



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

College of Excellence

(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2015 Certified Institution)
Peelamedu, Coimbatore-641004



DEPARTMENT OF M.COM

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

MASTER OF COMMERCE (M.Com)

2018 - 2019



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PROGRAMME OUTCOME - PG

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

1. To provide advanced conceptual knowledge and analytical skills in accounting, finance, marketing, human resource, banking, insurance, auditing and taxation for developing students into competent and effective professionals in the corporate arena.
2. To impart practical exposure in the fields of commerce, management, accounting, research and computers.
3. To provide foundation for further advanced studies such as MBA, CA, ACS, ICWA, PGDCA and further research in the area of commerce such as M.Phil and Ph.D. programmes.
4. To empower the students in the field of commerce through professional education to enable the students to gain productive employment in business houses.
5. To enable students to attend competitive exams such as TNPSC, bank exams and insurance exams.

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will

1. Apply the in-depth knowledge and skills learnt in the field of commerce, accounting, finance and management to solve the real world scenarios across industries.
2. Apply the knowledge gained in research to provide logical solutions for solving business problems.
3. Follow the values and principles of a responsible citizen and contribute towards the community's development.



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DEPARTMENT OF MASTER OF COMMERCE

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

2018 - 2019

Sem	Part	Sub. Code	Title of the Paper	Instr. Hrs. / Week	Contact	Tutorial	Duration	Examination Marks			Credits
								CIA	ESE	Total	
I	III	MCM1701	Core : 1 Economics for Decision Making	5	71	4	3	40	60	100	4
I	III	MCM1802	Core : 2 Corporate Accounting	6	86	4	3	40	60	100	5
I	III	MCM1803	Core : 3 Auditing	5	71	4	3	40	60	100	4
I	III	MCM1704	Core : 4 Human Resource Management	5	71	4	3	40	60	100	4
I	III	MCM1805	Core : 5 E-Commerce and Information Technology	5	71	4	3	40	60	100	4
I	III	MCM18P1	Computer Applications Practical I-Office Package (Word, Advanced Excel and Power point)	4	57	3	3	40	60	50*	2
II	III	MCM1806	Core : 6 Applied Cost Accounting	6	86	4	3	40	60	100	5
II	III	MCM1707	Core : 7 Marketing Management	5	71	4	3	40	60	100	4
II	III	MCM1808	Core : 8 Financial Management	6	86	4	3	40	60	100	5
II	III	MCM1809	Core : 9 Organizational Behavior	5	71	4	3	40	60	100	4
II	III	MTH18A3	Inter Disciplinary – Quantitative Techniques for Commerce	5	75	-	3	-	-	100	3
II		MCM18SD	Executive Business Communication (self study)	-	-	-	-	50	-	-	Grade
II	III	MCM18P2	Computer Applications Practical II-Accounting Package	3	42	3	3	40	60	50*	2
III	III	MCM1810	Core : 10 Management Accounting	6	86	4	3	40	60	100	5

Sem	Part	Sub. Code	Title of the Paper	Instr. Hrs. / Week	Contact	Tutorial	Duration	Examination Marks			Credits
								CIA	ESE	Total	
III	III	MCM1811	Core : 11 Direct Tax	6	86	4	3	40	60	100	5
III	III	MCM1812	Core : 12 Business Environment and Ethics	4	56	4	3	40	60	100	3
III	III	MCM18S1	Research Methodology (Special Course)	4	60	-	3	-	100	100	3
III	III	MCM18P3	Computer Application Practical III - Statistical Package	3	42	3	3	40	60	50*	2
III	III	MCM18E1 MCM16E2	Elective I -Investment Management -Enterprise Resource Planning	5	71	4	3	40	60	100	4
III	IV	MNM15CS	Cyber Security	2	26	4	-	100	-	-	Grade
III		ONLINE COURSE									Grade
III	III		Comprehensive Examination – online test	-	-	-	3	-	100	-	Grade
III		PGISTN	Institutional training	-	-	-	-	50	-	50	1
IV	III	MCM1813	Core : 13 International Business	5	71	4	3	40	60	100	4
IV	III	MCM1614	Core : 14 Banking and Insurance	5	71	4	3	40	60	100	4
IV	III	MCM1815	Core : 15 Financial Markets and Services	6	86	4	3	40	60	100	4
IV	III	MCM18E3 MCM16E4	Elective II -Indirect Tax -Retail Management	5	71	4	3	40	60	100	4
IV	III	MCM16PRO J	Project	9	-	-	-	20	80	100	5
IV	III	MCM18A1	Advanced Learners Paper – Customer Relationship Management	-	-	--	3	-	100	-	5**
IV	III	MCM18A2	Advanced Learners Paper – Services Marketing	-	-	-	3	-	100	-	5**
			Total							2200	90

*- 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: 20 Marks

SECTION	MARKS	TOTAL
A – 5 X 2 Marks	10	50
B – 4 X 5 Marks	20	
C - 2/3 X 10 Marks	20	

End Semester Examination : 20 Marks

SECTION	WORD LIMIT	MARKS	TOTAL
A-10 X 3 Marks (No Choice)	One or two sentences	30	100
B - 6/7 X 6 Marks	250	36	
C – 3/5 X 8 Marks	400	24	
D – 1 X 10 (No Choice)	600	10	

SELF STUDY

Continuous Internal Assessment : 50 Marks

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

IDC & SPECIAL COURSE

End Semester Examination : 20 Marks

SECTION	MARKS	TOTAL
A-5 (Internal Choice)	25	100
B – 5 (Internal Choice)	75	

CYBER SECURITY

Continuous Internal Assessment : 50 Marks

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

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment : 20 Marks

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

End Semester Examination : 20 Marks

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

INSTITUTIONAL TRAINING

The practical training is essential to expose the students to the real life work situation and to strengthen the conceptual knowledge gained in the classroom. 60 hours of internship is to be undergone before the III semester. The training shall be in any subject area included their curriculum. Candidates should maintain a work diary and submit a report at the end of the study. The department conducts the viva-voce. The Principal of the college and the Head of the Department shall issue a certificate to the effect that the student had satisfactorily undergone the internship training for the prescribed period. The report should contain a minimum of 20 pages.

MODE OF EVALUATION	MARKS	TOTAL
Work Diary	10	50
Report	30	
Viva-voce	10	

PROJECT

***Project and Viva Voce

Project work, which is compulsory, carries 100 marks. A student should select a topic for the project work in the third semester and submit the project report (dissertation) at the end of the fourth 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.

Area of Work

Finance, Marketing, Human Resource, International Business, etc

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	

COMPUTER APPLICATION PRACTICAL

The computer application practical is spread over the first and second semester. In the first semester the students will be doing practical in Office Package and in the second semester in Accounting Software and Statistical Package. The faculty in charge of the practical will decide the practical list. During first and second semesters the practical question paper is set by the internal and external together from the list of practical in the record.

JOB ORIENTED COURSES

Job oriented course is essential to enrich the student's practical knowledge in job related aspects. 60 hours of job oriented course should be completed by the end of the second semester. Students can opt for any of the courses namely Advanced Excel & e-filing / NET/SET / Financial and Capital Markets. The students have to produce certificate after completing the course.

**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
IDC	-	-	-	-	-	-	-	-	-	-
Self Study										
Special course	-	-	-	-	-	-	-	-	-	-
Cyber Security	40	40		10		10				100
ALC		10	15							25

Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
Core	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 1 - MCM1701					
CO1	S	S	S	S	M

CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 2 - MCM1802					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 3 - MCM1803					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 4 - MCM1704					
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 5 - MCM1805					
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 6 - MCM18P1					
CO1	S	S	S	S	M
CO2	S	S	S	S	M

COURSE 7 - MCM1806					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 8 - MCM1707					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 9 - MCM1808					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 10 - MCM1809					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 11 - MCM18P2					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
COURSE 12 - MCM1810					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

COURSE 13 - MCM1811					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 14 - MCM1812					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 15 - MCM18P3					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 16 - MCM18E1					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 17 - MCM16E2					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 18 - MCM1813					
CO1	S	S	S	S	M
CO2	S	S	S	S	M

CO3	S	S	S	S	M
COURSE 19 - MCM1614					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 20 - MCM1815					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 21 - MCM18E3					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 22 - MCM16E4					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

S- Strong; M-Medium; L-Low

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1701	ECONOMICS FOR DECISION MAKING	Core	71	4		4

Preamble

To enable the students to

- To offer expertise and knowledge on the application of economic theories and concepts to business decisions.
- To make the student understand the application of economic tools to demand forecasting and pricing methods

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Analyze the applications of economics in the field of managerial decision making, demand and supply forecasting	K4
CO2.	Create an in-depth knowledge about cost concepts and production analysis	K6
CO3.	Formulate the impact of pricing in perfect competition and monopoly market	K6

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

ECONOMICS FOR DECISION MAKING - MCM1701 (71 hrs)

UNIT-I (14 hrs)

Nature and Scope of **Managerial Economics**-Managerial economics and other subjects-Uses of managerial economics, Responsibilities of managerial economist, Goals of corporate enterprises.

UNIT-II (15 hrs)

Meaning of **Demand**-Demand determinants-Demand distinctions-Factors influencing in demand forecasting-Methods of demand forecasting-Elasticity of demand-Factors influencing the demand elasticity-Supply-Law of Supply-Determinants of supply-Kinds of supply elasticity.

UNIT-III (14 hrs)

Cost concepts-Classification and Determinants, Cost-Output Relationship, Cost Functions, Cost control and Cost reduction, Economies and Diseconomies of scale.

