental accounting concepts, various elements of financial statements and relevant accounting standards.
- To be familiar with partnership and inventory accounts.
- To inculcate the knowledge of international financial reporting standards

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Relate accounting concepts and reproduce financial statements	K1
CO2.	Understand and interpret accounts of Partnership firms and inventory accounts	K2
CO3.	Examine and interpret financial reports	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	S	S	M
CO2.	S	S	S	S	M
CO3.	S	S	S	S	M

S- Strong; M-Medium; L-Low

FINANCIAL ACCOUNTING – BP19CO1 (56 Hrs)

UNIT-I (DL hrs=11)

Accounting Concepts and Accounting Conventions–Journal –Ledger–Trial Balance – Final Accounts – AS 1, 5.

UNIT-II (DL hrs=11)

Depreciation–AS 6-Bank Reconciliation Statement –AS 27

UNIT-III (DL hrs=11)

Consignment-Features- Différence between sale and consignment-Accounting for c consignment business-Unsold stock-Delcredere commission-Invoicing goods at higher price-Losses on consignment -Valuation of closingstock

UNIT-IV (DL hrs=12)

Joint-venture-Nature – Advantages - Methods :- One co-venture manages the firm-Separate set of books are maintained and not maintained-Mémorandum Joint venture

UNIT-V (DL hrs=11)

Partnership Accounts–Admission-Calculation of Profit Sharing Ratios-Methods of Valuation of Goodwill-Evaluation of Assets and liabilities- Retirement-Revaluation of Assets and Liabilities- and Death.

Note: Question paper shall contain 20% Theory, 80% Problems

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain S P and Narang K L	Advanced Accountancy I	Kalyani Publishers	6 th Edition 2016
2	Jain S P and Narang K L	Principles of Accountancy	Kalyani Publishers	6 th Edition 2013

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Nagarajan K.L., Vinayagam. N & P.L.Mani	Financial Accounting	Sultan Chand & Sons	6 th Edition 2010
2.	Reddy T.S & Murthy	Financial Accounting	Margham Publications	6 th Edition 2013

Course Designers:

1. Dr.R.Krishna Kumari
2. Dr.S.Nithya Sumathi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C02	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CORE	56	4	-	4

Preamble

- To understand about the fundamentals of computers and programming languages
- To provide in-depth understanding about Computer based Information system
- To inculcate knowledge about importance of integration of business information through computers for decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Summarize the components of computers	K2
CO2	Classify programming languages and networks structures	K2
CO3	Identify e-commerce and Internet services	K3
CO4	Compare the computer based information systems and the importance of management decision making	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M

CO3	S	S	S	S	M
CO4	S	S	S	S	M

S- Strong; M-Medium; L-Low

FUNDAMENTALS OF INFORMATION TECHNOLOGY-BP19C02(56 Hrs)

UNIT I (DL 11Hrs)

Computer- Characteristics- Importance – Computer applications in various areas of Business – General applications of computers in various fields – Components of Computers - Computer software-types. Difference between hardware and software -Anatomy of a digital computer- Classification of computer systems.

UNIT II (DL 11Hrs)

Operating system – Functions –Classifications- -Data and Information –Data processing – Steps of data processing –Methods: Batch, Online, Real time system, Time sharing, Multi programming, Distributed processing- File Organization.

UNIT III (DL 12Hrs)

Programming Language - Machine language, Assembly language, High Level Languages - Programming tools- Steps in developing a computer Program - Computer networks- Features-Network structure-Types of networks-Multimedia tools.

UNIT IV (DL 11Hrs)

Information Technology Act 2000-IT Act: Aims &objectives-Scope of the Act- Major concepts-Important provisions-Attribution, acknowledgement and dispatch of electronic records-Regulation of certifying authorities—Digital signature certificates-Duties of subscribers-Penalties & Adjudication

UNIT V (DL 11Hrs)

System Analysis and Design, System Life Cycle- Computer based information system - Transaction processing system - Management Information Systems – Role- Growth of MIS in an Organization Importance Decision Support Systems - Information Systems in Business and Management.- Information Repeating and Executive Information System.

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	R. Saravana Kumar, R. Parameswaran T. Jayalakshmi(unitI-III)	A text book of Information Technology	S. Chand & Co ltd New Delhi	16 th Edition 2016
2	Bernardl.Menezes&ravinder kumar(unit-IV)	Cryptography, security,&cyberlaws	Cengage publication pvt ltd	1 st Edition 2018
3	Gorden B. Davis &Margrethe H. Olson(UNIT-V)	Management Information System	McGraw–Hill Publishing NewDelhi	2 nd Edition 2018

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Alexis Leon and Mathews Leon	Introduction to Computers	Vikas Publishing	15 th Edition 2016
2.	S.V Srinivasa Vallabhan	An introduction to information technology	S. Chand & Co ltd New Delhi	2 nd Edition 2017

Course Designers:

1. Dr.(Mrs.)R.Krishnakumari
2. Dr.(Mrs)S.Nithyasumathi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18CP1	COMPUTER APPLICATION PRACTICAL I- OFFICE PACKAGE	CORE	-	3	27	1

Preamble

- To give hands on training in basic computer applications.
- To inculcate programming ability to compute data.
- To aim at making experts in the most widely used application packages

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop word documents using the word package tools.	K3
CO2	Construct worksheets using Excel's advanced functionality.	K3
CO3	Demonstrate presentation slides using power point tools	K2

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

Office Package-BP18CP1(27 Hrs)**WORD**

1. Type a paragraph and Perform:
 - a. Font size, font style, line spacing etc.
 - b. Insert page numbers at the bottom right alignment
 - c. Insert header consisting of date and time, insert footer consisting of page Numbers.
 - d. Change the paragraph into two or three columns
 - e. Check the spelling and grammar
 - f. Use bullets and numbering
 - g. Use drop cap

- h. Find and replace a word
- 2. Prepare a class timetable using table option and merging cells. Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format
- 3. Prepare an application for a job with the bio-data using auto text.
- 4. Prepare a college day invitation using borders and shading option, word art and pictures.
- 5. Using mail merge, draft a shareholder's meeting letter for 5 members.
- 6. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.

EXCEL

- 7. Enter the data with following fields:
 - a) Serial no
 - b) Name
 - c) Address
 - d) City
 - e) Date of Joining
 - f) Salary
 - g) Course
 - h) Duration
 - i) No of students
 - j) Total fees

Perform the following:

- a. Change font as bold
- b. Arrange the alignment as center
- c. Rename the sheet
- d. Insert a new sheet
- e. Move a sheet
- f. Delete a sheet
- g. Hide/Unhide Column
- h. Change Column Width
- 8. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.
- 9. Calculate Simple and Compound Interest. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions
- 10. Enter the semester marks and calculate total auto-sum and average using function wizard.
- 11. Sort: Sort by Color, Reverse List, Randomize List.
- 12. Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data.

POWERPOINT

- 13. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc
- 14. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

15. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.
16. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
17. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart

Course Designers

1. Dr R.KrishnaKumari
2. Dr.R.Vasanthi

SEMESTER-II

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C03	E-BUSINESS APPLICATIONS	CORE	71	4	-	5

Preamble

- To impart knowledge about E-Commerce working models
- To analyse the payment mechanisms and security issues in the Internet

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the e-commerce framework and its applications	K2
CO2	Classify the electronic payment methods and usage of electronic delivery channels	K2
CO3	Examine the internet security aspects and e-business communication modes	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

E-BUSINESS APPLICATIONS-BP19C03(71 Hrs)

UNIT I (DL hrs = 14)

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-Types of E-Commerce-Levels- Need for E-commerce-Applications of E-Commerce-Challenges in E-Commerce application-E-

Commerce and E-Business-Future of E-Commerce - EDI- Features of EDI- Introduction to cloud and grid computing-Android applications

UNIT II (DL hrs = 14)

E-commerce over the Internet-Concept of networking-Advantages of networking-classification of networking-LAN-WAN, Electronic payment methods-overview of EPS-modes of E-payment-Electronic Debit and Credit card payments-E-Cash-Smart cards-E-Money/cash.

UNIT III (DL hrs = 14)

E-Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated teller machine - Electronic Fund Transfer -Uses-Computerization in clearing houses-Tele banking- Computer bank branches-E-Cheque-MICR Cheque-e-Banking in India.

UNIT IV (DL hrs = 15)

E-Commerce security- Cyber crimes-Areas of Internet security-Types of security-Encryption: Meaning-Encryption Process-Cryptography-Types-Digital and Electronic signature-E-Locking techniques-Security precautions in E-Commerce.

UNIT V (DL hrs = 14)

E-Business communication-Importance of E-Technology- E-Business conferencing-Audio conferencing-Tele conferencing-Video Conferencing-Advantages and disadvantages of types of conferencing - Electronic mail: Meaning- Need- Nature-Application and uses of E-mail-E-Business advertising.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Rayudu C.S	E Commerce – E-Business	Himalaya Publishing House.	1 st Edition2015

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Joseph PT,	E Commerce, an Indian Perspective	Margham Publications	5 th Edition2015
2.	Murthy CSV	E Commerce – Concepts, Models, Strategies	Himalaya Publishing House.	1 st Edition2016

Course Designers:

1. Dr.(Mrs.)R.Krishna Kumari
- 2.Mrs. K.Mahalakshmi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19CP2	COMPUTER APPLICATION PRACTICAL II- ADVANCED EXCEL AND ACCOUNTING PACKAGE	CORE	-	4	71	2

Preamble

- To impart the knowledge and skill required in the usage of accounting software
- To introduce the practical usage of e-business applications

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Construct spread sheets using advanced excel tools	K3
CO2	Apply accounting details of single company and group of companies in a computerized format.	K3
CO3	Build the accounting records and extract the financial statements and other statements related to inventory management.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

ADVANCED EXCEL & ACCOUNTING PACKAGE-BP19CP2(71 Hrs)

Advanced Excel

1. Conditional Formatting: Manage Rules, Data Bars, Color Scales, Icon Sets, New Rule, Find Duplicates, Shade Alternate Rows, Compare Two Lists, Conflicting Rules, Checklist.
2. Pivot Tables: Group Pivot Table Items, Multi-level Pivot Table, Frequency Distribution, Pivot Chart, Slicers, Update Pivot Table, and Calculated Field/Item.
3. Basic concepts related with user defined Macros by automating recording a Macro
4. Depreciation Case Study as financial model
5. EMI calculation as financial model
6. What-If Analysis: Data Tables, Quadratic Equation

Tally

1. To create Company, Groups and Ledgers
2. To prepare Receipt & Payment voucher entries
3. To prepare Purchase voucher and Debit note for a given list of transactions
4. To prepare Sale voucher and Credit note for a given list of transactions

5. To prepare contra and journal vouchers
6. To prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheet report and payroll statements report)
7. To prepare final accounts for a given trial balance
8. To prepare stock summary and godown wise summary
9. To prepare Inventory management system (LIFO, FIFO)
10. To calculate GST

Course Designers:

1. Mrs. R. Jayasathya
2. Dr. (Mrs) R. Vasanthi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19SC1	SPECIAL COURSE- E-APPLICATIONS	SPECIAL COURSE	-	1	14	Gr

1. Banking Procedure (Direct and Online Banking): Account Opening form, Demand Draft, Cheque, Withdrawal
2. Educational Loan
3. Permanent Account Number
4. Online Reservation
5. Insurance: Application
6. Online Money Transfer
7. Online Ration Card
8. Online Aadhar Card
9. Online Voter ID
10. Online Passport

Topics Covered:

Meaning, Documents required and Procedure.

***Internal Evaluation only**

Course Designers:

1. Dr. (Mrs.) R. Krishna Kumari
2. Dr. (Mrs) R. Vasanthi

SEMESTER-III

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C04	FINANCIAL MARKETS AND INSTITUTIONS	THEORY	71	4	-	5

Preamble

To enable the students

- To provide knowledge about the Indian financial system, markets and institutions
- To provide an overview of the financial instruments traded in the financial markets

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate the Indian financial system and markets	K2
CO2	Explain the function of stock exchange and investment institution in India	K2
CO3	Identify the types of mutual fund and derivatives	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

FINANCIAL MARKETS AND INSTITUTIONS-BP19C04 (71 Hrs)

Unit I (14 Hrs)

Indian Financial System-Financial Market-Meaning-Need and Objectives – Functions- Classification of Financial Market – Money Market: Money market instruments – Capital Market: Role of Capital Markets –Functions – **Capital market instruments** –Recent Trends in capital market in India

Unit II (15Hrs)

Stock Exchange- Meaning-Distinctions between **New Issue Market and secondary market**- Functions of New Issue Market –Methods of floating new issues-Guidelines for New Issue-Principal steps of a Public issue –Private placement-Offer for sale SEBI-Guidelines for IPO-Instrument of issue-Players in the New Issue Market – Recent Trends-Advantages of Primary Market-OTCEI-NSE-BOLT

Unit III (14Hrs)

Investment Institutions in India –UTI-ICICI-IDBI-IFCI-SFC-SIDBI-SIPCOT-TIIC-**Commercial Banks- Role and Functions**-Merchant bankers –Objectives and functions – Insurance Companies –History and Development of Insurance companies –**Kinds of insurance** –IRDA – Powers and functions

Unit IV (14 Hrs)

Mutual Fund-Meaning-Features-Fund Unit Vs Shares-Types-Importance –Risks-organisation of Mutual Fund-facilities available to investors-selection of a fund-reasons for slow growth-**Future of mutual funds industry**-Credit Rating – features-advantages –Credit Rating system – domestic and global Credit Rating agencies – **Credit rating process**

Unit V**(14 Hrs)**

Derivatives-Meaning-Definition-Kinds of Financial Derivatives (Basic concepts)- Financial forwards- Features of forward contracts- Futures- Features of Futures- Types of Futures-Advantages of Futures- Options- Types of Options- Features of Option contract-**Importance of Derivatives**- Derivatives in India.