UNIT-IV**(14 hrs)**

Production analysis-Factors of production-Theory of production, Law of Diminishing Returns-Assumption-Causes for diminishing return-Causes of increasing returns-Significance of law of diminishing, Production functions-Break even analysis

UNIT-V**(14 hrs)**

Pricing under perfect competition -Features and Conditions of perfect competition-competition Law-Price determination under perfect competition- Pricing methods-Price forecasting-Pricing policies-Monopoly and Price Discrimination. National Income, Monetary and Fiscal policy-Need for Capital Budgeting, Regulations of Government towards Capital Structure

Note: Question paper shall contain 100% Theory

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Maheswari and Varshney	Managerial Economics	Sultan Chand and Sons	22 nd Revised Edition 2014

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gupta G.S	Managerial Economics	Tata McGraw Hill.	2 nd Edition 2011
2.	Joei Dean	Managerial Economics	Prentice Hall India.	2 nd Edition 2012
3.	Metha P.L	Managerial Economics	Sultan Chand & Company Ltd.	20 th Revised & Enlarged Edition 2014

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis , Seminar, Quiz , Assignment

Course Designers:

1. Dr.G.Indrani
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1802	CORPORATE ACCOUNTING	Core	86	4		5

Preamble

To enable the students to

- To develop the conceptual framework of corporate accounting.
- To learn procedure relating to preparation of company final accounts.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Develop the knowledge on various accounting aspects pertaining to valuation of shares, mergers and acquisition, holding company accounts and banking and insurance accounting with latest developments in the accounting areas.	K3
CO2	Apply the procedure relating to preparation of company final accounts.	K3
CO3	Examine the theoretical framework of accounting and accounting standards	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

CORPORATE ACCOUNTING - MCM1802

(86 hrs)

UNIT I

(17 hrs)

Issue of Shares and debentures - Redemption of Shares and debentures

UNIT II

(18 hrs)

Accounting Standards – Basic(theory) knowledge of: Ind AS 5 : Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies. Ind AS 20: Earnings Per Share. Preparation of Final accounts – Schedule III revised as per companies Act 2013 – Profit prior to incorporation – Managerial remuneration – disposal of surplus – Preparation of Balance Sheet.

UNIT III

(17hrs)

Amalgamation – Absorption – External reconstruction [excluding intercompany holdings – Internal reconstruction (theory only) .

UNIT IV

(17hrs)

Holding company accounts – Liquidation of companies

UNIT V**(17 hrs)**

Accounts of Banking companies and Insurance Companies- Inflation accounting – Principles of Government accounting - Relevant accounting standards (theory only).

Note: 80% problems-20% theory

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain & Narang	Advanced Accountancy II	Kalyani Publishers	18th edition, 2016
2.	Reddy & Murthy	Advanced Accounting	Margham publications	6 th revised edition 2015, Reprint 2016

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Pillai RSN & Bagavathi	Advanced Accountancy II	S.Chand	Revised Edition 2010

Pedagogy

- Power point presentations , Interactive Presentation, Practical Problems, Group Discussion , Problem Solving, Quiz, Seminar, Assignment

Course Designers:

1. Dr.S.Geetha
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1803	AUDITING	Core	71	4		4

Preamble

To enable the students to

- To verify the accounting and financial records with a view to determining their accuracy and reliability.
- To develop the knowledge in auditing procedures.
- To enrich the knowledge about audit planning and execution.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyse the concepts of auditing and gain working knowledge of generally accepted auditing procedures, techniques and skills.	K4
CO2	Develop the knowledge and understanding the methods of Audit in Specialized areas like impersonal ledgers, Company Audits	K6
CO3	Examine the Qualification, Appointment, powers, duties and removal of auditors.	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

AUDITING - MCM1803**(71 hrs)****UNIT-I****(14 hrs)**

Auditing Concepts: Nature and limitations of Auditing, Difference between Book-keeping, Accountancy and Auditing-Auditing and Investigation-Objects of an Auditing-Position of Auditor in regard to Errors and Frauds affecting financial statements- Qualities of an Auditor-Scope, Advantage and Limitations of Auditing –Basic Principles Governing an Audit-**Classification of Audits:** Statutory audit-Government audit-Commercial Audit-Internal Audit-Independent Audit-Continues audit-Periodical audit-Standard audit-Audit in dept.-Auditing and Assurance standards.

UNIT-II**(14 hrs)**

Audit engagement planning and organisation: Audit Engagement –Audit planning-**Audit Programme**-Types of Audit programme-Modification of audit programme, Merits and demerits, -**Audit files**-Types of Audit files-Audit note book-Working Papers-Types of working papers-Purpose of working papers-Forms and content ,Ownership of working papers, Procedure of audit.

UNIT-III**(15 hrs)**

Audit evidence –Assertions to be evidenced-Identifications of assertions-Evaluation of material assertions-Types of evidence-Audit Techniques-Types of Audit techniques.**Internal Control, Internal check and Internal audit:** Internal control-objectives of internal control, characteristics, Evaluation of internal control for external audit, Methods of evaluation of internal control system. Internal Check-Objectives, principles, Internal check as regards cash receipts, cash payments, Sales, Purchases,Stores.Concept of Internal audit.

UNIT-IV**(14 hrs)**

Audit of impersonal ledger : Vouching procedure-Unpaid expenditure-Un earned income-Distinctions between Capital and Revenue expenditure-Outstanding assets. Income accrued though not received-**Verification and Valuation of Assets and Liabilities**-Verification of assets, verification of liabilities-Valuation of Assets and liabilities (excluding valuation of individual assets and liabilities)

UNIT-V**(14 hrs)**

Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, **Audit Report**– Importance of Auditors report-content of the audit report, Form of the audit report.

Text Book

S.No	Book Name	Author Name	Publisher	Year and Edition
1	Principles of Auditing	DinkarPagare	S.Chand& Co Ltd	11 th Edition, 2014

Reference Books

S.No	Book Name	Author Name	Publisher	Year and Edition
1	Practical Auditing	B.N.Tandon, S.Sudharsanam	S.Chand& Co Ltd	Revised Edition 2007
2	Practical Auditing	Ravinder Kumar, Virendar Sharma	Prentice Hall of India	Revised Edition, Reprint 2010
3	Auditing	Pradeep Kumar	Kalyani Publishers	Revised Edition 2013

Pedagogy

- Power point presentations, Group Discussion, Seminar, Quiz , Assignment, Interactive Presentation

Course Designers:

1. Mrs.P.Shanthipriya
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1704	HUMAN RESOURCE MANAGEMENT	Core	71	4		4

Preamble

To enable the students to

- To create in-depth knowledge about human resource management concepts and practices
- To enlighten knowledge in human resource recruitment and selection

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Develop basic concepts of human resource management and its framework	K3
CO2	Analyze the nature of jobs and its responsibilities through job analysis	K4
CO3	Examine the process and methods of finding and hiring employees through recruitment and selection	K4
CO4	Formulate the worth of a job in relation to other jobs in an organization.	K6

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

UNIT I**(15 hrs)**

Introduction and scope of **HRM**-Need for HRM approach- Scope of HRM-System approach to HRM-Introduction to Personnel Management- Functions of Personnel Management- Qualities and qualifications of Personnel Manager-Manpower planning: Objectives –Process levels-Factors affecting Manpower planning-Types-benefits-Problems and suggestions.

UNIT II**(14 hrs)**

Job analysis: Introduction, objectives-benefits, process, techniques, and problems; Job descriptions-Job specification-Job design-Recruitment: Introduction, Sources of Recruitment, elements and process of Recruitment.

UNIT III**(14 hrs)**

Selection: Introduction, procedure and selection process. Interview: Introduction, objectives, types, steps in interview process, Limitations of interview and guidelines for effective interviewing. Placement and Induction-Promotions and Transfers.

UNIT IV**(14 hrs)**

Training: Introduction, Training and Education-Objectives, Need and Importance, types –Training methods and techniques. Executive Development-Career planning and Development-Human resource development.

UNIT V**(14 hrs)**

Job evaluation: Introduction-objectives-principles, process advantages and limitations and methods. Performance appraisal: introduction, objectives, limitations, process and methods. Human resource accounting.

*** Relevant Case Studies to be discussed.**

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gupta C.B	Human Resource Management	Sultan Chand & Sons	15 th Edition 2014

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Dwivedi R.S	Human Resource Management	Vikas Pub House - Noida	6 th Edition 2009
2.	Gary Dessler	Human Resource Management	Prentice Hall Of India	14 th Edition 2015
3.	Rao V.S.P	Human Resource Management	Excel Books	3 rd Edition 2010

Pedagogy

- Power point presentations, Group Discussion, Seminar, Quiz , Assignment, Experience Discussion, Brain storming, Activity, Case Study

Course Designers:

1. Dr.R.Krishnakumari
2. Dr.S.Sujatha

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1805	E-COMMERCE AND INFORMATION TECHNOLOGY	Core	71	4		4

Preamble

To enable the students to

- To enrich the students knowledge in the effect of changing technology on traditional business models and strategy;
- To impart knowledge about E-Commerce basic concepts,working models payment mechanisms and security issues in the Internet.
- To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Discuss the key features of Internet, Intranets and Extranets and explain how they relate to each other and Summarize the e-commerce framework and its applications	K6
CO2	Discuss about the electronic payment methods and usage of electronic delivery channels	K6
CO3	Examine the internet security aspects and e-business communication modes	K4
CO4	Analyze the impact of E-commerce on business models and strategy	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

E-COMMERCE AND INFORMATION TECHNOLOGY - MCM1805

(71 hrs)

UNIT-I

(14 hrs)

E-Commerce concepts: E-Commerce-Origin, Evolution, Meaning, Objectives, Nature, Convergence, Features, Need, Categories, Types, Parties to E-Commerce transaction, E-Commerce Procedure, Critical Factors for E-Commerce Success, Advantages & Disadvantages, Essential requirements, E-Commerce vs. Traditional commerce-Mobile and Voice Commerce-E-Commerce Models: B2B, B2C, C2C, G2C, B2G

UNIT-II

(14 hrs)

Electronic Data Interchange: Introduction, Definition, The Birth and Advent of EDI- Objectives of EDI, Importance of EDI - Advantages of EDI, Disadvantages of Paper based system- EDI standards - EDI Services- EDI and Internet.E-Commerce and Internet: e-Commerce: Reasons for the growth of e-Commerce – Features – Importance – Objectives – Type. Internet –Internet: Information available on the net, Evolution – Governing – Transmission of Information’s and Resources –TCP/IP – HTTP – Services of Internet.

UNIT- III (14 hrs)

E-Commerce Over the Internet : Concept of Network-Meaning and nature Origin,Features,Advantages .Classification of Networks - LAN- Factors for Designing LAN-Transmission Channel Network Topologies-Types of Network, Advantages Components of Client/Server –WAN –Objectives, types of WAN-Metropolian area network-WLAN-Features and Advantages of ISDN –Intranet-Intranet Applicatons,Uses of Intranet,Advantages.Extranet-Extranet-A Business tool. .

UNIT-IV (14 hrs)

E-payment systems: Meaning-Payment system-Payment services-Payment methods-Electronic cheques-Internet Payment Features-Internet Payment services-Credit Card-Smart Card-Types ,advantages of credit cards-Processing of Financial Transactions-E-Online banking-The concept and meaning, ATM, Electronic fund transfer,Tele banking,EMT .E-Banking-Security of Internet BankingComponents,Advantages – Limitations – Block chain Technology.

UNIT-V (15 hrs)

Computer Based Information systems :Need for computer Based Information system, Transaction Processing system-Transaction Processing Model and Cycle, Advantages. Management Information System-Evolution, Characteristics, Background of MIS, Characteristics of System approach to management, Designing, Benefits of MIS.Decision Support System-Definitions, Nature,Characterisitcs,Components, Benefits. Group decision support system.Expert System-Components of Expert system, Requirements of Expert systems, Constructions and development of Expert system, merits and demerits.Recend trends in IT.

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis , Seminar, Quiz , Assignment

Text Book

S.No	Author Name	Book Name	Publisher	Year and Edition
1.	Rayudu C.S.	E-Commerce e-Business	Himalaya publishing house	2004, 1 st Edition
2.	R.Saravankumar R.Parameswaran	A textbook of Information Technology	S.Chand & Company Ltd.	2008
3.	Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2009, 2 nd Edition

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and Edition
1.	Joseph P.T	Electronic Commerce–A Managerial Perspective	Pearson Education,	2009, 2 nd Edition
2.	Murthy CSV	E-Commerce – Concepts, Models, Strategies	Himalaya Publishing House.	2010, 2 nd Edition
3.	Designing Systems for Internet Commerce	G.WinfieldTreese Lawrence C.Stewart	McGraw hill publications Pvt.ltd	1998 4 th edition

Course Designers:

1. Mrs.P.Shanthipriya
2. Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18P1	COMPUTER APPLICATIONS PRACTICAL I - OFFICE PACKAGE	Core	-	3	57	2

Preamble

To enable the students to

- To develop advanced knowledge and apply recent skills in MS office Packages

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Develop the skills in using office package applications.	K6
CO2	Formulate statistical and financial operations in research using MS Excel and designing presentation in MS PowerPoint	K6

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

SEMESTER I - COMPUTER APPLICATIONS PRACTICAL - OFFICE PACKAGE PRACTICAL LIST

Word:

- Editing and Formatting a document, multipage orientation and styles
- Mail Merge with excel and access
- Drafting a questionnaire

Excel:

- Calculation of total, average of semester marks using auto sum. Calculate Mean, Median, Mode, Standard Deviation and Correlation
- Formatting , editing excel worksheet and copying the contents to different sheets
Change font as bold, Arrange the alignment as center, Rename the sheet, Insert a new sheet, Move a sheet, Delete a sheet, Hide/unhide columns, Change column width, Usage of sorting option for the “Name” field, Usage of filter for the field “City” and “Salary”, Wrap text and Shrink to fit,
- Diagram and graphs and Break-even chart
- Creating Pivot Table to analyse sales report
- Advance Filter with Multi Criteria
- Creation of trend line to estimate share price using the functions Graph and Trend setting
- Basic concepts related with user defined Macros by automating and recording Macros

Creation of templates using financial models:

- Final Accounts
Input: Trial Balance
Functions to be used: Data validation, Audit Toolbar, ‘fx’ – functions, Conditional Formatting, Combo Boxes, Controls, Scenarios, Goal Seek, Auto Correct.
Expected Output: Statement of Profit and Loss and Balance Sheet.
- Ratio Analysis
Input: Trail Balance
Functions to be used: Scenarios
Expected Output: Ratios with highlights (good or bad)
- Preparation of Income Statement
Input: Receipts & Payments
Functions to be used: Data validation, Audit Toolbar, ‘fx’ – functions, Conditional Formatting, Combo Boxes, Controls, Scenarios, Goal Seek, Auto Correct.
Expected Output: Income Statement
- Time Value of money
Input: Cash Flows
Functions to be used: FV, NPER, PMT, PV, TYPE,
Expected Output: NPV, IRR, ROI
- Designing Capital Structure
Input: Summarized Income Statement
Functions to be used: Goal Seek
Expected Output: EPS, EPS growth rate.
- Inventory Management
Input: Inventory data
Functions to be used: Scenarios
Expected Output: EOQ, Max level, Min level, Graph.
- Cash flow Estimation
Input: Cash flows
Functions to be used: Auto correct
Expected Output: Cash Budget
Leverage
Input: Various Cost
Functions to be used: Goal Seek
Expected Output: DOL, DFL and DCL; BEP graph.

Power point:

- Organization chart
- Slide show using custom animation to advertise a product. (minimum 5 slides)

➤ Demo, Hands-on training

Course Designers:

1. Dr.S.Geetha
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1806	APPLIED COST ACCOUNTING	Core	86	4		5

Preamble

To enable the students to

- To understand the costing aspects on material and labour
- To enlighten about overhead and process costing methods
- To enrich about various methods relating to job, service, batch and contract costing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Evaluate cost sheet and material control	K5
CO2	Solve labour, overhead and process costing methods	K6
CO3	Appraise job, contract, batch and service costing methods	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

S- Strong; M-Medium; L-Low

APPLIED COST ACCOUNTING - MCM1806

(86 hrs)

UNIT I

(17 hrs)

Introduction of **Cost Accounting**: meaning and definitions – Difference between financial and cost accounting – Relationship with Management accounting. Scope, objectives, advantages and limitations of cost accounting - significance of cost accounting – Installation of costing system – Characteristics of ideal costing system – Methods of costing – Elements of costing – Cost concept – cost classification – Preparation of cost sheet. Reconciliation of Cost and Financial accounts

UNIT II

(18 hrs)

Material – meaning of material control – Techniques of material control - fixation of maximum, minimum and reorder level – Economic order quantity – purchase control and procedure – storage of materials – issue of material – pricing of material issues and returns – material losses.

Labour - classifications of labor – Labor Turnover – Time and motion study – Idle time – Over time - Remuneration and incentives – Time wage system – Piece Rate system – Bonus.

UNIT III

(17 hrs)

Overhead - Meaning and classifications of overheads – Classification according to function variability and elements – Steps in overhead accounting – Allocation and Apportionment - Absorption of overhead cost – Difference between cost allocation and apportionment and reapportionment – Predetermined overhead recovery rates - over absorption and under absorption – Meaning and causes – Accounting of under, over absorbed overheads-Activity Based Costing

UNIT IV

(17 hrs)

Process Costing – process losses – Inter Process profits – Equivalent production – Joint products and By products - Distinction between by- products, main products and joint products - Cost Ledger Accounting – Integrated accounts - Cost Audit - Benefits of cost audit – Cost Audit Programme – Cost Auditor.

UNIT V

(17 hrs)

Job Costing – Objectives – features – pre-requisites – advantages and disadvantages – procedure of job order system – batch costing – contract costing –types of contract – cost plus contract – target costing. Service costing – transport, canteen, boiler house, power house, hospital and hotel costing.

Note: Questions shall be distributed between theory 20% and problem 80%.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain S.P., Narang K.L.	Cost Accounting	Kalyani Publishers	Eighth edition, 2007 Rept. 2016 Eighth edition, reprinted 2014

Reference Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Iyengar	Cost Accounting	Sultan Chand	2010, tenth edition
2.	Maheshwari S.N.	Cost Accounting	Sultan Chand	2015, third edition
3.	Pillai R.S.N, Bhagavathi	Cost Accounting	S.Chand	2009, tenth edition
4.	Shukla M.C, Grewal T.S	Cost Accounting	S.Chand	2009, fifth edition

Pedagogy

- Power point presentations ,Chalk and Talk, Group Discussion, Assignment, Seminar.