Text Book

S.No.	Authors	Title of the Book	Publishers	Year of Publications
1.	Gordan E, Natarajan K.	Financial Markets and services (All Units)	Himalaya Publishing House	2012
2.	GurusamyS	Financial markets and Institutions (Unit I & III)	Tata McGraw Hill Publishing Co.Ltd	2 nd edition

Book for Reference

S.No.	Authors	Title of the Book	Publishers	Year of Publications
1.	Bhole L.M	Financial Institutions and Markets	Tata McGraw Hill Publishing co.Ltd.	5 th Revised edition 2009
2.	Avadhani V.A	Marketing of Financial Service	Himalaya Publishing House	Reprint 2008

Blended mode

S. No.	Topic	Pedagogy	Web links
1.	Capital market instruments	MOOC Onlinecourse	NPTEL/Swayam
2.	New Issue Market and secondary market-	Group discussion	https://www.slideshare.net/KananEX/IMMaksudulHuq/overview-of-financial-market-institution-and-system?qid=6d125296-37e1-4bcc-a92e
3.	Commercial Banks- Role and Functions	Role play	https://www.slideshare.net/Git13/role-of-financial-institution?qid=c76527e1-d125-4e0c-9e3d-b97b-6720d8e1&v=&b=&from_search=2

4.	Kinds of insurance	MOOC Onlinecourse	NPTEL/Swayam
5.	Future of mutual funds industry	MOOC Onlinecourse	NPTEL/Swayam
6.	Credit rating process	Group seminar	https://www.slideshare.net/abhi123645/stock-market-or-share-market-or-secondary-market-ppt
7	Importance of Derivatives	Group Assignment	https://www.slideshare.net/trade1212/futures-vs-forex-trading-by-trade12?qid=b23e4e7b-84f7-4ae8-96f9-cda2f4143d5b&v=&b=&from_search=3

➤ Blended Learning for selected topics indicated in bold letters

Course Designers:

1. Dr. A. Meenakshi
2. Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM19C05	CORPORATE ACCOUNTING I	THEORY	101	4	-	5

Preamble

To enable the students

- ❖ To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception till their liquidation.

Prerequisite

- Basic Knowledge in Company Accounts

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Acquire the conceptual knowledge of the fundamentals of corporate accounting	K1
CO2	Understand the concepts and standards underlying the accounting procedures used to measure business performance	K2
CO3	Have a comprehensive knowledge about the latest provisions of the Companies Act.	K3
CO4	Gain expertise in preparation of final accounts as per the revised schedule VI	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	S
CO3	S	S	S	S	S
CO4	M	M	S	S	S

S- Strong; M-Medium; L-Low

CORPORATE ACCOUNTING I - CM19C05 (101 Hrs)

Unit I (21 Hrs)

Share Capital – Issue, Forfeiture and Reissue of Shares – Redeemable Preference Shares – Rights Issue – Surrender of Shares.

Unit II (20 Hrs)

Issue and Redemption of Debentures (excluding own debentures)-Underwriting-Profits prior to Incorporation.

Unit III (20 Hrs)

Final Accounts of Companies- Balance sheet as per revised schedule VI of Companies Act - Calculation of managerial remuneration.

Unit IV (20 Hrs)

Alteration of Share Capital and Internal Reconstruction. Buy-Back of shares (accounting entries only).

Unit V (20 Hrs)

Liquidation of Companies – Liquidator's Final Statement of Accounts. Indian Accounting Standards - Elementary introduction to International Financial Reporting Standards. (theoretical aspects only)

Distribution of Marks: Theory 20% and Problems 80%

Text Book:

S. No	Authors	Title of the Book	Publishers	Year of Publication
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1.	Gupta. R L and. Radhasamy. M	Corporate Accounting Vol- I	Sultan chand& sons	2016
2.	B Reddy. T S and Murthy. A	Corporate Accounting	Margham Publications	2016

Books for Reference:

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	S.P. Jain & K.L. Narang	Corporate Accounting	Kalyani Publishers	2016
2	Pillai. RSN, Bhagavathy and Uma. S	Advanced Accountancy Vol - II	S.Chand Co	2016

Course Designers:

Dr. (Mrs.) C.Gomathy, Department of Commerce

Dr.(Mrs). M. Deepalakshmi, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC19C06	RELATIONAL DATABASE MANAGEMENT SYSTEM	THEORY	71	4	-	4

Preamble

To enable the students

- To provide comprehensive knowledge about relational database management system
- To enlighten the prominent commands used in structured query language

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpretrelationaldatabase management concepts	K1
CO2	Develop the tables using normalization	K2
CO3	Illustrate SQL operators and keys	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

RELATIONAL DATABASE MANAGEMENT SYSTEM- EC19C06 (71 Hrs)

Unit I (15 Hrs)

Introduction to database management system-Data models-Database system architecture-The SQL Language-Relational database Management System-Candidate key, primary tables key, Foreign key-Relational operators-Attribute domains and their implementations-New conventions for Database object-Structure of SQL statements and SQL writing guidelines-Creating tables-Describing the structure of a table-Populating tables.

Unit II (14 Hrs)

Functional dependencies-Normalization process: 1NF-2NF-3NF-BCNF. The E-R model-Entities and attributes-Relationships-Normalizing the model-Table instance charts.

Unit III (14 Hrs)

Implementation of the selection operator-Using aliases to control column headings-Implementation of the projection and join operators-Creating foreign keys and primary keys and check constraints-adding and modifying columns-Removing constraints from a table.

Unit IV (14 Hrs)

Built in functions-Numeric-Character conversion functions-Introduction to group functions-sum, avg, max, min, count-combining single value and group functions- Displaying specific groups-Introduction to processing date and time-Arithmetic with dates-Date functions-Formatting dates and time.

Unit V (14 Hrs)

Sub queries-Correlated queries-Using sub queries to create, update, insert and delete rows from a table-Transaction-Commit, rollback, save point and auto commit-Introduction to PL/SQL-user defined functions-Triggers-Stored procedures.

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1	Ramon A Mata-Toledo Pauline K Cushman	Database Management System	Tata McGraw-Hill Publishing company limited, New Delhi.	2010, 2 nd edition

Reference Books

S. No	Authors	Title of the Book	Publishers	Year of Publication
1	Ramakrishnan & Gehrke	Database Management Systems	Tata McGraw Hill	2009, 8 th edition
2	Nilesh Shah	Database Systems using Oracle	PHI learning pvt Ltd	2014, 2 nd edition
3	Alexis Leon & Mathews Leon	Fundamentals of database management systems	Tata McGraw Hill	2011, 3 rd edition

Course Designers

1. Dr.(Mrs)R.Krishnakumari
2. Mrs.R. Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19A01	PRINCIPLES OF TAXATION	THEORY	71	4	-	5

Preamble

To enable the students

- To enhance the students' knowledge in the financial system, tax laws and procedures
- To enlighten knowledge about the various revised provisions of direct and indirect tax

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Illustrate about the types and methods of taxation	K2
CO2	Identify the customs duty regulations	K3
CO3	Identify and construct laws relating to GST	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

PRINCIPLES OF TAXATION – BP19A01

(71 Hrs)

Unit I

(14 Hrs)

Tax-meaning & definition – characteristics and objectives of taxation- Canons of Taxation- Impact shifting and Incidence of Tax- Kinds of Tax-direct and indirect taxes-comparison-merits and demerits of direct and indirect tax- Advalorem and Specific duties-Constitutional basis of taxation in India-GST in India-Constitutional Basis.

Unit II

(15 Hrs)

Basics of Goods and Service Tax- Object of GST-GST Levy-Features of GST-Taxes subsumed under GST-Benefits of GST- GST rate structure-Types of supplies under GST in India-GST Network-Levy and collection of GST-Composite and Mixed supplies-

Composition levy-Reverse charge mechanism under GST.

Unit III (14 Hrs)

Place and Supply of Goods and Services-Importance of Place of Supply -Location of supplier of goods, Supply involves movement of goods, Goods delivered on direction of a third Person -Time of Supply of Goods and Services-Importance of Time of supply in GST-Determination of Time of Supply-Rules for determination of Time of Supply-Time of supply of goods-Valuation of supply of Goods and Services.

Unit IV (14 Hrs)

Input Tax credit under GST-Salient features-Methods of Input Tax Credit-Procedures under GST-Registration under GST- Accounting and Records-Filing of Returns.

Unit V (14 Hrs)

Integrated Goods and Service Tax Act 2017-Introduction to Customs Law

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Dr.R.Parameswaran, CA.P.Viswanathan	Indirect Taxes GST and Customs Laws	Kavin Publications	1 st Edition 2018

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	MonishBhalla	Commercial GST – The Game Changer	Commercial Law Publishers (India) Pvt. Ltd, New Delhi.	2015
2.	CA.R.Sathish	GST	Sri Sai Professional Academy Publication	2017
3.	Lekhi R.K	Principles of Taxation	Kalyani Publishers	4 th Edition 2010
4.	S.S. Gupta	GST – Laws and Practice	Taxman's Publications, New Delhi	2017

Course Designers:

1. Dr.(Mrs.) R.Krishnakumari,
2. Dr(Mrs.).R.Vasanthi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19A02	BANKING THEORY & PRACTICE	THEORY	71	4	-	5

Preamble

To enable the students

- To enlighten about the Banking system in India
- To understand the application of E-Banking and its Security measures

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Outline the concepts of banking	K2
CO2	Explain about the types of deposits	K2
CO3	Illustrate about the crossing of cheques	K2
CO4	Relationship between paying and collecting bank	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	S	S	M
CO2.	S	S	S	S	M
CO3.	S	S	S	S	M
CO4.	S	S	S	S	M

S - Strong; M-Medium; L-Low

BANKING THEORY & PRACTICE - BP19A02 (71 Hrs)

Unit I (14 Hrs)

Origin of Banking - Banker-Banking and other business – Customer - The relationship between a Banker and a customer - General relationship - Special relationship. Bank customers: Special types-Minor or Infant- married women-Drunkard- partnership firm-Joint stock Company-Non-trading companies-Private companies-Executors, Administrative and Trustees- Joint Account.

Unit II (14 Hrs)

General precautions for opening account-Current deposit account-Fixed deposit accounts-Savings deposit accounts-Insurance linked savings bank deposit-Recurring deposit-other deposit. Pass book: Maintenance of pass book-Entries favourable to the customer and to

the banker.

Unit III (14 Hrs)

Negotiable instruments: Definition-Characteristics of Negotiable instruments-Types-Classification-Special parties to Negotiable instruments. Cheques: Definition- Cheque and Bill of Exchange- Salient features of a cheque- Specimen of a cheque- Printed forms-Special printed forms-Cheque vs Draft-Bankers cheque.

Unit IV (15 Hrs)

Endorsements: Meaning, Definition of negotiation-Legal provisions-General rules-Regular forms of endorsement-Kinds of endorsements. Crossing of cheques: Types of crossing-Liability of paying banker on crossed cheque - Not negotiable crossing - Account payee crossing-Double crossing - obliterating a crossing-Opening of crossing.

Unit V (14 Hrs)

Payment of Cheques: Precautions to be taken by the paying banker-Proper form of a cheque-Date and amount of the cheque - Material alterations-Statutory protection to the paying banker. Collection of cheques: Collecting banker's position as holder for value-conversion by collecting banker- Statutory protection to the collecting banker-Liability, duties of collecting banker.

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Gordon E and Natarajan K	Banking Theory, Law and Practice	Himalaya Publishing	25 th Revised Edition 2016
2.	Sundharam Varshney	Banking Theory, Law and Practice	Sultan Chand & Sons	20 th Revised edition 2014

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Kandasami.K.P, Natarajan S and Parameswaran R.	Banking law and Practice	S.Chand& Company	7 th Revised Edition 2014

Course Designers:

1. Dr.R.Vasanthi
2. Dr.R.KrishnaKumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC17CP3	COMPUTER APPLICATION PRACTICAL III – DATABASE PROGRAMMING	PRACTICAL	-	3	42	1

Preamble

To enable the students

- To enhance practical knowledge in Database Management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the Access database application environment and queries using built-in functions and operators	K2
CO2	Develop the database in SQL	K3
CO3	Construct data definition and data manipulation languages in SQL	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

DATABASE PROGRAMMING - EC17CP3

(42 Hrs)

ACCESS

1. Normalize and form a table structure for Student, Employee and Product.
2. Create a table using Design View and Table Wizard for Student Database and enter values.

STRUCTURED QUERY LANGUAGE (SQL)

Programs 1-5 are to be worked out and executed using Oracle-SQL and MS-SQL

- 1) Data Definition Language

Table: Student

Regno number (5) primary key
Studname varchar2 (15)
Gender char (6)
Deptname char (15)
Address char (25)
Percentage number (4, 2)

Queries:

- a) To create a table
- b) To describe a table
- c) To alter a table
- d) To drop a table
- e) To truncate a table

2) Data Manipulation Language

Table: Student

Regno number (5) primary key
Studname varchar2 (15)
Gender char (6)
Deptname char (15)
Address char (25)
Percentage number (4, 2)

Queries:

- a. To insert values
- b. To retrieve records
- c. To update records
- d. To delete records

3) Create an Employee table with following field.

Eno number (5) primary key
Ename varchar2 (20) not null
Deptnonumber (2) not null
Desig char (10) not null
Sal number (9, 2) not null
Comm.Number (7, 2) null

Queries:

- a) Insert values and display the records
- b) Display sum, maximum amount of basic pay
- c) List the name of the clerks working in the department 20
- d) Display name that begins with 'G'
- e) List the names having 'I' as the second character
- f) List the names of employees whose designation are 'Analyst' and 'Salesman'
- g) List the different designation available in the Employee table without duplication (distinct)

4) Create a table "Company" with the following fields and insert the values for 10 employees.

Compid number (6) primary key
Compname varchar2 (15) not null
Proprietor varchar2 (15) not null
Address varchar2 (25) not null
Supname varchar2 (15)
Noofempl number (4)
GPPercent number (6, 2)

Queries:

- a) Display all the records of the company which are in the ascending order of GP percent.
- b) Display the name of the company whose supplier name is "Telco".
- c) Display the details of the company whose GP percent is greater than 20 and Order by GP Percent.
- d) Display the detail of the company having the employee ranging from 300 to 1000.
- e) Display the name of the company whose supplier is same as the Tata's.

5) Create a student table with the following fields

Stuno number (5) primary key
Stunm Varchar2 (20)
Age number (2)
Mark1 number (3)
Mark2 number (3)
Mark3 number (3)

Queries:

- a) Insert values and display the records
- b) List the names and age of the student whose age is more than 12
- c) Display total and average of marks
- d) Display the names of the maximum total & minimum total student
- e) List the names of the student that ends with 'A'
- f) List the names of student whose names have exactly 5 characters

(Programs 1 to 5 are to be worked out and executed in both Oracle SQL and Microsoft SQL)

6) Create a table "Product" with the following fields and insert the values:

Prodno number (6)
Prodname varchar2 (15)
Unitofmeasure varchar2 (15)
Qty number (6, 2)
Totamt number (8, 2)

Queries:

- a) Using update statements calculate the total amount and then select the record.
- b) Select the records whose unit of measure is "Kg".
- c) Select the records whose quantity is greater than 10 and less than or equal to 20.
- d) Calculate the entire total amount by using sum operation.
- e) Calculate the number of records whose unit price is greater than 50 with count operation.

7) Create the table Payroll with the following fields and insert the values:

Emplno number (8)
Emplname varchar2 (8)
Dept varchar2 (10)
Baspaynumber (8, 2)
HRA number (6, 2)
DA number (6, 2)
Pf number (6, 2)
Netpay number (8, 2)

Queries:

- a) Update the records to calculate the net pay.
- b) Arrange the records of the employees in ascending order of their net pay.
- c) Display the details of the employees whose department is "Sales".
- d) Select the details of employees whose HRA >= 1000 and DA <= 900.
- e) Select the records in descending order.

8) Create a Table Publisher and Book with the following fields:

Table: publisher

Pubcode Varchar2 (5)

Pubname Varchar2 (10)
 Pubcity Varchar2 (12)
 PubState Varchar2 (10)
 Bookcode Varchar2 (5)

Table: Book

Booktitle Varchar2 (15)
 Bookcode Varchar2 (5)
 Bookprice Varchar2 (5)

Queries:

- a) Insert the records into the table publisher and book.
- b) Describe the structure of the tables.
- c) Show the details of the book with the title "DBMS".
- d) Show the details of the book with price>300.
- e) Show the details of the book with publisher name "Kalyani".
- f) Select the book code, book title; publisher city is "Delhi".
- g) Select the book code, book title and sort by book price.
- h) Count the number of books of publisher starts with "Sultan chand".
- i) Find the name of the publisher starting with "S".

9) Create a table Deposit and loan with the following fields:

Table: Deposit

Accno number (3)
 Account varchar2 (6)
 Branch Name varchar2 (15)
 Custname varchar2 (20)
 Balanceamt varchar2 (10)

Table: Loan

Loanno number (5)
 Branchnm varchar2 (15)
 Custnm varchar2 (30)
 Loanamt number (10)

Queries:

- a) Insert the records into the table.
- b) Describe the structure of the table.
- c) Display the records of Deposit and Loan.
- d) Find the number of loans with amount between 10000 and 50000.
- e) List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
- f) Find the average account balance at the Coimbatore branch.
- g) Update deposits to add interest at 5% to the balance.
- h) Arrange the records in descending order of the loan amount.
- i) Find the total amount of deposit in 'Erode' branch.

10) Create a Route chart with the following fields

Routenonumber(2) unique
 Origin varchar2(15)

Destn varchar2(15)
Fare number (5)
Distance number (5)

Queries:

- Insert values and display the records
- List the details whose origin are Chennai, Kerala, Coimbatore(use in operator)
- Display the records whose distance >20
- List the details not belonging to the origin Mumbai, Calcutta, Goa (use not in operator)
- List Routeno, Origin where fare between 1000 and 2000

11) Create the course and batch table with following fields

Table: Course

Courseno number (5) primary key
Coursename varchar2(20)
Syllabus varchar2(25)

Table: Batch

Batchno number (5) primary key
Courseno number (5) foreign key
Startingdt date
Duration varchar2 (15)
Income number (5)

Queries:

- Insert values and display the records
- Display the records from batch table whose Courseno is '9'
- Display the Courseno, Coursename for the batch starting from '25 June 2000'
- List Batchno for the batch starting before '30th June 2001' and after 'December 2001'
- List the details of the batch who have joined before the end of 'September 2001'

12) Create Employee and Department table with following fields

Table: Employee

Eno number (5) primary key
Ename varchar2 (20) not null
Deptno number (2) not null
Desig char (10) not null
Sal number (9, 2) not null
Comm. Number (7, 2) null

Table: Department

Deptno varchar2 (15) primary key
Deptnm varchar2 (15)

Queries:

- Display the details of department table
- List the name, salary and PF amount of all the employees(PF is calculated as 10% of salary)
- List the department numbers and number of employees in each department(Group by)
- List the average salary from each job excluding managers
- List the jobs and the number of employees in each job. The result should be in descending order of the number of employees

- f) List the employees who are eligible for commission
- g) List the names of the employees who are not 'managers'

13) Create Employee and Department table with following fields

Table: Employee

Eno number (5) primary key
 Ename varchar2 (20) not null
 Deptno number (2) not null
 Desig char (10) not null
 Sal number (9, 2) not null
 Comm. Number (7, 2) null

Table: Department

Deptno varchar2 (15) primary key
 Deptnm varchar2 (15)

Queries:

- a) List the department number and the total salary payable in each department
- b) List the total salary, maximum and minimum salary and the average salary of employees designation wise
- c) Display the empno, name whose shift is morning
- d) List average salary for all departments employing more than five people (having)
- e) List jobs of all the employees where maximum salary is greater than or equal to 5000 (having)
- f) Raise employee salary by 0.15 for the employees working as 'programmers'
- g) Delete the records where commission is 'null'
- h) List the average salary and number of employees working in the department '20'

14) Create Library with the following fields

Bookno number (5)
 Booknm varchar2 (10)
 Authorm varchar2 (10)
 Price number (3, 8)
 Status varchar2 (5)
 Category varchar2 (5)

Queries:

- a) Display the author name, price of tax book
- b) Display the price of book banking
- c) Display the count of category commerce
- d) List the book details in ascending order of price (order by)
- e) List the book details in descending order of book no and price (order by)

15. Create Hospital details with the following fields

Pid number (5) primary key
 Pnm varchar2 (20) not null
 Wardno number (5)
 Doa date
 Dod date
 Disease varchar2 (25)

Fees number (9, 2)

Queries:

- a) Insert values into the table
- b) Append patient name and disease
- c) Capitalise the first character of patient name to convert into upper and lower case
- d) Display the records having phonetic representation like 'Jai'
- e) Select four characters from the third position of patient name
- f) Display the current date
- g) Display date of discharge and add 7 months to it and deduct 7 months from it
- h) To calculate number of days patient admitted
- i) Display corresponding day of discharge of patient

Course Designers:

- 1. Dr A. Meenakshi
- 2. Dr.S.P.Gayathri

SEMESTER III & IV -SKILL BASED SUBJECT

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19SB01	C++ AND MULTIMEDIA APPLICATIONS	THEORY	58	2	-	4

Preamble

- To enhance practical knowledge in C++ and multimedia applications.

Course Outcomes

- On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts and applications of C++	K2
CO2	Examine and define the various functions, classes and objects and also types of constructors in C++	K3
CO3	Demonstrate the basic tools and working with layers in photoshop & adobe animation	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

C++ AND MULTIMEDIA APPLICATIONS-BP19SB01 (58 Hrs)

UNIT I

(12 Hrs)

Basic Concepts of Objects Oriented Programming – Benefits of OOP – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program. Tokens, Expressions and Control Structures: Tokens – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Control Structures.

UNIT II

(11Hrs)

Functions in C++ – The Main Function – Function Prototyping – Call by Reference – Inline Functions-Function overloading. Classes and Objects: Introduction – Specifying A Class – Defining a Member Function – Arrays of Objects – Objects as Function Arguments – Friendly Function.

UNIT III

(12 Hrs)

Constructors – Types - Destructors- Operator Overloading: Defining Operator Overloading – Overloading Unary Operators – Rules for overloading operators. Inheritance – Defining Derived Classes – Single, Multilevel, Multiple and Hierarchical Inheritance – Defining and accessing Pointers.

UNIT IV

(12 Hrs)

Photoshop-Introduction-Tools Descriptions-Rectangular Marquee Tool (M)-Move Tool (V)-Polygon Lasso Tool (L)-Magic Wand Tool (W)-Crop Tool (C)-Slice Tool (K)-Healing Brush Tool (J)-Brush Tool (B)-Clone Stamp Tool (S)- Horizontal Type Tool(T)-Notes Tool (N)- Working with Layers: Active Layer-Color Modes: RGB-Indexed Color. Hue/Saturation: Hue Saturation shifts entire ranges of color within the image-Color modes- Blending modes- Using filters- To convert a color photo to black-and-white- designing web pages and Page design.

UNIT V

(11 Hrs)

Introduction to Adobe Animate CC –Tools in Animate CC–Importing Illustrator Files in Animate CC - Image Manipulations -Exporting Formats –Introduction -Image Types-blending modes -To add a drop shadow to text– Rasterized image and Vector Image – converting Rasterized image into Vector- Key Frame based 2d Animation – Animation Workflow in Animate CC – Camera Animation-Creating Walk Cycle- Creating Gif Animations.-Exporting Video from Animate CC.

Text Book

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Unit I,II and III Balaguruswamy.E	Object Oriented Programming with C++	Tata McGraw Hill Publishing Co. Ltd	6 th Edition 2013
2.	Unit IV,V Michael Toot and Sherry Kinkoph	Adobe Photoshop, Illustrator, Premiere and After Effects	Wiley- dreamtech India Pvt Ltd	4 th Edition 2011

Books for Reference:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Ravichandran.D	Programming with C++	Tata McGraw Hill Publishing Co. Ltd	5 th Edition Reprint 2011
2.	Venugopal K.R., Rajkumar, Ravishankar T.	Mastering C++	Tata McGraw Hill Publishing Co. Ltd	4 th Edition Reprint 2015

Course Designers:

1. Dr.A. Meenakshi
2. Mrs.Nithya Ramadass

SEMESTER III & IV

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19SBP1	C++ AND MULTIMEDIA APPLICATIONS PRACTICAL	PRACTICAL	-	2	28	2

Preamble

- To enhance practical knowledge in C++ and multimedia applications.