Course Designers:

1. Mrs.L.Prabha
2. Dr.R.S.Kanimozhi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1707	MARKETING MANAGEMENT	Core	71	4		4

Preamble

To enable the students to

- To have an insight into the importance and the role of marketing in business decision making.
- To enhance practical applications on advertising media.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyze the application of marketing concepts and approaches in business scenario	K4
CO2	Construct the knowledge of product awareness, pricing system and method of physical distribution in the markets	K6
CO3	Develop the research framework in the field of marketing.	K6

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

MARKETING MANAGEMENT - MCM1707

(71 hrs)

UNIT-I

(14 hrs)

Meaning and Definition of **Marketing**-Evolution of marketing-Marketing Concepts-Five distinct concepts of marketing., Merchandising, Marketing is a Science or Art, Marketing in Economic Development, Approach to the study of marketing, Consumerism in India, Market Segmentation and Market Targeting.

UNIT-II

(15 hrs)

Meaning of **Product**-Deciding Product Policy-Product Differentiation-Product Positioning, brand decisions, packaging, new product development-significance of new product development-classification of new products-stages in new product development-estimating the demand for new products, pricing strategy for new products, new product failure, the concept of product life cycle.

UNIT-III

(14 hrs)

Pricing systems - role of pricing - objectives-procedure for price determination -basic methods of price setting. Promotional activities- need and importance, factors influencing the buyer behavior, basic requirement of marketing, study of promotional mix - types and importance – social networking.

UNIT-IV

(14 hrs)

Definition of **Physical Distribution**-Component functions of physical distribution-Role and Importance of Distribution Channel. Sales management-Objectives-Sales policies-Sales force management-Selection-Training and Control of Sales force.e-Marketing, Tele marketing, Regulated marketing

UNIT-V

(14 hrs)

Marketing research-Meaning and Scope of marketing research-Classification of Marketing Research Problems-Main Steps involved in marketing research-Techniques of marketing research-Marketing research in India.

*** Relevant Case Studies to be Discussed.**

Text Book

S.No	Author name	Book name	Publisher	Year and edition
1.	Philip Kotler	Marketing Management	Prentice hall of India	15 th Edition, 2014

Reference Books

S.No	Author name	Book name	Publisher	Year and edition
1.	Gupta and Rajan Nair	Marketing Management	Sultan Chand and sons	15 th Edition 2014
2.	Pillai and Bagavathi	Marketing Management	Sultan Chand and Sons	Reprint 2010, 9 th edition
3.	Philip Kotler	Marketing Management	Prentice hall of India	15 th Edition 2014
4.	Rajan Nair	Marketing Management	S.Chand and sons	15 th Edition 2014

Pedagogy

- Power point presentations ,Group Discussion, Seminar, Quiz , Assignment, Case Study, Scenario Analysis, Role Play, Research Study

Course Designers:

1. Dr.R.S.Kanimozhi
2. Dr.G.Indrani

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1808	FINANCIAL MANAGEMENT	Core	86	4		5

Preamble

To enable the students to

- To develop a thorough knowledge on the financial management technique in business decision making.
- To provide a conceptual framework in the field of financial management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Develop the conceptual framework within which the key financial decisions of the concerns can be analyzed.	K6
CO2	Apply the knowledge and skills on contemporary areas of cost of capital and capital budgeting.	K3
CO3	Analyze the in-depth principles of capital structure theories like net income approach, net operating income approach and MM hypothesis and dividend theories.	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

FINANCIAL MANAGEMENT - MCM1808**(86 hrs)****UNIT – I****(17 hrs)**

Finance and Related Disciplines :Scope of Financial Management – Objectives of Financial Management – Organisation of Finance Function- Emerging role of finance managers in India – **Time Value of Money.**

Financial Planning : Objectives –Principles of a Sound Financial Plan – Formulating – Steps –Estimating Long term and Short term Financial needs – Fixed capital – Importance , Assessment , Management and Principles of Fixed capital – Working capital. Capitalisation - Meaning ,need , theories of capitalization – Fair, over and under Capitalization – Under capitalization Vs. Over capitalization.

UNIT – II**(18 Hrs)**

Capital Structure – Introduction – importance- Financial Break Even Point – Point of Indifference – Optimal Capital Structure – Risk Return Trade off – Theories of Capital Structure, Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach, Arbitrage process – Factors Determining Capital Structure- Capital Gearing.

Financial Leverage – Measures- EBIT-EPS analysis – Operating leverage – Financial, Business and operating risks.

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**(17 Hrs)**

Dividend Policy : Factors Affecting Dividend – Types of Dividend – Advantages and disadvantages of stable dividend policy – Theory of Relevance and Irrelevance – Bonus Issue – Right Issue. **Leasing**: Nature & Types of leasing– Advantages and disadvantages of leasing – Financial Evaluation of leasing. **Hire purchase**: Method of computing Installment under Hire purchase.

UNIT – V**(17 Hrs)**

Option Valuation :Introduction – Option: Concept and types – Option payoffs – Call Option Boundaries – Factors Influencing Option Valuation – The Black-Scholes Option Pricing Model. **Derivatives** : Managing Financial Risk – Concepts – Forward Contracts – Futures/Future contracts – Options/Options contracts. Credit Risk Management – Introduction – Risks – Credit Risk Management.**Project Management**: Stages involved in Project Management – Planning-Report – Appraisal of Project –Implementation – Network Techniques (PERT & CPM)- Process of network analysis.

Note: 40% Theory & 60% problems

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	ShashiK.Gupta(Unit I,II,III,IV)	Financial Management	Kalyani Publishers	2 nd Edition 2014
2.	Khan & Jain (Unit V)	Financial Management	Tata McGraw Hill.	7 th Edition 2014

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Khan & Jain	Financial Management	Tata McGraw Hill.	7 th Edition 2014
2.	Prasannachandra	Financial Management	Tata McGraw Hill.	9 th Edition 2015
3.	Pandey I.M	Financial Management	Vikas Publishing House	11 th Edition 2015
4.	Roger Bennet	Financial Management	Pitman Publishing.	3 rd Edition, Reprint 2010
5.	Van Horne	Financial Management	Tata McGraw Hill..	13 th Edition 2010

Pedagogy

- Power point presentations ,Group Discussion, Seminar, Quiz , Assignment, Case Study, Scenario Analysis, Role Play

Course Designers:

1. Dr.R.S.Kanimozhi
2. Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1809	ORGANISATIONAL BEHAVIOUR	Core	71	4		4

Preamble

To enable the students to

- To provide an insight into the application of knowledge about human behaviour in an organization
- To enhance knowledge about group behaviour and team work

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Discover the nature and concept of organisationalbehaviour	K4
CO2.	Analyze the influence of personality, perception, learning, attitudes and motivation on human behaviour	K4
CO3	Develop interpersonal behaviour and communication	K6

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

ORGANISATIONAL BEHAVIOUR - MCM1809

(71 hrs)

UNIT I

(15 hrs)

Nature of Organisational Behaviour: Concept of Organizations - Concept of Organisational Behaviour – Challenges. Background and Foundation of Organisational Behaviour: Scientific Management – Fayol’s Administrative Management – Bureaucracy – Hawthorne Experiments and Human Relations – Social Systems approach – Human Behaviour Approach – systems and Contingency approach.

UNIT II

(14 hrs)

Nature of Human Behaviour: Concept of Behaviour – Individual Differences – Model of Man. Personality: Concept of Personality – Personality Measurement. Perception: Concept of Perception-Process. **Learning:** Concept – Learning Theories – Reinforcement – Organisational Behaviour Modification – Learning Organisation – Knowledge Management.

UNIT III

(14 hrs)

Attitudes and Values: Attitudes – Attitudes Relevant for Organisational Behaviour – Attitude Change – Values. **Motivation:** Concept – Theories –Maslow’s theory, Herberg’s motivational theory-Vroom’s expectancy theory, Equity theory, Theory of X,Y and Z. Motivational Pattern in Indian Organizations.

UNIT IV

(14 hrs)

Motivational Application: Reward system-Quality of life-Job satisfaction-Morale and Morale building. **Interpersonal Behaviour:** Nature of Interpersonal Behaviour – Transactional Analysis. **Group Dynamics:** Concept – Formal Groups – Informal Group of Organization – Group Behaviour: Structure and process – Group Decision Making: Intergroup Behaviour.

UNIT V

(14 hrs)

Work teams: concept of team-team creation-task force. Power and Politics: concept-bases of power-politics –sources of authority. **Leadership:** Concept – Leadership Theories – Leadership Styles – Leadership Styles in Indian Organizations - Leadership Development.

* Relevant Case Studies to be discussed.

Text Book

S.No	Author Name	Book Title	Publisher Name	Year & Edition
1.	Prasad LM	Organisational Behaviour	Sultan Chand & Sons	5 th Revised Edition, 2014

Reference Books

S.No	Author Name	Book Title	Publisher Name	Year & Edition
1.	Aswathappa	Organisational Behaviour	Himalaya Publisher	12 th Edition 2016
2.	Robbins, Stephen P	Organisational	Prentice Hall of India,	16 th Edition 2014

		Behaviour	N. Delhi	
3.	Luthans, Fred	Organisational Behaviour	Tata McGraw Hill	12 th Edition 2010

Pedagogy

- Power point presentations ,Group Discussion, Seminar, Quiz , Assignment, Case Study, Scenario Analysis, Role Play, Research Study

Course Designers:

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

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18SD	EXECUTIVE BUSINESS COMMUNICATION	Self study course				Grade

Preamble

To enable the students to

- To enable the learners to update with the modern trend of communication applicable to business.
- To develop the written and oral business communication skills.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Formulate business letters	K4
CO2	Construct official correspondence	K2
CO3	Develop resume and business reports	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

S- Strong; M-Medium; L-Low

EXECUTIVE BUSINESS COMMUNICATION - MCM18SD

UNIT - I

Business Communication : Meaning – Importance of Effective Business Communication- Modern Communication Methods – Barriers in Communication - Business Letters : Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.