Course Outcomes

- On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop the practical skills in building software projects in the C++ programming language.	K2
CO2	Construct well designed layout, logo, or other design materials for print or web using Adobe Illustrator.	K3
CO3	Demonstrate the basic tools and working with layers in photoshop& adobe animation	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

SKILL BASED SUBJECT PRACTICAL – BP19SBP1**(28 Hrs)**

1. Odd and Even series
2. Arithmetic operations using member functions
3. Students details

4. Details of manager using array of objects
5. Computation of mean values using friend function
6. Creating object using Constructor
7. Simple and compound interest using Single Inheritance
8. Import an image and then cut a particular part and move into another screen using rectangular marquee tool, move tool, polygon lasso tool and magic wand tool and also import a damaged picture and modified into a perfect picture using clone stamp tool and healing brush tool.
9. Import two or more pictures and split those pictures and make it a new picture and insert your own quotes using horizontal type tool & note tool.
10. Merge two or more pictures using the layer options and convert a black and white picture into colour picture using color modes and hue/saturation option.
11. Convert a color photo into a black and white
12. Display a picture in paint and glass effects and texture and spherize effects using filter options.
13. Creation of a design using the blend effect.
14. To create a 3D logo.
15. Create a Perspective 2D Asset.
16. Designing a certificate.
17. Creating a 2D character.

Course Designers:

1. Mrs. Nithya Ramdoss
2. Mrs.R.Jayasathya

SEMESTER-IV

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C07	DIGITAL MARKETING	THEORY	71	4	-	4

Preamble

To enable the students

- To enhance the students' knowledge in the Digital Marketing, Traffic Building
- To enlighten knowledge about the various e-tools and marketing the product with YouTube

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Discuss about the types of Digital Marketing	K2
CO2	Develop the knowledge and understanding the e-tools technologies	K3
CO3	Examine the theoretical framework about YouTube Video Marketing	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
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CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

DIGITAL MARKETING - BP19C07

(71 Hrs)

Unit I

(14Hrs)

Digital Marketing-meaning-Benefit of Changing Marketing Landscape- Web and the New Corporation-Internet and Business-E-Marketing-Strengths and Applications-Types of Digital Marketing-Types of E-mail Marketing-Types of Internet Marketing-Types of Mobile Marketing-Types of social media marketing-Digital marketing optimization-Need for Digital Engagement-The implications of Digital change.

Unit II

(14Hrs)

Online Branding–Cyberbranding-Digital Brand Ecosystem-Brand Experience. Customer Relationship Management-Benefits of Electronic CRM Technology in online Banking-Electronic Customer Relationship Management-Customer Relationship Management – The B2C Dimensions-Key Customer Relationship Management Applications-Social Media-Social Media Model-Social Media Analytics-Social Media Tools.

Unit III

(14Hrs)

Online Campaign Management- Campaign Management using Facebook-Campaign Management using Twitter-Twitter Marketing-Campaign Management using Corporate Blogs-Tagging and Folksonomies-Campaign Management-Sentiment Mining-Using Corporate Blog as a CRM Tool—Customer Liking, Satisfaction, Involvement- E-Tools-Interactive Digital TV-Uses of IDTV-Benefits for the marketer-Digital Radio-benefits of Digital Radio-Disadvantages –Mobile Devices-Benefits and disadvantages of Mobile Technologies-Interactive self-service kiosks-Benefits and Disadvantages of Kiosks-Interactive Business Cards-Miscellaneous tools.

Unit IV

(15Hrs)

Traffic Building-Key aspects of Traffic Building-Search Engine Marketing-Techniques of Search Engine Marketing- Search Engine Optimization (SEO)-Pay per click (PPC)-Trusted feed including paid for inclusion-Online Public Relations (PR)-Online Partnerships-Interactive advertising-Opt in e-mail-Viral marketing-Offline Traffic Building.

Unit V

(14Hrs)

Face book- Eight different versions of face book-Origin-Anatomy of Face book-General features-Face book Applications-Netiquette-The Face book Etiquette for Brands-

Impact of face book fan. The future of Marketing-Gamification and Apps.you tube Video Marketing – Key elements for you tube success-Marketing the product with you tube-Essentials for smart you tube marketing.

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Vandana Ahuja (UNIT-I,II,III,V)	Digital Marketing	Oxford University	2 nd Edition 2016
2.	P.R.Smith & Dave Chaffey (UNIT-IV)	eMarketing Excellence	Elsevier Ltd	2 nd Edition 2008

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Alan Charlesworth	Internet Marketing	Routledge	1 st Edition 2012
2.	Ward.A.Hanson & Kirthi Kalyan	Internet Marketing & e-commerce	Sanat Printers	1 st Edition 2007
3.	Greg Jarboe	YouTube and Marketing	Kay Kay Printers	1 st edition 2010

Course Designers:

1. Dr.R.Vasanthi
2. Mrs.Nithya Ramadass

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C08	SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET	THEORY	71	4	-	4

Preamble

To enable the students

- To provide knowledge about the implementation of vb.net concepts into programming
- To enlighten about prominent commands used in visual basic language

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret visual basic.Net concepts	K2
CO2	Identify Visual basic .net Programming controls	K3
CO3	Examine the concepts of ActiveX Data Object.Net	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET - BP19C08 (71 Hrs)

Unit I

(15Hrs)

Introduction – Evolution of .NET - **Starting Visual Basic .NET** – Creating and Running the Very First Application – Using the Command Window – Setting in the Start Page – Creating a shortcut to Start VB.NET – IDE – Opening an Existing Project – Using the Auto Hide Facility – Resizing a Window – Creating a Useful Application – Placing the Controls on a form – Selecting a form and the Controls – Resizing a form the Controls – Using the Properties Window – Setting the Properties of Form and Controls- Using the Solution Explorer – Setting the Startup Object – Writing an Event Procedure – Executing the Project Using Explorer – The Standard Toolbar

Unit II

(14Hrs)

Visual Basic .NET Programming Controls – Text Box Control –Command Button - Radio Button Control – List Box Control – Check Box Control – Timer Control – Picture Box Control – Group Box Control – Combo – Box Control – Horizontal Scrollbar and Vertical Scrollbar Controls – Numeric Up Down, Track bar, Progress bar Controls.

Unit III

(14Hrs)

Setting Properties Using the Properties Window: Classification of Properties – Various Properties of Form – Various Properties of Label. Setting Properties Using Event Procedures: Introduction – Setting the Text Property of Label and Button – Infinite Loop – Do while – Do loop while – Do Until – Do loop until – For next statement, For each statement – Nesting for loop – Arrays –Control Arrays.

Unit IV

(14Hrs)

Visual Basic .NET Programming Language: Variables and Data Types – Using Imports Statements – Functions – The MsgBox() Function – Text Editor Toolbar – The Input Box() Function – MDI forms-Basic Elements of Menu – Creating a simple Menu Application – Enhancing a simple Menu Application – Modifying the Exiting Menu – Assigning and Removing Shortcut Keys – Pop Up Menus – Using Dialog Boxes., Built-in Functions:

Mathematical functions – Strings functions – Date & Time function – Data type conversion functions – Financial functions – Option statements

Unit V
(14Hrs)

Overview of ADO.NET - Connection Object - Command Object - Data Readers - Data set & Data Adapters - ExecuteNonQuery, ExecuteScalar - ExecuteReader - DataGridView Control

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	ShirishChavan	Visual Basic .Net	Pearson Education,Pvt. Ltd	2010,4 th edition

Reference Books

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Thearon Willis, Bryan Newsome	Beginning Microsoft Visual Basic 2010	Wrox	1 st Edition, 2011
2.	Kogent Solutions Inc	Visual Basic 2008 In Simple Steps	Dreamtech Press	2009

Course Designers:

- 1.Dr. A.Meenakshi
- 2.Dr.S.P.Gayathri

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM19C09	PRINCIPLES OF FINANCIAL MANAGEMENT	THEORY	86	4	-	4

Preamble

- To familiarize the students with the principles and practices of financial management.
- To understand the concepts of Financial Management and their application for managerial decision making.

Prerequisite

- No prerequisite required

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define and identify the concepts of Financial Management	K1, K2,K3

CO2	Understand Capital Structure, Cost of Capital for strategic Financial Decision Making	K1, K2,K3
CO3	Apply and practice the Theories for financial planning	K1, K2,K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	S
CO3	S	S	M	S	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

Business Finance – Meaning, Definition, Scope, Importance, Finance Functions, Fixed and variable objectives of Financial Management – Factors influencing Financial Decisions – Source of Capital – Financial Planning – Time Value of Money.

Unit II (17 Hrs)

Capital Structure – Introduction – Importance – Financial Break Even Point – Point of Indifference – Optimal Capital Structure – Risk Return Trade off - Theories of Capital Structure, NI, NOI, MM, Arbitrage process – Factors Determining Capital Structure – Capital Gearing. Leverage – Meaning, Types, Impacts, Significance and Limitation.

Unit III (17 Hrs)

Cost of Capital – Meaning – Significance – Classification of cost – Computation of cost of capital – Cost of debt, Preference, Equity and Weighted average Cost of Capital. Capital Budgeting – Meaning – Need – Importance – Kinds and process of Capital Budgeting Techniques of Appraisal of Investment Proposal.

Unit IV (18 Hrs)

Working Capital Management – Meaning, Concepts, Classification, Importance, Objects of working Capital – Factors determining the Working Capital Requirements – Management of working capital – Methods of Estimating Working Capital Requirements. Cash Management – Determining optimum cash balance.

Unit V (17 Hrs)

Receivables Management – Forming of credit policy. Inventory Management – Tools and Techniques of Inventory Management.

Dividend Policy - Factors Affecting Dividend – Types of Dividend – Advantages and disadvantages of stable dividend policy – Theory of Relevance and Irrelevance – Bonus Issue – Rights Issue.

***Theory Only**

Distribution of marks: Theory 40% Problems 60%.

Text Book

Sl.No.	Author name	Title of the book	Publisher	Year &Edition

1	Shashi .K.Gupta Sharma R.K	Financial Management	Kalyani Publishers	2015
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Reference Books

Sl.No.	Author name	Title of the book	Publisher	Year &Edition
1	Ravi.M.Kishore	Financial Management - Problems and solutions	Taxmann Publications Pvt Ltd	2017 Edition
2	Khan&Jain	Financial Management	Tata McGraw Hill	2018
3	Maheshwari S.N	Financial Management	Sultan Chand & Sons	15 th edition 2019

Course Designers

1. Dr. B. Thulasipriya, Department of Commerce
2. Dr.D. Vijayalakshmi, Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19A03	PRINCIPLES OF MANAGEMENT	THEORY	71	4	-	5

Preamble

To enable the students

- To understand about the fundamentals of management
- To provide in-depth understanding about the functions of management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Infer about the nature and levels of management	K2
CO2	Identify the types and functions of planning and organising	K3
CO3	Outline about the functions of staffing and leadership	K2
CO4	Apply the types of communication and techniques of control	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

CO4	S	S	S	S	M
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S- Strong; M-Medium; L-Low

PRINCIPLES OF MANAGEMENT - BP19A03 (71 Hrs)

Unit I (14Hrs)

Definition of **Management** - Nature and Scope - Levels of management - Contributions of Henry Fayol, F.W.Taylor – Management vs. Administration.

Unit II (14Hrs)

Functions of Management – Planning - Meaning, Nature and Importance of Planning - Advantages and Limitations – Types of planning - MBO - MBE- SWOT Analysis-Decision making –Different types-Process.

Unit III (14Hrs)

Organizing – Meaning, Nature and Importance – Principles of sound organization – Organization structure – Key elements of organization process: Departmentation, Delegation and Decentralization – Authority and Responsibility – Span of control.

Unit IV (15Hrs)

Staffing-Recruitment, Selection, Training –Directing- Supervision- Motivation – Nature – Maslow’s theory of motivation – X, Y theory -Leadership functions – Qualities – Leadership Styles.

Unit V (14Hrs)

Communication in Management – Types of communication – Barriers to Communication– Co-ordination – Need and techniques – Control – Nature and process of control – Techniques of control.

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Dinkarpagare	Business Management	Sultan Chand & Sons	5 th Edition2010

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Kumudha.A	Principles of Management	Kalyani Publishers	20 th Revised edition 2014
2.	Koontz and O'Donnell	Principles of Management	TataMcGraw Hill	6 th Edition2012

3.	RustomS.Davar	Principles of Management	TataMcGraw Hill	2008 V th Edition
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Course Designers:

- 1.Dr.R.KrishnaKumari
- 2.Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19A04	BUSINESS ECONOMICS	THEORY	71	4	-	5

Preamble

To enable the students

- To make the students expertise in various methods and tool in economic analysis.
- To Analyze the factors of production and their specialization in the business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Outline the role of business economics in decision making	K2
CO2	Explain the factors that determine the supply and demand for productive inputs.	K2
CO3	Examine the price and output determination in various market forms	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

BUSINESS ECONOMICS - BP19A04

(71 Hrs)

Unit I

(14Hrs)

Introduction of Economics: Definition, Nature and Scope of Economics- Methods and Tools of Economic Analysis - Micro and Macro Economics - Decision-making in business– Objectives of a business firm: Profit maximization as an objective of firm-Sales

maximization goal-Rate of growth and other goals of firm-Goal of business firms in different economic systems-Meaning and importance of Social responsibilities of business.