UNIT - II

Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.

UNIT – III

Banking Correspondence - Insurance Correspondence - Agency Correspondence.

UNIT – IV

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

UNIT - V

Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations.

Text Book

S.No	Author Name	Book Title	Publisher Name	Year & Edition
1.	Rajendra Pal Ko	Essentials of Business Communication Information Technology	S. Chand & Co ltd New Delhi	2006

Reference Books

S.No	Author Name	Book Title	Publisher Name	Year & Edition
1.	Ramesh, MS, & C. C Pattanshetti	Business Communication	R.Chand & Co. New Delhi	2003
2.	Rodriquez M V	Effective Business Communication Concept	Vikas Publishing Company	2003

Course Designers:

1. Dr.R.Krishnakumari
2. Mrs.P.Shanthipriya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MTH18A3	QUANTITATIVE TECHNIQUES FOR COMMERCE	IDC	75	-	-	3

Preamble

- To present the Basic concepts of Statistics.
- To introduce different methods for solving statistical method and operation research.
- Enable the students to find the practical applications to the real world problems etc.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the source of quantifiable problems, recognize and solve. Understand and apply basic concepts and describe mathematical relations and functions.	K2
CO2	Apply the concepts of Quantitative Techniques to solve the problems.	K3
CO3	Determine the correct statistical method and optimization techniques to analyze and evaluate the problems.	K4
CO4	Formulate and interpret the problems by available techniques.	K5
CO5	Evaluate problems by using statistical method and optimization techniques. Apply quantitative techniques to commercial problem and analyze the results.	K6

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

QUANTITATIVE TECHNIQUES FOR COMMERCE (MTH16A3)

75 Hrs

Unit I

(12 Hrs)

Quantitative approach to management - Sets - events - Probability - additions and multiplication theories - conditional probability - Mathematical expectation - Baye's theories.

Unit II

(15 Hrs)

Binomial - Poisson and normal distribution (without derivations & proof - properties). Fitting of these distributions - Correlation - Rank correlation - Regression and regression lines on x and y.

Unit III

(15 Hrs)

Test of significance - Large sample test - small sample test - application of chi - Square test - 't' & 'F' distribution.

Unit IV

(15 Hrs)

Operation research : origin - meaning - definition - model - Phases - general linear programming - graphical method - simplex method (slack) variable - Transportation problem - method of initial & optimum solutions.

Unit V

(14 Hrs)

Queuing theory: Problems from single server - finite and infinite population.
 Assignment and traveling salesman problems - Network analysis - critical path method - PERT.

Text books

S. No	Author	Title of the book	Publishers	Year of Publication	
1.	Man Mohan, P.K. Gupta, Kanti Swarup	Operations Research	Sultan Chand & Sons	2005	
					Unit 4: Chapter 1 section 1.1 – 1.6,Chapter 2 section 2.1 – 2.2 Chapter 3 section 3.1 – 3.5,Chapter 4 section 4.1,4.3 Chapter 10 section 10.1 – 10.10 (exclude 10.4)
					Unit 5 : Chapter 20 section 20.1 – 20.8 Model I & III Chapter 11 section 11.1 – 11.6(exclude 11.5) Chapter 21 section 21.1 – 21.7
2.	S.P. Gupta	Statistical Methods	Sultan Chand & Sons	2004	
					Unit 1 : Volume II: Chapter 1- pg nos:753-803 Unit 2 : Volume II: Chapter 2- pg nos:809-824,826-835,836-879 Unit 3 : Volume II: Chapter: 3- pg nos:901-907,910-922 Volume II: Chapter: 4- pg nos:954-969 Volume II: Chapter: 5- pg nos:1005-1038

References

S. No	Author	Title of the book	Publishers	Year of Publication
1	J.K Sharma	Quantitative Techniques In Management	Trinity Press	2014
2	Kalavathy S	Operation research with c programs	Vikas Publishing House	2010
3	R.Veerachamy	Quantitative methods For Economists	New Age International Publishers	2010
4	Ajai Gaur	Statistical methods for practice and research	Sage Publications	2010
5	S.C.Gupta & V.K Kapoor	Fundamentals of Mathematical Statistics	Sultan Chand & Sons	2014

Pedagogy

Chalk & talk, PPT, Group discussion, Seminar, Quiz, assignment

Course Designers

- Mrs.J.Rejula Mercy, Assistant Professor
- Mrs.S.Aiswarya, Assistant Professor

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18P2	COMPUTER APPLICATIONS PRACTICAL II - ACCOUNTING PACKAGE	Core	-	3	42	2

Preamble

To enable the students to

- To train the students in Accounting Software

- To develop employability skills in students
- To analyze data and keep an eye on cash and fund flows, profits, finance, reporting and other valuable information that helps them in Decision Making.
- To explore and acquire skills in respect of most sophisticated computerized accounting procedures and practices.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Create vouchers and final accounts adjustments	K6
CO2	Develop reports and e-filing documents	K6

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

COMPUTER APPLICATIONS PRACTICAL -ACCOUNTING SOFTWARE - MCM18P2

(42 Hrs)

Accounting Software

- Creation and alteration of a new company, groups and ledger
- Preparation of accounting vouchers
- Preparation of final accounts with adjustments
- Inventory : (Sales and Purchase order book, ,Stock summary and godown wise summary)
- Statements of accounts(Bills receivable, Bills Payable)
- MIS reports(Cash Flow statement, Funds flow statement, Ratios Analysis)
- TDS and TCS
- E-filing
- GST filing

Pedagogy

- Demo, Hands-on training

Course Designers:

1. Mrs.P.Shanthipriya
2. Dr.R.S.Kanimozhi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1810	MANAGEMENT ACCOUNTING	Core	86	4		5

Preamble

- To provide students with a general understanding of the concepts relevant to management accounting. It will also enable students to develop management accounting skills and become familiar with techniques used in decision-making situations.

- To equip knowledge in financial statement analysis tools, fund flow and cash flow analysis
- To provide an overview in marginal costing techniques and budgetary control

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyze financial data from annual reports of corporations.	K4
CO2	Interpret the marginal costing and budgetary control techniques	K5
CO3	Formulate Working capital and standard costing techniques	K6

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

MANAGEMENT ACCOUNTING (86 hrs)

UNIT I

(18 hrs)

Nature and scope of **Management Accounting** – Meaning - Nature, scope, objectives, functions – Importance – Limitations – Distinction between Financial accounting and Management accounting – Distinction between Cost accounting and Management accounting – Tools and Techniques of management accounting. Analysis and interpretation of financial statements

UNIT II

(17 hrs)

Ratio analysis – Meaning, nature, use and limitations – Liquidity ratios - Long-term financial position – Profitability ratios – activity ratios.

UNIT III

(17 hrs)

Working Capital-Working capital requirements and its computation-Fund flow Analysis – Cash flow analysis.

UNIT IV

(17 hrs)

Marginal costing – Meaning – Techniques – Objectives – Cost volume Analysis - Break-even analysis - application of marginal costing for business decision making.

UNIT V

(17 hrs)

Budgeting and Budgetary control – Meaning, characteristics of good budgeting – Budgetary control – Classifications and types of budgets, Sales budget, Production budget-Cost of production budget, material budget – Flexible budget – Cash budget – Zero based budgeting – activity based budgeting - Standard Costing and Variance Analysis – meaning, advantages and limitations - computation of Materials, Labour and Overhead Variance

Theory 20% and Problems 80%

Text book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Sharma R.K., ShashiK.Gupta, Neeti Gupta	Management Accounting	Kalyani Publishers	3rd ^h edition 2014 Reprint 2017

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain and Narang	Cost and Management Accounting	Kalyani Publications	15 th edition – reprint 2016
2.	I C Jain	Management Accounting	Vikas Publications	14 th edition 2014
3.	Pillai R.S.N.&Bhagavathi	Management Accounting	S.Chand& Co.	16 th edition 2009
4.	Gupta Shashi K., Sharma R.K., Gupta Anuj	Advanced Cost and Management Accounting	Kalyani Publications	1 st Ed. 2015

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz, Assignment

Course Designers:

- 1 Mrs.P.Shanthipriya
- 2 Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1811	DIRECT TAX	Core	86	4		5

Preamble

To enable the students to

- To provide conceptual understanding with regard to the Direct Tax provisions
- To understand assessment of individuals under Income Tax Act.

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1	Examine the financial charges imposed on individuals' income by the government.	K4
CO2	Determine the assessment of individuals under different heads	K5
CO3	Assess the total income of an individual	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

S- Strong; M-Medium; L-Low

DIRECT TAX - MCM1811**(86 hrs)****UNIT I****(17 hrs)**

Income Tax : Income Tax Act – Definition – Income – Agricultural Income – Assessee – Previous year – Assessment year – Residential Status – Scope of Total Income – Exempted Incomes.

UNIT II**(18 hrs)**

Salary – Introduction – Allowance – Perquisites – Profit in lieu of salary – Deduction - Computation of Income from salaries.

UNIT III**(17 hrs)**

Income from House property - Profits and gains of business and profession

UNIT IV**(17 hrs)**

Computation of income under capital gains - Income from other sources.

UNIT V**(17 hrs)**

Aggregation of income - Set off and Carry forward of losses -Deductions- computation of total income-assessment of Individuals- Penalties and prosecution- Assessment Procedures - Practical Applications of E-Filing.