Unit II
(14Hrs)

Theory of Demand: Individual and market demand-Upward sloping demand curve- cross demand and Income demand-Utility *Analysis of demand:* Meaning and measurability of utility-the law of diminishing marginal utility- *Elasticity of demand:* Measurement of price elasticity of demand – Comparison of elasticity on different demand curves – The slope of the demand curve and elasticity of demand – Factors governing price elasticity of demand – Applications of price elasticity of demand.

Unit III
(15Hrs)

Elasticity of Demand and Average and Marginal revenues: Demand and Revenue curves – Relationship between AR and MR curves – Kinked demand curves and corresponding marginal revenue curves – Demand Forecasting : Meaning and Kinds of demand forecasting – Purposes of demand forecasting – Demand determinants and demand forecasting – Methods – Forecasting demand for new products – Criteria of a good forecasting method – **Factors of production and specialization:** Land as a factor of production – Labor as a factor of production.

Unit IV
(14 Hrs)

(14

Law of Returns: The law of variable proportions – Law of returns to scale -- Economies of scale – External economies of production – production function through ISO – Quant curves – Law of supply and supply schedules: Distinguish between production and supply – Supply schedule and supply curve – determinates of supply – measurement of elasticity of supply – Types of supply curves

Unit V
(14Hrs)

Market : Classifications – Market in economic analysis – classification of markets – Theories of value – Pricing under perfect competition : Features of perfect competition – Price determination in the market period – *Pricing Under monopoly:* Foundation or bases of monopoly power – Price output determination of pure monopoly – *Pricing Under Duopoly and Oligopoly:* Duopoly – Features of an oligopoly market – Price determination under Oligopoly.

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	K.P.M Suntharam&E.N.Suntharam	Business Economics	Sultan Chand &Sons	May 2013

Reference Books

S.	Authors	Title of the	Publishers	Year of Publication
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No		Book		
1	Shankaran	Micro Economics	Margam Publications	2012
2	R.L. Varshney & K.L Maheswari	Managerial Economics	Sultan Chand & Sons	22 nd Revised Edition 2014

Course Designers:

1. Mrs. R. Jayasathya
2. Mrs. R. Nithyaramadass

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18CP4	COMPUTER APPLICATION PRACTICAL IV- VISUAL BASIC.NET	PRACTICAL	-	3	57	2

Preamble

To enable the students

- To enhance practical knowledge in Visual Basic.Net

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the VB.Net controls and their applications	K3
CO2	Utilise the various control structures in VB. Net	K3
CO3	Construct the database in VB. Net	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S - Strong; M-Medium; L-Low

VISUAL BASIC.NET - BP18CP4

(57Hrs)

1. Write a program to generate prime numbers.
2. Write a program for calculator using VB.Net
3. Write a VB.Net application to calculate Simple Interest
4. Write a VB.Net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.

5. Write a VB.Net program to implement For....Next loop for displaying only even numbers from n given numbers
6. Write a VB.Net program to implement do ... while loop for validating the age of vote for given number of persons
7. Write a VB.Net program to implement Menu Editor for displaying different types of shapes and its formulas
8. Write a VB.Net program to implement String Functions
9. Write a VB.net program to display the given date with different format
10. Create an Electricity Bill using VB.Net
11. Create a Student database and connect with the VB.Net application with basic manipulation operations
12. Create an Employee database using VB.Net & MS SQL

Course Designers:

1. Dr.Mrs. A.Meenakshi
2. Mrs.R.Jayasathya

SEMESTER III & IV -SKILL BASED SUBJECT

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19SB01	C++ AND MULTIMEDIA APPLICATIONS	THEORY	58	2	-	4

Preamble

- To enhance practical knowledge in C++ and multimedia applications.

Course Outcomes

- On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts and applications of C++	K2
CO2	Examine and define the various functions, classes and objects and also types of constructors in C++	K3
CO3	Demonstrate the basic tools and working with layers in photoshop& adobe animation	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

C++ AND MULTIMEDIA APPLICATIONS-BP19SB01 (58 Hrs)

UNIT I (12 Hrs)

Basic Concepts of Objects Oriented Programming – Benefits of OOP – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program. Tokens, Expressions and Control Structures: Tokens – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Control Structures.

UNIT II (11Hrs)

Functions in C++ – The Main Function – Function Prototyping – Call by Reference – Inline Functions-Function overloading. Classes and Objects: Introduction – Specifying A Class – Defining a Member Function – Arrays of Objects – Objects as Function Arguments – Friendly Function.

UNIT III (12 Hrs)

Constructors – Types - Destructors- Operator Overloading: Defining Operator Overloading – Overloading Unary Operators – Rules for overloading operators. Inheritance – Defining Derived Classes – Single, Multilevel, Multiple and Hierarchical Inheritance – Defining and accessing Pointers.

UNIT IV (12 Hrs)

Photoshop-Introduction-Tools Descriptions-Rectangular Marquee Tool (M)-Move Tool (V)-Polygon Lasso Tool (L)-Magic Wand Tool (W)-Crop Tool (C)-Slice Tool (K)-Healing Brush Tool (J)-Brush Tool (B)-Clone Stamp Tool (S)- -Horizontal Type Tool(T)-Notes Tool (N)- Working with Layers: Active Layer-Color Modes: RGB-Indexed Color. Hue/Saturation: Hue Saturation shifts entire ranges of color within the image-Color modes-Blending modes-Using filters- To convert a color photo to black-and-white- designing web pages and Page design.

UNIT V (11 Hrs)

Introduction to Adobe Animate CC –Tools in Animate CC–Importing Illustrator Files in Animate CC - Image Manipulations -Exporting Formats –Introduction -Image Types- blending modes -To add a drop shadow to text– Rasterized image and Vector Image – converting Rasterized image into Vector- Key Frame based 2d Animation – Animation Workflow in Animate CC – Camera Animation-Creating Walk Cycle- Creating Gif Animations.-Exporting Video from Animate CC.

Text Book

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Unit I,II and III Balaguruswamy.E	Object Oriented Programming with C++	Tata McGraw Hill Publishing Co. Ltd	6 th Edition 2013
2.	Unit IV,V Michael Toot and	Adobe Photoshop, Illustrator, Premiere	Wiley- dreamtech India Pvt Ltd	4 th Edition 2011

	Sherry Kinkoph	and After Effects		
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Books for Reference:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Ravichandran.D	Programming with C++	Tata McGraw Hill Publishing Co. Ltd	5 th Edition Reprint 2011
2.	Venugopal K.R., Rajkumar, Ravishankar T.	Mastering C++	Tata McGraw Hill Publishing Co. Ltd	4 th Edition Reprint 2015

Course Designers:

- 1 .Dr.A. Meenakshi
2. Mrs.Nithya Ramadass

SEMESTER III & IV

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19SBP1	C++ AND MULTIMEDIA APPLICATIONS PRACTICAL	PRACTICAL	-	2	28	2

Preamble

- To enhance practical knowledge in C++ and multimedia applications.

Course Outcomes

- On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop the practical skills in building software projects in the C++ programming language.	K2
CO2	Construct well designed layout, logo, or other design materials for print or web using Adobe Illustrator.	K3
CO3	Demonstrate the basic tools and working with layers in photoshop& adobe animation	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

SKILL BASED SUBJECT PRACTICAL - SB18CMP1**(28 Hrs)**

1. Odd and Even series
2. Arithmetic operations using member functions
3. Students details
4. Details of manager using array of objects
5. Computation of mean values using friend function
6. Creating object using Constructor
7. Simple and compound interest using Single Inheritance
8. Import an image and then cut a particular part and move into another screen using rectangular marquee tool, move tool, polygon lasso tool and magic wand tool and also import a damaged picture and modified into a perfect picture using clone stamp tool and healing brush tool.
9. Import two or more pictures and split those pictures and make it a new picture and insert your own quotes using horizontal type tool & note tool.
10. Merge two or more pictures using the layer options and convert a black and white picture into colour picture using color modes and hue/saturation option.
11. Convert a color photo into a black and white
12. Display a picture in paint and glass effects and texture and spherize effects using filter options.
13. Creation of a design using the blend effect.
14. To create a 3D logo.
15. Create a Perspective 2D Asset.
16. Designing a certificate.
17. Creating a 2D character.

Course Designers:

1. Mrs. Nithya Ramdass
2. Mrs.R.Jayasathya

SUBJECTS OFFERED UNDER ALLIED
COMMON TO B.Sc (CS), BCA and B.Sc (IT)

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19A05	BUSINESS ACCOUNTING	THEORY	86	4	-	5

Preamble

- To impart the knowledge of basic Accounting methods
- To enhance the students knowledge on treatment of accounts practically
- To gain few aspects on the terms of cost accounting and calculation of the labour cost.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the system of accounting & the rules for double entry.	K1

CO2	Interpret the knowledge of subsidiary books & various methods of depreciations.	K2
CO3	Review the accuracy of profit & loss, balance sheet.	K2
CO4	Practice preparation of cost sheet and its various methods	K3

Syllabus

UNIT I (DL hrs=18)

Accounting definition and function – Accounting conventions, concepts and systems of accounting – Rules for double entry system of book-keeping – Preparation of journal and ledger accounts-Trial balance.

UNIT II (DL hrs=17)

Subsidiary books – Purchase book – Sales book – Purchase return book – Sales return book – Cash book – Single, Double, Three column and Petty cash book.

UNIT III (DL hrs=17)

Final accounts – Manufacturing, trading, Profit and loss accounts and Balance sheet with simple adjustments.

UNIT IV (DL hrs=17)

Depreciation - Methods of depreciation – Straight line method and diminishing balance method – Cost accounting – Elements of costing – (types of costing) – Preparation of simple cost sheet.

UNIT V (DL hrs=17)

Pricing of material issues – FIFO, LIFO, Simple and Weighted average methods – labour cost accounting –types of labour-labour cost-control over labour cost- labour turnover: separation, flux, replacement methods.

Distribution of marks – theory 40% problems 60%

Text book:

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publications	Fourth edition 2009
2.	Jain S.P & Narang K.L	Cost Accountancy	Kalyani Publications	Reprint 2006

Books for Reference:

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Grewal T.S	Introduction to Accountancy	Sultan Chand & Sons	Second edition 2007
2.	Iyengar S.P	Principles of cost Accountancy	Sultan Chand & Sons	Third edition Reprint 2006

Course Designers:

- 1.Mrs.Nithya Ramadass
- 2.Dr.S.Nithya Sumathi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
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BP19A06	PRINCIPLES OF MARKETING	THEORY	86	4	-	5
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Preamble

- **To impart knowledge about the different kinds of market and marketing mix**
- **To analyze about different e-marketing models**

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1.	Defining market and marketing environment.	K1
CO2.	Enhance knowledge about the various marketing mix	K2
CO3.	Knowing the importance of agricultural marketing in India	K2
CO4.	Understanding various e-business models	K3

Syllabus

UNIT I (DL hrs=18)

Market-Meaning, Definition, Classification of markets. Marketing-Features, Importance, Evolution and Functions-Marketing Environment: Micro and Macro Marketing Environment, Marketing Mix-Elements-Market Segmentation

UNIT II (DL hrs=17)

Product-Features and Types-Elements of Product policies-Product Life Cycle and New Product Planning-Branding-Functions, Kinds and Advantages.

UNIT III (DL hrs=17)

Price-Importance-Factors affecting pricing decisions-Pricing Objectives-Pricing policies- Kinds of pricing-Pricing of new product

UNIT IV (DL hrs=17)

Promotional programme - Forms of promotion, Sales Promotion-Advantages and Kinds of sales Promotion-Advertising-Functions and Advantages-Kinds of Advertising media-Personal selling-Importance-(Qualities of good Sales man)-Process of Personal selling

UNIT V (DL hrs=17)

Channels of Distribution-Importance and Types-Factors determining choice of Channels of Distribution.

Text Book:

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Pillai R.S.N and Bhagavathi	Modern Marketing Principles and Practice	Sultan Chand, New Delhi	2009,4 th Revised edition

Reference Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Rajan Nair N, Sanjith R.Nair	Marketing	Sultan Chand & Sons	Reprint 2009
2.	Chandrasekaran K.S	Marketing Management	The McGraw Hill companies	2010 , 1 st edition

Course Designers:

- 1.Mrs. G.Rekha
- 2.Dr.S.Nithya Sumathi

SUBJECT OFFERED TO B.VOC (GARMENT DESIGNING) & (BEAUTY THERAPY)

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
VG19A02	INTRODUCTION TO ACCOUNTANCY	THEORY	41	4		3

Preamble

- To familiarise the students with accounting as a tool for management of any business.
- To acquaint the students with basic concepts of accounting, accounting standards and basic accounting framework.
- To develop the skills within the students on Business organization

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the concepts and conventions of accounting practices	K1
CO2	Classify the subsidiary books and interpret final accounts	K2
CO3	Develop the skills in Business organisation and its legal forms	K3

Syllabus**UNIT I****8 hrs**

Meaning, Nature & Scope of Accounting - Fundamentals of book keeping Rules of accountancy - Importance of accounting - Accounting concepts and conventions - double entry system - advantages - difference between double entry and single entry.

UNIT II**8 hrs**

Journal & ledger - Subsidiary books - purchase book , sales book, purchase returns book, sales returns book .and cash book.

UNIT III**9 hrs**

Cash book- Single, double and triple column cash book. Preparation of trail balance.

UNIT IV**8 hrs**

Final accounts of a sole trader - trading and profit and loss A/C and balance sheet with simple adjustments.

UNIT V**8 hrs**

Nature and objectives of business - legal forms of business of ownership – sole trader, partnership, company and co-operative societies - advantages and limitations.

Reference Books

S.No.	Author	Title of the Book	Publishers	Year of publication
1	Reddy.T.S & A.Murthy	Financial Accounting	Margham Publications	Reprint 2015

2	N Vinayagam, P L Main, K L Nagarajan	Principles of accountancy	Sultan Chand & Sons	2007 fifth edition
3	Dinker Pagare	Business management	Sultan Chand & Sons	2013 Eighteenth revised edition
4	Y K Bhushan	Business Organization and management	Sultan Chand & Sons	2013 nineteenth revised edition

Course Designers:

1. Mrs. P. Shanthipriya
2. Dr. P. Aishwarya

SEMESTER- V

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18C10	RESEARCH METHODOLOGY	THEORY	71	4	-	5

Preamble

To enable the students

- To understand the basics of Business Research
- To equip students with principles of quantitative and qualitative research.
- To acquaint about the fundamentals of research methods and statistical techniques

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Build a conceptual understanding of research framework	K3
CO2	Construct sample and scaling techniques	K3
CO3	Take part in applying the statistical tools for research analysis	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

RESEARCH METHODOLOGY- BP18C10 (71 Hrs)

UNIT I

(14Hrs)

Introduction to Business Research: Definition – Objectives of Research-Types of Research – Significance of research- Process of Research – Criteria of good research-

Research Problem-Selecting the Problem-Necessity of defining the problem-Technique involved in defining a problem

UNIT II (15Hrs)

Research Design: Meaning-Need for Research Design-Features of a good design-Types of research designs- Sampling Design: Steps in Sampling design-Criteria of selecting a sampling procedure- Characteristics of a good sample design- Types of sample design-Sample size and its determination

UNIT III (14 Hrs)

Measurement scales: Nominal scale-Ordinal scale-Interval scale-Ratio scale- Scaling technique: Likert type scale- Methods of data collection: Primary and secondary data-Sources: Observation, Interview, Questionnaire, Schedules - Internet sources-Data base- other methods. Data Processing: Fieldwork validation – Data Editing – Coding – Classification and Tabulation of Data .

UNIT IV (14Hrs)

Frequencies – Descriptive – Cross tab –Multiple Response - Chi-square test – Compare Mean: one sample t-test, Independent sample t-test, One-way ANOVA, Correlation analysis – (includes simple problems)

UNIT V (14Hrs)

Interpretation and Report writing: Technique of interpretation-Precautions in interpretation- Significance of Report writing-Layout of the Research report-Types of reports-Mechanics of writing research report-Precautions for writing research report.

20% Problems 80% Theory

Text Book:

S. No	Authors	Title	Publishers	Year of Publication
1	C.R. Kothari	Research methodology Methods and Techniques	New Age International Publishers	Second revised edition, 2013
2	C.Murthy	Research Methodology	Vrinda publication	Reprint 2013

Books for Reference:

S. No	Authors	Title	Publishers	Year of Publication
1	Uma Sekaran and Roger Bougie	Research Methods for Business	Wiley	6 th Edition, 2016.
2	Uma Sekaran and Roger Bougie	Research Methods for Business	Wiley	6 th Edition, 2016.
3	Donal .R.Cooper	Business Research Methods	Tata McGraw Hill	2006,9 th Edition
4	Gupta S.P	Statistical Methods	Sultan Chand & Sons	2014, 44 th Edition

Course Designers:

- 1.Dr. R.Vasanthi
- 2.Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM19C11	MANAGEMENT ACCOUNTING	THEORY	71	4	-	4

Preamble

- To provide the fundamental knowledge and techniques in Management Accounting
- To apply the tools and techniques used to plan, control and make decisions
- To learn the Budgetary control procedures, reporting of organizational performance and calculation of variances

Prerequisite

- Basic Knowledge in Financial Statements

Course Outcomes

On the successful completion of the course, students will be able to prepare and present information for management decision making and control process

CO Number	CO Statement	Knowledge Level
CO1	Find and Apply tools and techniques used to plan, control and make decision	K1, K2,K3
CO2	Prepare budgets and demonstrate budget control techniques	K1, K2,K3
CO3	Illustrate and Build the knowledge of break-even analysis and profit maximization	K1, K2,K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(15 Hrs)

Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting. Financial Statement and their importance- Tools for Analysis and Interpretation- Common Size Statements, Comparative statement and Trend Analysis

UNIT II (14 Hrs)

Ratio Analysis - Significance of Ratios - Uses and Limitations of Ratios – Classification of Ratios- Analysis of Short Term Financial Position - Analysis of Long Term Financial Position - Profitability Ratios –Leverage Ratios

UNIT III (14 Hrs)

Fund Flow Analysis: Meaning and Concept of Funds and Flow of Funds- Difference between Fund Flow Statement, Income Statement and Balance Sheet- Uses, Importance and

Limitations of Fund Flow Statement- Statement / Schedule of Changes in Working Capital- Fund from Operation- Statement of Sources and Application of Funds . Cash Flow Analysis: Meaning- Classification of Cash Flows- Comparison Between Fund Flow and Cash Flow Statement – Uses, Importance and Limitations of Cash Flow Statement- Preparation of Cash Flow Statement Using Direct and Indirect methods- Accounting Standard AS 3

UNIT IV (14 Hrs)

Budgeting and Budgetary Control - Definition, Importance, Essentials and Classification of Budgets- Preparation of Cash Budget, Sales Budget, Production Budget, Direct Labour Budget, Purchase Budget, Material Budget, Overhead Budgets – Flexible Budget- Master Budget - Budgetary control-Steps in Budgetary Control – Zero Base Budgeting.

UNIT V (14 Hrs)

Marginal Costing – Cost-Volume-Profit Analysis and Break-Even Analysis, Managerial Applications of Marginal Costing including transfer pricing -Significance and limitations of Marginal Costing. Standard Costing - Meaning- suitability as a management tool- limitation- Variance Analysis- Material and Labour Variances only

Distribution of Marks Theory 20% and Problems 80%

Text Book:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Sharma R.K Sashi K.Gupta Neeti Gupta	Management Accounting	Kalyani Publishers	Reprinted 2016, IV edition

Books for Reference:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Jain and Narang	Cost and Management Accounting	Kalyani Publishers	2013, 21 st Edition
2	Maheswari S.N	Management Accounting	Sultan Chand and Sons	2013, Reprint
3	Reddy T.S and Reddy H.P	Management Accounting	Margham Publications	2013, VIII Edition

Course Designers

1. Dr.G.Kavitha – Department of Commerce
2. Dr.S.Sujatha - Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM19C12	INCOME TAX	THEORY	86	4	-	4

Preamble

- To state the laws relating to income tax and procedures.
- To equip the students with revised provisions of The Income Tax Act of 1961.

- To lay down a foundation for computing gross total income, rebate and the total tax liability of an individual.

Prerequisite

- Basic knowledge in accountancy and tax related concepts

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the basic concepts of schedule of rates of tax, tax liability, penalties and prosecution	K1
CO2	Explain the total taxable income of an assessee	K2
CO3	Apply and practice the computation of total income	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L

S- Strong; M-Medium; L-Low

Syllabus

UNIT I (17 Hrs)

The Income Tax Act - Definition of Income - Assessment Year - Previous Year - Assessee – Types of Assessee - Scope of Income - Charge of Tax - Residential Status – Exempted Incomes- Incomes which do not Form Part of Total Income - Tax Rates.

UNIT II (18 Hrs)

Computation of Income from salaries – annual accretion – allowances, perquisites and their types and treatment – Profits in lieu of salary and exempted profits – Deductions U/S 16

UNIT III (17 Hrs)

Income from House property – Determination of Annual value – Deductions out of annual value - Profits and Gains of Business or Profession - Meaning of Business or Profession - Computation of Profits and Gains of Business or Profession of an Individual- Expenses Expressly Allowed -Expenses Expressly Disallowed.

UNIT IV (17 Hrs)

Income from Capital Gains - Computation of Capital Gains-Income from Other Sources - Computation of Income from Other Sources.

UNIT V (17 Hrs)

Set off and Carry Forward Set off losses – Deductions to be made in computing Total Income – Computation of Gross Total Income - Assessment of Individuals. Introduction to e-Filing.

Note: 20% theory and 80% problems

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
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1.	Gaur V.P. and Narang D.B.	Income Tax and Practice	Kalyani Publishers	Current Edition
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Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Income Tax and Practice	Sultan chand & Sons	Current Edition
2.	Mehrothra	Income Tax and Practice	Sultan chand & Sons	Current Edition

Course Designers

1. Dr.L.Nithya – Department of Commerce (e-com & SF)
2. Dr.P.Aiswarya – Department of Commerce (e-com & SF)

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18E01	BUSINESS LAW	THEORY	71	4	-	5

Preamble

To enable the students

- To enlighten the students knowledge in the basics of Indian Contract Act 1872
- To establish knowledge about rights, duties and responsibilities of various parties entering into business dealings.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the laws governing contract	K2
CO2	Summarise the legal issues relating to minors, persons of unsound mind and contingent contracts	K2
CO3	Identify the laws relating to remedies of breach, quasi contract and contract of Indemnity & Guarantee	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

BUSINESS LAW-BP18E01 (71 Hrs)

UNIT I

(14Hrs)

Indian Contract Act 1872 – Meaning of Contract – Definition – Obligation & Agreement – Nature of Contract & Classification – Essential Elements of Valid Contract – Offer & Acceptance – Consideration.

UNIT II

(14Hrs)

Capacity: Minors-Persons of unsound mind –Other persons- Free Consent: Meaning-

consent and Free consent-Coercion-undue influence-Misrepresentation-Fraud-Mistake-Legality of Object: Unlawful object-Unlawful and illegal agreements- Agreements opposed to public policy-Void Agreements : Meaning-Wagering agreement

UNIT III (14Hrs)

Contingent contracts: Meaning-Rules regarding Contingent contract- Performance of Contract- Different Modes of Discharge of Contract: Meaning-Discharge by Performance-Agreement –Impossibility of performance-Supervening impossibility-Lapse of time-Operation of Law

UNIT IV (14Hrs)

Remedies of Breach: Recission-Quantum meruit-Specific performance-injunction-Rectification – Principles for Awarding Damages - Quasi Contract-Kinds.

UNIT V (15Hrs)

Contract of Indemnity & Guarantee :Contract of Indemnity & Guarantee- Rights of Surety – Discharge of Surety - Bailment & Pledge – Rights and duties of Bailor and Bailee – Rights and Liabilities of Finder of Lost Goods- Rights and duties of pawnor and pawnee - Contract of Agency-Sale of Goods Act:-Formation-Conditions and warranties-Performance of Contract.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Kapoor N.D.	Business Law	Sultan Chand & Sons	Reprint 2014, 29 th edition.

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Pillai R.S.N., Bagavathi .B	Business Law	S.Chand& Co ltd	Reprint 2010, 2 nd edition
2.	Tulsian	Business Law	Tata McGraw Hill Publishing Co Ltd	Reprint 2010, 2 nd edition

Course Designers:

1. Dr.R.KrishnaKumari
2. Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19E02	COMPANY LAW	THEORY	71	4	-	5

Preamble

To enable the students

- To understand the legal procedures & practices in concern.
- To comprehend decisions, based upon the company laws.
- To enhance the knowledge in the share market.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the stringent provisions relating to the company promoters and company management	K1
CO2	Understand the provisions relating to the form and contents of a prospectus, maintenance of accounts by companies, allotment and transfer of shares in accordance with the SEBI guidelines	K2
CO3	Examine the various meetings held and the legal procedures of meetings	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S-Strong; M-Medium; L-Low

COMPANY LAW-BP19E02

(71 Hrs)

UNIT I

(15Hrs)

Company – Definition & Features - Distinction between Company and Partnership – Kinds of Companies – Difference between Private and Public Company – Incorporation of a Company – Documents to be filed – Memorandum of Association – Doctrine of Ultravires.