Note: Question paper shall contain problem oriented questions 60% and theory 40%.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gaur and Narang	Income tax Law and Practice	Kalyani Publishers, New Delhi,	Current edition

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	DinkarPagare	Income Tax and Practice	Sultan chand& Sons	Current edition
2.	Mehrothra	Income Tax and Practice	Sultan chand& Sons	Current edition
3.	K.Rajavelu	Income Tax Law and Practice	Sri Venkateswara Educational Publication	Current edition
4.	Vinod .K.Singhania	Direct Tax Law and Practice	Tax Mann Publication Pvt Ltd.	Current edition

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

Course Designers:

1. Dr.S.Geetha
2. Dr.R.Krishnakumari

COURSE	COURSE NAME	CATEGORY	L	T	P	CREDIT
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NUMBER					
MCM1812	BUSINESS ENVIRONMENT AND ETHICS	Core	56	4	3

Preamble

To enable the students to

- To examine the impact of environmental changes in business.
- To provide knowledge of the policies and legal provisions of the Government with respect to the business environment in India.
- To provide an insight into the ethical aspects in all areas of business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Inspect the internal and external environment pertaining to business	K4
CO2	Analyze the policies and legal provisions of the Government	K4
CO3	Examine the impact of financial environment and labour legislation in India	K4
CO4	Asses the concepts of ethics in business and the relevant fields	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

S- Strong; M-Medium; L-Low

BUSINESS ENVIRONMENT AND ETHICS - MCM1812 (56 hrs)

UNIT -I (11 hrs)

Theoretical Framework of Business Environment - Concept, Significance & Nature of Business Environment – Types of Business Environment- Elements of Environment- **Environmental Analysis:-** techniques & approaches of environmental analysis

Economic Environment : Economic Systems-Meaning, characteristics, functions and types of economics system. Economic Planning-Concept, scope, significance, Economic planning in india. Economic policies-Industrial, Fiscal, Monetary, Foreign trade policy.

UNIT - II (12 hrs)

Financial Environment of Business :Indian Money Market- Financial Market structure-Growth of Capital Markets-Money and Capital Markets-Industrial Finance-Industrial Financial Institutions.**Labour Environment:**Labour Legislation in India-Labour Welfare and Social security-Industrial Relations- Trade Unions-Workers participation in management.

UNIT -III (11 hrs)

Social and cultural Environment : Concept and nature of culture-elements-cultural heritage-Cultural adaptation-Cultural transmission-Cultural confirmity-cultural traits-Social attitudes-Business and society-Changing Concept of business –Objectives of busines-Social responsibility of business-social audit-Consumer rights –Consumerism and business - Corporate Governance- Political Environment.

UNIT-IV**(11 hrs)**

Introduction to Business Ethics – Meaning, Definition, Objectives, Sources, Types of ethics–Business ethics– Need, Importance, Nature, Scope and Objectives –Factors influencing Business ethics-Business and ethical responsibility- Managing ethics. **Ethics and the Organisation:** The employee obligations to the firm-Firms duties to the employee.

UNIT V**(11 hrs)**

Ethics in HRM: Privacy issues – Psychological expectation model – Restructuring and layoffs – wages empowerment of the weakest and unique – advancement of women in the workforce- Human Quality Development – Sexual harassment – Employer rights and responsibilities.

*** Relevant Case Studies to be discussed.**

Text Book

S.No	Author Name	Book Name	Publisher	Year & edition
1.	Francis Cherunilam,	Business Environment	Himalaya Publishing House	24 th Edition, 2015
2.	C S V Murthy	Business Ethics, Text and Cases	Himalaya Publishing House, Second Edition	2014

Reference Books

S.No	Author Name	Book Name	Publisher	Year & edition
1.	Gupta.C.B	Business Environment	Sulthan Chand &Co., New delhi,	2011
2.	Awasthappa, K.	Essentials of Business environment	Himalaya Publishing House	13 th Edition, 2016
3.	Adhikary, M.	Economic Environment of Business	Sulthan Chand & Co., New delhi,	5 th Edition, 2010

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz, Assignment, Case Studies

Course Designers:

1. Mrs.P.Shanthipriya
2. Mrs.R.Jayasathya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18S1	RESEARCH METHODOLOGY	SPECIAL COURSE	60			3

Preamble

To enable the students to

- To equip students with underlying principles of quantitative and qualitative research.
- To acquaint about the fundamentals of research methods and statistical techniques

Course Outcomes

CO Number	CO Statement	Knowledge Level
CO1.	Develop a conceptual understanding of research framework	K6
CO2.	Build sample and scaling techniques	K6
CO3.	Formulate the statistical tools for research analysis	K6

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 METHODS - MCM18S1

(60 Hrs)

UNIT I

(12Hrs)

Introduction to Research – Types of research – Ethics in research - Research process: Broad problem area and defining the problem statement – Critical Literature Review- Theoretical framework and hypothesis development – Elements of Research design.

UNIT II

(12Hrs)

Data collection: Sources of data – Data collection methods - Measurement of variables: operational definition – Scaling – Reliability – Validity. Sampling – Population – Elements – Sample – Sample unit – Subject – Reasons for sampling – Normality of distribution – Sampling Process - Probability sampling and Non-Probability sampling.

UNIT III

(12Hrs)

Data analysis: Coding – Editing – Data transformation – Testing goodness of data – Hypothesis testing – Type I, Type II errors and statistical power – Testing of hypothesis about single mean – Two related mean – Two unrelated mean and several means.

UNIT IV

(12Hrs)

Descriptive statistics: Frequencies – Descriptive – Cross tab - Chi-square test – **Compare Mean:** one sample t-test, Independent sample t-test, One-way ANOVA, Correlation analysis – Regression analysis – Factor analyses using SPSS (only theory)

UNIT V

(12Hrs)

Research report – Types of report – Written report – Purpose – Audience – characteristics – contents and Integral parts of the report – Oral presentation – Appendix – Norms of using Index and Bibliography.

Theory only

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Uma Sekaran and Roger Bougie	Research Methods for Business	Wiley	6 th Edition, 2016.
2.	Ajai S Gaur Sanjaya S Gaur	Statistical Methods for Practice and Resarch	Response Books A Division of Sage	3 rd Edition 2017.

			Publication	
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Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Donal .R.Cooper	Business Research Methods	Tata McGraw Hill	2006,9 th edition
2.	Gupta S.P	Statistical Methods	Sultan Chand & Sons	2014, 44 th edition
3.	William.G. Zikumund	Business Research Methods	South west publication	2003,2 nd edition

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

Course Designers:

1. Dr .S.Geetha.
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18P3	COMPUTER APPLICATIONS PRACTICAL III - STATISTICAL PACKAGE	Core		3	42	2

Preamble

To enable the students to

- To train the students in research based applications.
- To enable students to undertake research analysis.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Design data collection, sampling methods and formulate tools for analysis	K6
CO2	Test the validity and reliability of data collection tools	K6
CO3	Construct reports using parametric and non-parametric tests	K6

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 APPLICATIONS PRACTICAL - STATISTICAL PACKAGE - MCM18P3

1. Levels of measurement of scales
 - a. Nominal level
 - b. Ordinal level
 - c. Scale level
2. Entering variables and data and validating data
 - a. Entering variables and assigning attributes
 - b. Entering data for each variables

- c. Validating data
3. Working with data and variables
 - a. Computing new variables
 - b. Recoding scale data into string variables
 - c. Inserting new variables and cases into existing database
4. Creating basic graphs and charts
5. Missing values and Reliability analysis
6. Basic descriptive statistics and multiple response
 - a. Measures of central tendency (Mean, Median and Mode)
 - b. Measures of Dispersion (Mean, sum, Std. Deviation, Minimum, Maximum, Variance, Range, S.E mean)
 - c. Multiple response
7. Chi-square Goodness of Fit and Chi-square Test of Independence
8. One-sample, Independent sample and paired sample t-test
9. One-way ANOVA and Post Hoc test, Two-way ANOVA
10. Non-Parametric tests
 - a. Kruskal-Wallis Test
 - b. Mann – Whitney U Test
 - c. Friedman Rank Test
11. Pearsons’s Correlation and Spearman’s Correlation
12. Single and Multiple linear Regression analysis
13. Factor Analysis
14. Cluster analysis

Course Designers:

1. Dr.S.Geetha
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18E1	INVESTMENT MANAGEMENT	ELECTIVE	71	4		4

Preamble

To enable the students to

- To provide an overview of the investment alternatives available in the market
- To develop knowledge about the risk and return analysis
- To enlighten knowledge about portfolio analysis and management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Evaluate the benefits of various investment alternatives	K5
CO2	Analyze the risk and return in investments	K4
CO3	Evaluate the selection, performance and revision of portfolios	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

S- Strong; M-Medium; L-Low

INVESTMENT MANAGEMENT - MCM18E1

(71 hrs)

UNIT I

(14 hrs)

Investment: Meaning- Investment vs. Speculation and Gambling- Importance of investment-Factors favourable for Investment – Investment Process -Media -Investment programme. **Investment alternatives:** Investor classification - Bonds-Preference-Equity-Derivatives-types of derivatives. Government securities- Insurance-Mutual funds-Banks-Provident fund- Post office- Company deposits- Non-banking Finance companies-Land-House-Precious metals.

UNIT II

(15 hrs)

Returns: Measurement – Traditional Technique – Holding period- Yield- Probability Distributions – Statistical Methods.**Risk:** Systematic and unsystematic-Methods.

UNIT III

(14 hrs)

Fundamental analysis: Economic, Industry, Company analysis. **Technical analysis:** Assumptions-Dow theory-support and resistance areas-Charts-Odd lot theory-Short sales-Confidence index-Breadth of the market-Relative strength-Moving average analysis-Efficient market theory.

UNIT IV

(14 hrs)

Portfolio analysis: Traditional vs. Modern portfolio analysis-Rationale of diversification of investments-Markowitz theory-Sharpe's model. **Portfolio selection :** Diversification-Optimal Portfolio-Efficient frontier and Portfolio selection- Internal Diversification- Capital Market theory- Internal diversification. Mutual fund-features-classification.

UNIT V

(14 hrs)

Portfolio revision: Techniques of portfolio revision: Formula plans –Rules for formula plans-Constant rupee value plan-Constant ratio plan-Variable ratio plan-Modifications of formula plans-Rupee cost average-**Performance measurements of Managed Portfolios:** Classification of Investment companies-Management performance evaluation-Sharpes index, Treynors index, Jensen index-Mutual fund Performance.

Text Book

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Preethi Singh	Investment Management	Himalaya Publishing house	18 th edition,2013

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Bhalla V.K.,	Portfolio Analysis and Management	S.Chand co ltd	19 th revised edition,2014
2.	PunithavathyPandian	Security Analysis and Portfolio Management	Vikas Publishing house	2 nd edition,2009

Pedagogy

Power point presentations, Group Discussion, Seminar, Quiz , Assignment, Interactive Presentation

Course Designers:

1. Dr.R.S.Kanimozhi
2. Dr.R.Krishnakumari.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM16E2	ENTERPRISE RESOURCE PLANNING	ELECTIVE	71	4		4

Preamble

To enable the students to

- To provide knowledge about ERP concepts and technologies
- To understand the ERP systems, their architecture, and working of different ERP modules.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Appraise production planning in an ERP system, and systematically develop plans for an enterprise	K5
CO2	Examine systematically the planning mechanisms in an enterprise and the relationships among the components	K4
CO3	Determine the functional modules of ERP software	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

S- Strong; M-Medium; L-Low

ENTERPRISE RESOURCE PLANNING - MCM16E2 (71 hrs)

UNIT I (14 hrs)

Introduction to ERP: Introduction – Evolution of ERP – Meaning – Growth – Advantages of ERP – Importance-Risks of ERP-Process risks-Technological risks-Implementation Issues

UNIT II (15 hrs)

ERP related technologies to business: Introduction – Business Process Reengineering (BRP) – Management Information System (MIS) – Data warehousing – Data mining – On-line Analytical Processing (OLAP) – Supply Chain Management-Product lifecycle management-Customer relationship management

UNIT III (14 hrs)

ERP-A Manufacturing Perspective: Introduction – CAD/CAM – Materials Requirement Planning (MRP) – CAD/CAM-JIT.

UNIT IV (14 hrs)

ERP Modules: Introduction-Functional modules of ERP software-Integration of ERP-Supply chain and Customer Relationship Applications

UNIT V (14 hrs)

Benefits of ERP: Introduction- Reduction of Lead-Time- On-Time shipment-Reduction in Cycle time-Improved Resource Utilization- Better customer satisfaction-Improved supplier performance-Increased flexibility-Reduced Quality costs-Improved Information accuracy and Decision-making capability.

Text Book				
S.No	Author Name	Book Name	Publisher	Year and edition
1.	Alexis Leon	Enterprise Resource Planning.	Tata McGraw Hill Company Ltd.	2010,2 nd Edition

Reference Books				
S.No	Author Name	Book Name	Publisher	Year and edition
1.	Brady, Monk,Wagner	Enterprise Resource Planning.	Thomson course Technology,	2009,2 nd edition
2.	Pankaj Sharma	Enterprise Resource Planning	APH Publishing Corporation	2009, 1 st edition

Pedagogy
 ➤ Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis,Seminar, Quiz , Assignment

Course Designers:
 1. Mrs.R. Jayasathya
 2. Dr.R.S.Kanimozhi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MNM15CS	CYBER SECURITY		26	4		Gr

Objective
 This course presents the principles of Cyber Security and its attack. It covers all aspects of cyberspace, botnet, cyber crime and its case studies.

UNIT I (5 hrs)

Cyberspace: Introduction- Web Threats for Organizations - Security and Privacy Implications from Cloud Computing - Social Media Marketing - Social Computing and the Associated Challenges for Organizations - Protecting People's Privacy in the Organization - Organizational Guidelines for Internet Usage- Safe Computing Guidelines and Computer Usage Policy.

UNIT II (5 hrs)

Security Threats: Malicious Software, Types of Attacks, Threats to E-commerce, e-cash, Credit/Debit Cards.

UNIT III (5hrs)

Cyber Security: Introduction -An Essential Component of Cyber security - Forensics Best Practices for Organizations - Media and Asset Protection - Importance of Endpoint Security in Organizations

UNIT IV**(5 hrs)**

Cyber Attacks: Introduction - How Criminals Plan the Attacks - Social Engineering - Cyberstalking - Cybercafe and Cybercrimes - Botnets: The Fuel for Cybercrime - Attack Vector - Cloud Computing

UNIT V**(6 hrs)**

Case Study on Cyber Crime & Security: Introduction on Cyber Crime - Trends in Mobility - Credit Card Frauds in Mobile and Wireless Computing Era. Illustrations, Examples and Mini-Cases - Introduction - Real-Life Examples - Mini-Cases Illustrations of Financial Frauds in Cyber Domain - Digital Signature-Related Crime Scenarios - Digital Forensics Case Illustrations - Online Scams.

Text Book

S.No.	Author	Title of the Book	Publisher	Year of Publish
1	Faculty of Computer Science – PG	Essentials of Cyber Security	KalaiKathir Achachagam	2016

Reference Book

S.No.	Author	Title of the Book	Publisher	Year of Publish
1	Nina Godbole and Sunit Belpure	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives	Publication Wiley	2011
2	William Stallings	Network Security Essentials – Applications and Standards	Pearson Education	2011

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1813	INTERNATIONAL BUSINESS	Core	71	4		4

Preamble

To enable the students to

- To enable the students learn structure of International Business and the influence of various environmental factors on international business operations.
- To have a better understanding of the functioning and objectives of various world organizations

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyse the global business environment	K4
CO2	Appraise international institutions involved in promotion of global business	K5
CO3	Judge the influence of various socio – environmental aspects in the global scenario	K5

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

INTERNATIONAL BUSINESS - MCM1813 (71 hrs)

UNIT I (15 hrs)

International business-Types-Reasons-Problems-International business decisions-International orientations-Market entry strategies-Globalization-advantages-impact-factors favoring globalization-Globalization strategies-Drivers & Restrainers of globalization.

UNIT II (14 hrs)

International business environment-International Trading Environment-European union-NAFTA-SAARC-SAPTA-Commodity agreements-WTO-IMF-World bank

UNIT III (14 hrs)

International Finance-Factors-Limitations-EXIM bank-FDI-Eurocurrency-Foreign Exchange-Determination of exchange rates-Exchange control -Exchange rate systems.

UNIT IV (14 hrs)

BOP-Components-BOP disequilibrium-Correction of disequilibrium-Counter trade-MNC-Meaning-merits-demerits-Dominance-Code of conduct – International technology transfer – Importance - Types.

UNIT V (14 hrs)

International Organization & HRM-Organizational structures-Factors affecting international HRM-Staffing policy & determinants-Business ethics-Social responsibility of business-Environmental issues-Labour issues.

Relevant case studies will be discussed

Note: Question paper shall contain 100% Theory

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Francis Cherunilam	International Business	Prentice Hall of India	2014 V Edition

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Aswathappa K.	International Business	Tata McGraw Hill Publishing Co. Ltd.	2008 III Edition
2.	Bhalla V.K., Shivaramu S.	International Business	Anmol Publications Pvt.Ltd	2010 X Edition
3.	Daniel, Rade Baugh, Sullivan, Salwan	International Business	Pearson Education	2010 V Edition

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz, Assignment, Case studies

Course Designers:

- 1 Dr.G.Indrani
- 2 Mrs.P.Shanthipriya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1614	BANKING AND INSURANCE	Core	71	4		4

Preamble

To enable the students to

- To disseminate knowledge about banking structure and negotiable instruments
- To acquaint the students with principles and types of insurance

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Determine the functions of banking sector, laws relating to negotiable instruments and e-banking facilities	K5
CO2	Examine the techniques of risk management	K4
CO3	Elaborate the principles of life insurance and general insurance	K6

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

BANKING AND INSURANCE - MCM1614

(71 hrs)

UNIT-I

(14 hrs)

Banking-Definition-Role and Functions of Banks-Structure of commercial Banks in India-Public, Private and Foreign Banks.Relationship between Banker and Customer-Customer Accounts with the Banker.Recent Developments in Banking Industry.

UNIT-II

(15 hrs)

Laws relating to Negotiable Instrument-Endorsement-Crossing of Cheque-Payment of Cheque-Collection of Cheque-Bills of exchange and Promissory Notes-Rights and Liabilities of Parties to Negotiable Instrument. Electronic Clearing service (ECS), Electronic funds Transfer (EFT), Tele banking, and Electronic Cheque-Credit Cards-Debit Cards-Smart Cards-Risks in E-Banking.