UNIT II

(14Hrs)

Articles of Association – Doctrine of Constructive Notice & Indoor Management – Alteration of Article – Prospectus – Contents – Misstatements – Liability for Misstatements – Certificate of Commencement of Business.

UNIT III

(14Hrs)

Shares – Debentures – Allotment – Valid Allotment – Irregular Allotment – Transfer and Transmission of Shares – SEBI Guidelines- Membership of Company.

UNIT IV

(14Hrs)

Company Management – Board of Directors – Appointment – Qualifications – Powers – Duties – Liabilities – Managing Director & Manager – Managerial Remuneration – company Secretary – Appointment, Qualification, Powers and Duties.

UNIT V

(14Hrs)

Company Meetings – Kinds – Statutory Meeting, Annual General Meeting – Extraordinary General Meeting – Board Meeting - Resolutions, Minutes, Quorum and Proxy – Winding up – Modes. Corporate Governance in Indian Scenario – need – importance – Clause 49(listing requirements)

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1	Gogna P.P.S	A Textbook of Company Law	Sultan Chand & Sons, New Delhi	2016, Revised Edition
2	Kapoor N.D	Company Law and Secretarial Practice	Sultan Chand & Sons, New Delhi	2020, Revised Edition

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Bahi J.C	Secretarial Practice in India practices	N.M.Tripathi(p) Ltd	11 th edition 2007
2.	Kapoor N.D	Elements Of Company Law	Sultan Chand & Company Ltd, New Delhi	2019, Revised Edition

Course Designers:

1. Dr.C.Esakkiammal
2. Dr.S.Nithyasumathi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18CP5	COMPUTER APPLICATION PRACTICAL V-SPSS	PRACTICAL	-	3	57	2

Preamble

- To impart practical knowledge in SPSS

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the basic workings of SPSS, and perform basic statistical analyses.	K1
CO2	Demonstrate a wide range of data management tasks in SPSS application	K2
CO3	Interpret the data sets using SPSS.	K2
CO4	Build the sampling methods	K3
CO5	Analyze the reports using various tests	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

COMPUTER APPLICATION PRACTICAL V –SPSS BP18CP5 (57 HRS)

1. Levels of measurement of scales
 - a. Nominal level
 - b. Ordinal level
 - c. Scale level
2. Working with missing values.
3. Reliability analysis.
4. Computing frequencies & multiple responses.
5. Creating basic descriptive statistics.
6. Chi square analysis.
7. One-way ANNOVA and two-way ANNOVA.
8. Testing samples using t-test.
9. Non-Parametric tests –Friedman Rank test.
10. Pearson’s Correlation and Spearman’s Correlation

INFORMATION SECURITY-LEVEL II SUBJECT CODE- NM13IS2

Hours: 26

Objective

- This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks.
- It covers all aspects of cyber security including network security, computer security and information security.

UNIT I (DL hrs =5)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model

UNIT II (DL hrs = 6)

Cryptography: Concepts and techniques- plain text and cipher text- Encryption principles- Cryptanalysis-cryptograph algorithm- Cryptograph toolsAuthentication methods- passwords-keys versus passwords-Attacking Systems via passwords-Password verification

UNIT III (DL hrs = 5)

Fire walls: Viruses and worms- Digital rights management--What is firewalls- Types of Fire wall-Design Principles of Firewall

UNIT IV (DL hrs =5)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.-Windows hacking- Web hacking- Ethical hacking

UNIT V (DL hrs =5)

Case studies: DNS, IP SEC- Social media

Text Book:

S.No	Author	Title of book	Publisher	Year of
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				publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 th edition, 2012
2	AtulKahato	Cryptography and Network Security	McGraw Hill Education	3 rd Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 nd Edition 2009
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	3 rd edition 2009

**SEMESTER-V&VI
SKILL BASED SUBJECT**

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19RP02	THEORY-R PROGRAMMING	THEORY	58	2	-	4

Preamble

To enable the students

- To Understand the Concepts of R Programming
- To be familiar with the concepts of Statistical analysis through R Programming
- To Categorize the various commands in R programming

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the basic workings of R Programming in terms of constructs, control statements, string functions	K1
CO2	Explore data-sets in R.	K2
CO3	Interpret loop constructs in R Programming.	K3
CO4	Build user-defined R functions	K4
CO5	Perform appropriate statistical tests using R.	K5

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S- Strong; M-Medium; L-Low

THEORY-R PROGRAMMING-BP19RP02 (58 HRS)

UNIT-I (11 hrs)

Introduction and preliminaries- The R environment - Related software and documentation - R and statistics - Using R interactively - Getting help with functions and features - R commands, case sensitivity, etc. - Executing commands from or diverting output to a file - Data permanency and removing objects - Simple manipulations; numbers and vectors: Vectors and assignment - Vector arithmetic - Generating regular sequences – Logical vectors.

UNIT-II (12 hrs)

Missing values - Character vectors - Index vectors; selecting and modifying subsets of a data set- Objects, their modes and attributes - Changing the length of an object - Getting and setting attributes - Ordered and unordered factors - The function `tapply()` and ragged arrays - Ordered factors.

UNIT-III (12 hrs)

Arrays and matrices - Array indexing. Subsections of an array - Index matrices - The array () function - Mixed vector and array arithmetic. The recycling rule - Matrix facilities - Matrix multiplication - Lists and data frames: Lists - Constructing and modifying lists - Concatenating lists - Data frames - Making data frames - `attach()` and `detach()` - Working with data frames - Managing the search path.

UNIT-IV (12 hrs)

Reading data from files: The `read.table()` function - The `scan()` function - Accessing built in datasets - Loading data from other R packages - Editing data - Grouping, loops and conditional execution: Control statements: Conditional execution: if statements - Repetitive execution: for loops, repeat and while - Writing your own functions - The ‘...’ argument - Assignments within functions.

UNIT-V (11 hrs)

Graphical procedures: High-level plotting commands - The `plot()` function - Displaying multivariate data - Display graphics - Graphics parameters list - Graphical elements - Packages - Standard packages - Contributed packages and CRAN – Namespaces

Text Books

S.No	Author Name	Title of the Book	Publisher	Year and Edition
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1.	W.N Venables, D.M Smith	An Introduction to R, Notes on R: A Programming Environment for Data Analysis and Graphics Version 4.1.0	R Core Team	2021
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Books for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Statistical Analysis with R.	M. John	Tata McGraw Hill Publishing Co. Ltd	October 2010
2.	Learning R	Richard Cotton	O'Reilly Media	September 2013
3	Roger D. Peng	R Programming for Data Science	Lulu.com,	2012
4	<u>John Chambers</u>	Software for Data Analysis	Springer	2008

Course Designers

1. Mrs.M.Prem Grace
2. Mrs.A.Nithya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19RPP2	PRACTICAL IN R PROGRAMMING	PRACTICAL	-	2	28	2

Preamble

To enable the students

- To enhance practical knowledge in R Programming

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop programming skills of students using R programming	K1
CO2	Build and Apply R for mathematical operations and Write Loop constructs in R	K2
CO3	Perform and interpret different distribution using R	K3
CO4	Develop practical skills and ability to create statistical analysis	K4
CO5	Manipulate data within R and to create simple graphs and charts used in introductory statistics	K5

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S-Strong; M-Medium; L-Low

PRACTICAL IN R PROGRAMMING – BP19RPP2 (28 HRS)

- Creating vector and matrices using R program.
- Summary statistics: Mean, standard deviation, frequency test.
- Perform linear model and plot the graph.
- Perform One Sample T Test and plot the graph.
- Perform One Way ANOVA test and plot bar chart and pie chart.
- Perform chi-square test and plot histogram.
- Perform Correlation using R
- Perform mann-whitney/rank test using R

Course Designers

1. Mrs.M.Prem Grace
2. Mrs.A.Nithya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CRE DIT
BP11AC1	BUSINESS COMMUNICATION	THEORY			-	5**

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	How the media of communication is helpful for the business	K1
CO2	Explain the importance of business communication	K2
CO3	Examine the characteristics of good report	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

BUSINESS COMMUNICATION-BP11AC1

UNIT I

Introduction to Communication – Objectives – Importance – Elements of Communication process – Internal and External Communication – Media of Communication – Electronic media-Barriers to Communication – Principles of Communication- Formal and Informal Communication – Upward, Downward, Lateral and Diagonal Communication – Communication network.

UNIT II

Essentials of Business Letters – Enquiries and replies – Orders and execution – Credit and Status

letters

UNIT III

Complaints and Adjustments- Collection letters- Circular and Sales letters – Application Letters

UNIT IV

Report Writing – Importance of report – Types of business reports – Characteristics of good report – Notice, Agenda and Minutes, Resolutions of company meetings.

UNIT V

Public Speaking – Conference and Committee – Essentials of effective conference – Listening – Meaning, significance and obstacles.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	Reprint 2006, 9 th edition

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain Omprakash V.K.Biyani	Business Communication	Sultan Chand & Company Ltd, New Delhi	Reprint 2009, 1 st edition
2.	Pillai R.S.N. & Bagavathi	Modern Commercial Correspondence	Sultan Chand & Company Ltd, New Delhi	Reprint 2006, 1 st edition
3.	Uma Narula	Business Communication practices- Modern trends	Atlantic Publishers and distributors	2006, First edition

Course Designers:

1. Dr.A.Meenakshi
- 2 Mrs.S.Shanthi

SEMESTER VI

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19C13	WEB DESIGN APPLICATIONS	THEORY	86	4	-	5

Preamble

To enable the students

- To enlighten about basic concepts of web design and comprehend the technologies for Hypertext Mark-up Language (HTML), JavaScript and WordPress.
- Students will gain the skills and project-based experience needed for entry into web application and development careers.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the current topics in Web tools	K4
CO2	Explain fundamental tools and technologies for web design.	K2
CO3	Construct sample web pages and sites.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

WEB DESIGN APPLICATIONS-BP19C13**(86 Hrs)****UNIT – I****(17Hrs)**

Introduction to HTML – Basic text formatting-Presentational elements-Phrase elements - Lists –Editing text-Using character entities for special characters-Understanding Block and inline elements – Links and Navigation: Basic links-Understanding directories and directory structures-creating links-images and objects-adding images to your site and adding other objects with the <object> element – Using images as links – Tables – Basic table elements and attributes – Advanced tables –Accessibility issues with tables.

UNIT – II**(18Hrs)**

Forms: Creating a form with the <Form> element – Form controls – Creating labels for controls and the <label >element. Introducing CSS-CSS properties: controlling fonts-text formatting-selectors-more cascading style sheets-links-backgrounds-Lists-Tables-Outlines-Miscellaneous properties- Box Model - Introduction, Border properties, Padding Properties, Margin properties.

UNIT – III**(17Hrs)**

Java script- document object model-starting to program with Java script-variables-operators-functions-user defined functions- dialog boxes- conditional statements-Looping-Events-Built-in Objects-Writing Java script

UNIT – IV**(17Hrs)**

Working with Java script: Form validation-Form Enhancements-Image Rollovers - Popup windows-Java script libraries – Java script document object model- Forms used by a website: Form object-Other built-in objects in Java script-user defined objects- Cookies.

UNIT – V**(17Hrs)**

Word Overview : Content Management System (CMS) - Features – Advantages – Disadvantages - WordPress Settings : General Settings - Writing Settings - Reading Settings - Discussion Settings - Media Settings. WordPress – Category, Page, Post, Links, Tags and Media.

Note: Question paper shall contain 100% Theory

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Unit-I & IV Ivan Batross	Web enabled Commercial application development using.. HTML, Javascript, DHTML and PHP	BPB Publications	Edition: 4th, 2010
2	Unit II, III & V John Duckett	Beginning Web Programming with HTML, XHTML and CSS	Tata McGraw-Hill Publishing company limited,	Second edition2010

			New Delhi.	
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Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Chris Bates	Web programming building internet applications	Wiley India	2007, 4 th edition
2.	David Mercer	HTML Introduction to web page design and development	Tata McGraw-Hill Publishing company Limited	2008, 3 rd edition
3.	Hal Stern David Damstra Brad Williams	Professional WordPress: Design and Development	Wiley Publishing Inc	2013, 3 rd Edition

Course Designers:

3. Dr. A. Meenakshi
4. Mrs. A. Nithya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM19C14	COST ACCOUNTING	Theory	86	4	-	4

Preamble

- To provide an in depth study of the Cost Accounting Principles and Techniques for Identification, Analysis and Classification of Cost Components
- To Explain the Basic Concepts and Processes in Determination of Cost of Products and Services
- To Facilitate Managerial Decision Making Process

Prerequisite

- Knowledge on Classification of Material, Labour and Overheads

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand and Explain the Conceptual Framework of Cost Accounting	K1, K2, K3
CO2	Familiarize Concept and Role of Cost Accounting in the Business	K1, K2, K3

	Management of Manufacturing and Non-Manufacturing Companies	
CO3	Provide an in depth knowledge on Cost Ascertainment and to identify the Areas of Application of Costing Techniques.	K1, K2,K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S

Syllabus

UNIT I

(18 Hrs)

Cost Accounting – Definition, Meaning & Scope – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing – Cost Analysis, Concepts and Classifications – Elements of Cost, Preparation of Cost Sheet and Tender – Costing as an Aid to Management – Limitations and Objections Against Cost Accounting - Reconciliation of Costs and Financial Accounts.

UNIT II

(17 Hrs)

Materials – Purchasing of Materials, Procedure and Documentation Involved in Purchasing – Requisitioning for Stores – Techniques of Materials Control - Maximum, Minimum & Re-ordering Levels – Economic Order Quantity – Perpetual Inventory. Methods of Valuing Material Issues - FIFO, LIFO, Simple and Weighted Average methods.

UNIT III

(17 Hrs)

Labour – concept and treatment of Idle Time - Control Over Idle Time – Labour Turnover - Methods of wage payment - Time Rate, Piece Rate, Taylor’s Differential piece rate, Merrick’s Multiple piece rate – Incentive Methods - Halsey & Rowan Plan – Group Incentive Scheme

Unit IV

(17 Hrs)

Classification of Overheads - Allocation & Apportionment – Primary Distribution - Secondary Distribution - Reapportionment of Service Department Costs to Production Departments - Direct Method - Reciprocal Methods - Repeated Distribution Method and Simultaneous Equation Method - Absorption of Overheads and Computation of Machine Hour Rate. Activity Based Costing

Unit V

(17 Hrs)

Process Costing – Features – Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain and Inter-process Profit (Excluding Equivalent Production) – Accounting for Joint and By-products.

Distribution of Marks: Theory 20% and Problems 80%.

Text book:

S. No	Authors	Title	Publishers	Year of Publication
1.	Jain and Narang	Cost Accounting	Kalyani Publishers	Reprint 2015

Books for Reference:

S. No	Authors	Title	Publishers	Year of Publication
1.	Pillai R.S.N and Bagawathi	Cost Accounting	S Chand & co	2015
2	Maheswari. S N	Principles of Cost Accounting	Sultan Chand & sons	Reprint 2016

Course Designers

- 1.Dr. G.Kavitha – Department of Commerce
- 2.Dr. C. Gomathy – Department of Commerce

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18E03	PRINCIPLES OF MARKETING	THEORY	71	4	-	5

Preamble

To enable the students

- To understand how organizations identify customers and their wants/needs.
- To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements.
- To learn and to understand E-Marketing and its strategies.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify marketing and market driven enterprises	K1
CO2	Examine the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives	K2
CO3	Formulate pricing strategies for products and services	K3
CO4	Analyze agricultural and E Marketing models	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M

S-Strong; M-Medium; L-Low

PRINCIPLES OF MARKETING-BP18E03 (71 Hrs)

UNIT I (14Hrs)

Market: - Meaning, Definition, Classification of Markets. Marketing: - Meaning, Definition, Features, Importance, Evolution and Functions of Marketing- Difference between Marketing and Selling. Marketing Environment: -Micro and Macro Marketing Environment, Controllable and Uncontrollable Factors- Modern Marketing Concepts – Marketing Mix – Definition and Elements – Market Segmentation.

UNIT II (14Hrs)

Product: - Meaning, Definitions – Elements of Product Policy and Branding Strategies – Product Life Cycle and New Product Planning. Price: - Meaning, Definition, Importance, Factors affecting pricing decisions, Kinds of Pricing.

UNIT III (15Hrs)

Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and Kinds of Sales Promotion. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, Kinds of Advertising Media. Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels of Distribution- Meaning, Definition, Importance, Types, Factors Determining Choice of Channel of Distribution.

UNIT IV (14Hrs)

Agricultural Marketing in India – Problems and Remedies, Regulated Markets-Functions and Advantages. Organized Markets- Characteristics, Commodity Exchange- Future Contracts – Hedging. Co-operative Marketing - Objectives – Features - Functions-Advantages and Limitations.

UNIT V (14Hrs)

E-Marketing – Difference between e-marketing and e-business – E-Marketing past, present and future. Strategic e-marketing: Strategic planning – e-business models. E-Marketing plan: overview – creating- steps in e-marketing plan.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Pillai R.S.N. and Bagavathi	Modern Marketing Principles and Practices	S.Chand& Co. New Delhi	4 th Edition,2013
2.	Add El Ansary, Raymond frost	E-Marketing	Prentice hall of India Pvt Ltd, New Delhi	4 th Edition, 2008.

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gupta C.B., Rajan Nair N.	Marketing Management	Sultan Chand and Sons, New Delhi	17th Edition, 2016
2.	Philip Kotler, Gary	Principles of	Pearson	13th Edition,

Armstrong, Prafullar, Y. Agnihotri, Ehsanul. Haquer	Marketing		Reprint 2010
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Course Designers:

1. Mrs.R.Jayasathya
2. Dr.G.Rekha

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP18E04	BUSINESS ETHICS	THEORY	71	4	-	5

Preamble

To enable the students

- To offer expertise and knowledge on the application of ethical concepts in business
- To enhance practical applications of ethics in marketing.
- To understand the issues raised by information system.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identifying legal ethical standards and practices.	K1
CO2	Formulating the privacy issues of ethics in HRM	K2
CO3	Examine the advancement of women in work force.	K3
CO5.	Analyzing the applicability of ethics in financial statements.	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M

S-Strong; M-Medium; L-Low

BUSINESS ETHICS- BP18E04 (71 Hrs)

UNIT I

(14Hrs)

Ethics –Introduction to Business ethics-nature, sources, objectives - Common Domain of Business Ethics- Model of Ethics– Business& ethical responsibility - Ethical codes– Myths about Business Ethics

UNIT II

(15Hrs)

Ethics in Marketing: Ethics concepts & consequents in marketing-Reasons for unethical practices- Ethics in area of production- Importance-Merits &Demerits -Ethics in area of advertising, new product pricing, product packaging and labeling, personal selling, International marketing,– Establishing ethical standards –Legal & Ethical aspects in Retail Business-Ethical

consumerism.

UNIT III (14Hrs)

Ethics in HRM: Privacy issues –Psychological expectation model – Ethical Implications of variations in HRM Restructuring and layoffs – advancement of women in the workforce- Human Quality Development – Sexual harassment – Discrimination — Employer rights and responsibilities.

UNIT IV (14Hrs)

Ethics in Finance-Introduction-Finance ðics-Accountability and acquisitions-Financial statements.-Trends

UNIT V (14Hrs)

Ethics and Information Technology – Ethical Issues-Ethical considerations-Relationship among Ethical, social and political Issues Raised by Information system

Text Book

Sl. No.	Author	Title of the Book	Publisher	Year of Publication
1.	C S V Murthy	Business Ethics, Text and Case	Himalaya Publishing House, Second Edition	2006

Books for Reference:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Joseph W Weiss	Business Ethics, A Stakeholder and Issues Management Approach	Thomson(South-Western), Third Edition	2003
2.	SwapnaPradhan	Retailing Management ,Text and Cases	Tata McGraw Hill, Second Edition	2004

Course Designers:

- 1.Dr.S.Nithyasumathi
- 2.Mrs.M.Prem Grace

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP19CP6	COMPUTER APPLICATIONS PRACTICAL VI - WEB DESIGN APPLICATIONS	PRACTICAL	-	3	57	2

Preamble

To enable the students

- To enhance practical knowledge in web designing

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	How to display web page using html tag	K1
CO2	Outline the webpage using Java script in HTML	K2
CO3	Develop the web page using WordPress	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S-Strong; M-Medium; L-Low

WEB DESIGN APPLICATIONS - BP19CP6

(57 Hrs)

1. Create a program using HTML to display the college home page and course details using html tags.
2. Create a table to display time table using HTML Tag.
3. Create a document using Formatting and alignment to display Sales Letter
4. Program to display Image and text using HTML tag for an advertisement of a Company Product.
5. Create a Resume using forms in HTML.
6. Create web pages for a bank using HTML Frames.
7. Create a Frame to display a multiform document and to validate an XHTML document.
8. Create a java script to swap two numbers
9. Display text with different colors using CSS
10. List fruits and vegetables using CSS.
11. To create a java script with prompt and alter boxes
12. Create a Java script program to check odd or even numbers
13. Create a Java script program for a Fibonacci sequence.
14. Create new page, and post and add some images into it and link pages using Word Press
15. Create new template page from available theme and customize it to make it as to show student profile.(*Theme Installation*)

Course Designers:

1. Dr.A.Meenakshi
2. Mrs.A.Nithya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CRE DIT
BP11AC3	BUSINESS ENVIRONMENT	THEORY			-	5**

Preamble

To enable the students

- To provide knowledge about the national and global environment pertaining to business
- To provide knowledge of the policies and legal provisions of the Government with respect to the business environment in India.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	How the internal and external environment change the dimension of the business	K1
CO2	Explain the various types of environment in business	K2
CO3	Identify the Social responsibilities of trade unions in India	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S-Strong; M-Medium; L-Low

BUSINESS ENVIRONMENT- BP11AC3

UNIT I

Theoretical Framework of Business Environment -Concept, Significance & Nature of Business Environment-Elements of Business Environment-Levels of Environment-Internal and external: Changing Dimensions of Business Environment - Economic System Interface-environmental scanning and monitoring

UNIT II

Economic Environment of Business - economic planning in India: Industrial policy, fiscal policy, monetary policy, export and import policy: public sector and economic development: economic reforms, liberalization and structural adjustment programmes.

UNIT III

Social Environment -Socio-cultural environment: Critical elements of socio cultural environment: social institutions and systems: social values and attitudes: social groups: middle class: emerging rural sector in India: consumerism in India. Social responsibility of business; social audit; corporate governance.

UNIT IV

Financial Environment of Business -Indian Money Market- Monetary and Fiscal policies-Financial Market structure-Growth of capital-Money and Capital Markets-Industrial Finance-Industrial Financial Institutions.

UNIT V

Labour Environment -Labour Legislation in India-Labour Welfare and Social security-Industrial Relations- Industrial Disputes Act-Trade Unions. Social responsibilities of trade unions-limitations and problems of trade unionism in India.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Francis Cherunilam,	Business Environment	Himalaya Publishing House	2008,15 th edition

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Awasthappa, K	Essentials of Business environment	(Himalaya Publishing House	2006 7 th edition
2.	Adhikary. M	Economic Environment of Business	Sulthan Chand & Co., New Delhi.	2008 5 th edition
3.	Dorfman, Robert and Nancy.	Economics of Environment	W.W. Norton &co	2009 7 th edition

Course Designers:

1. Dr.A.Meenakshi
2. Mrs.S.Shanthi

SUBJECT OFFERED TO B.SC (CDF)

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
CF18C05	BASIC ACCOUNTANCY	THEORY	41	4	-	3

Preamble

- To familiarize the students with accounting as a tool for management of any business.
- To acquaint the students with basic concepts of accounting, accounting standards and basic accounting framework.
- To develop the skills within the students on Business organization

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the concepts and conventions of accounting practices	K1
CO2	Classify the subsidiary books and interpret final accounts	K2
CO3	Develop the skills in Business organisation and its legal forms	K3

Syllabus**UNIT I****(15 hrs)**

Meaning, Nature & Scope of Accounting - Fundamentals of book keeping Rules of

accountancy - Importance of accounting - Accounting concepts and conventions - double entry system - advantages - difference between double entry and single entry.

UNIT II (14 hrs)

Journal & ledger - Subsidiary books - purchase book , sales book, purchase returns book, sales returns book .and cash book.

UNIT III (14 hrs)

Cash book- Single, double and triple column cash book. Preparation of trail balance.

UNIT IV (14 hrs)

Final accounts of a sole trader - trading and profit and loss A/C and balance sheet with simple adjustments.

UNIT V (14 hrs)

Nature and objectives of business - legal forms of business of ownership – sole trader, partnership, company and co-operative societies - advantages and limitations.

Reference Books

S.No.	Author	Title of the Book	Publishers	Year of publication
1	Reddy.T.S&A.Murthy	Financial Accounting	Margham Publications	Reprint 2015
2	N Vinayagam, P L Main, K L Nagarajan	Principles of accountancy	Sultan Chand & Sons	2007 fifth edition
3	DinkerPagare	Business management	Sultan Chand & Sons	2013Eighteenth revised edition
4	Y K Bhushan	Business Organization and management	Sultan Chand & Sons	2013 nineteenth revised edition

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