UNIT-III**(14 hrs)**

Concept of Risk-Classification of Risk-Meaning of Peril and Hazard-Types of Risk-Techniques of Risk Management and Control –Risk Identification-sources of Risk-Measurement-Guidelines of assessing Risk-Risk Management by Individuals and corporations-Basel 3 - capital adequacy-Asset liability management

UNIT-IV**(14 hrs)**

Insurance-Purpose and need-Benefits of Insurance-Functions of Insurance-Importance of Insurance-Principles of Insurance-Nature of Insurance contract-Types of Insurance contract-Assurance Vs. Insurance, Gambling vs. Insurance-Classification of Insurance-Life Insurance-Features-Advantages-Types of Life Insurance Plans

UNIT-V**(14 hrs)**

General Insurance-Fire Insurance-Principles-Types-**Marine Insurance**-Principles-Types-Scope-Motor Vehicle Insurance-Types-Principles-Health Insurance-Types-Principles-Scope-Miscellaneous Insurance

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	JyotsnaSethi,Nishwan Bhatia	Elements of Banking and Insurance	Hall of India P Ltd	2014, seventh edition

Reference Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Alka Mittal	Principles of Insurance and Risk Management	SL Gupta S.Chand& Sons	2014, seventh edition
2.	Varshney P.N.	Banking Law & Practice	Sultan Chand & Sons	25th Thoroughly Rev. & Enlarged Edn. 2014
3.	Periasamy P	Principles and Practices of Insurance	Himalaya Publishing House	2015,2 nd edition

Course Designers:

1. Mrs.P. Shanthipriya
2. Dr.S.Geetha

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM1815	FINANCIAL MARKETS AND SERVICES	Core	86	4		4

Preamble

To enable the students to

- To provide an overview of the financial system in India
- To enlighten about the functioning of various segments of the financial markets and instruments traded in those markets

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Appraise the financial system in India	K5
CO2	Analyse the activities undertaken in stock exchange and SEBI guidelines	K4
CO3	Interpret the activities undertaken in financial services market	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

S- Strong; M-Medium; L-Low

FINANCIAL MARKETS AND SERVICES - MCM1815

(86 hrs)

UNIT I

(17 hrs)

Financial system in India: Functions of Financial system- Financial concepts- Financial assets- Financial intermediaries-Financial markets- importance of capital market – money market – Foreign Exchange Market– Financial instruments – Development of financial system in India – Financial system and Economic Development.

Money Market: Definition – Money market Vs. Capital Market – Features, Importance & Composition of Money market – Call money market – Commercial Bills – Discount market – Bill Market Scheme – Treasury bill market – money market instruments – commercial papers – features or deficiencies of Indian money market.

UNIT II

(18 hrs)

Capital Market: New Issue Market - Stock exchange – Distinction & relationship Between New Issue Market and Stock Exchange –Functions of New Issue Market – Methods of Floating New Issues – Guidelines for new issue market- Principal steps of a public issue - Instruments of Issue – Players in the New Issue Market- OTCEI.

Secondary Market : Introduction – Functions/Services of Stock Exchanges – Recognition , Procedure & Organisation of Stock Exchange in India – Listing of Securities – Listing procedure – Registration, Functions, Kinds of brokers– Methods of trading – online & Mobile trading. **BSE:** Listing of Securities on the BSE–BOLT system- BSE and NSE - Online share trading - Indices- Trading & Settlement Cycle.

UNIT III

(17 hrs)

Financial Derivatives: Concept– Categories- Benefits – Risks. **Merchant Banking:** Merchant banking in India- Merchant Banking Services – SEBI (Merchant Bankers) Rules and Regulations. **Depository and Custodial Services:** Constituents of the depository system – Functions of Depository-SEBI (Depositories and Participants) Regulations –National Securities Depository Limited (NSDL)- Central Depository Services Limited (CDSL)- Custodial Services.

UNIT IV

(17 hrs)

Credit Rating Services : Process of Credit Rating – Advantages & Limitations of Credit Rating – Credit Rating Agencies in India. **Mutual Funds :** Classification of Mutual Funds –Innovative Funds – Advantages and Limitations of Mutual Funds – Guidelines for Mutual Funds – SEBI (Mutual Funds) Regulation.

UNIT V**(17 hrs)**

Venture Capital Financing: Definition – Venture capital Financing Vs. Conventional Financing – Characteristics of Venture capital – Stages of Venture Capital Financing – Investments of venture capital firms. **Securitization:** Securitization Process – Credit Enhancement and Credit Rating – Benefits of Securitization.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gordan E, Natarajan K. (Unit I,II)	Financial markets and Institutions	Himalaya Publishing House	3 rd revised edition,2015.
2.	ThummuluriSiddaiah(Unit III, IV,V)	Financial Services	Dorling Kindersley (India) Pvt. Ltd., Pearson Publishing	1 st edition 2011

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gordan E, Natarajan K	Financial Markets and Services	Himalaya Publishing House	10 th edition ,2016
2.	Gurusamy S	Financial Services	Tata McGraw Hill Publishing co.Ltd.	2 nd edition Reprint 2009

Pedagogy

Power point presentations, Group Discussion, Seminar, Quiz , Assignment.

Course Designers:

1. Dr.R.S.Kanimozhi
2. Dr.R.Krishnakumari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18E3	INDIRECT TAX	ELECTIVE	71	4		4

Preamble

To enable the students to

- To acquaint basic principles underlying the provisions of indirect tax laws
- To provide specialized and updated knowledge in the area of indirect taxes

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Assess the taxation system	K5
CO2	Discuss the GST structure	K6
CO3	Estimate SGST, CGST and IGST	K6

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

INDIRECT TAX - MCM18E3 (71 hrs)

UNIT I (14 hrs)

Indirect Taxes – Introductory Concept: Introduction -Importance -Meaning –General Characteristics -Objectives -Canons of Taxation -Impact Shifting and Incidence of Tax - Classification of Taxes– Comparison-Merits and Demerits of direct and indirect tax - Advalorem and Specific Duties -Constitutional basis of taxation- GST in India. Goods and Service tax council.

UNIT II (15 hrs)

Basics of Goods and Services Tax: Introduction –Object and Subject of GST- GST Law – GST Levy -Features of GST -Taxes Subsumed under Goods and Services -Benefits of Goods and Services Tax -GST Rate Structure -Types of Supplies under GST in India . Levy and Collection of GST: Introduction – Taxable event under GST – Supply - Levy and Collection under GST - Composite and Mixed Supplies - Composition Levy-Reverse Charge Mechanism.

UNIT III (14 hrs)

Place of Supply of Goods and Services: Introduction-Importance Place of Supply of Goods- Place of supply of Services. Time of Supply of Goods and Services: Introduction - Importance of time of supply in GST - Determination of Time of Supply in GST- Rules for Determination of Time of Supply -Time of Supply of goods -Time of Supply of services. Valuation of Supply of Goods and Services: Valuation of supply -Transaction value -Inclusion in value of supply -Exclusion in value of supply -Valuation Rules.

UNIT IV (14 hrs)

Input Tax Credit under GST: - Introduction -GST – Solution for Double Taxation and Cascading -Input Tax Credit – Salient Features of GST-Methods - Mechanism - Framework under GST regime – Availability of Input Tax Credit in Special Circumstance-Documents Required for Claiming -Utilization - Recovering Input Credit Distributed in Excess (Including Simple Problems). Procedures under GST- Introduction - Registration under GST - Tax Invoice, Credit and Debit Notes- Accounting and Records- Filling of Returns.

UNIT V (14 hrs)

Integrated Goods and Services Tax Act 2017 – Introduction – Scope – Levy and Collection – Power to Grant Exemption – Determination of Nature of Supply – Inter State

Supply – Intra State Supply – Place of Supply. Introduction to Customs Law: -Introduction – Constitutional basis for the Levy of Customs duty- Objectives – Scope of Customs law in India- Customs act 1962 – legal structure- Definition under Customs act - Prohibitions on Importation and Exportation of goods - Levy and Collection of Customs Duty -Taxable Event -Types of Customs Duties -Computation of Customs Duty- Classification and Valuation of Goods Under Customs Law: Classification of Goods - Customs Valuation

Distribution of Marks Theory 80%.and Problems 20%

Text Book

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Dr.R.Parameswaran, CA.P.Viswanathan	Indirect Taxes GST and Customs Laws	Kavin Publications	1 st Edition 2018

Books for Reference

S.No.	Author Name	Book Name	Publisher	Year and edition
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

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

1. Dr. S.Geetha
2. Dr.R.Vasanthi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM16E4	RETAIL MANAGEMENT	ELECTIVE	71	4	-	4

Preamble

To enable the students to

- To provide comprehensive knowledge about retail management strategies
- To enlighten about retail pricing, retail merchandising and retail marketing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Interpret about retailing and its formats	K5
CO2	Analyze retail strategy and retail franchising	K4
CO3	Appraise about retail merchandising and pricing	K5
CO4	Discuss the retail store operations and retail marketing	K6

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

RETAIL MANAGEMENT – MCM16E4

(71 hrs)

UNIT – I

(14 hrs)

Retailing-Introduction-meaning-significance of retailing-functions of retailing-types of retailers- Retailing in India-Emergence of organised retailing in India-Retailing ethics-career opportunities in Retail-FDI in India. Retail Formats: Meaning- types – Models-Theories of retail development – Concept of Life Cycle in Retail- Business Models in Retail.

UNIT –II

(14 hrs)

Customer Buying Behaviour-Need-Factors influencing the retail shopper- Customer Decision Making Process- Identification of a need- Evaluating Alternatives. Retail Strategy-definition-identifying options-setting objectives-develop strategic plan-evaluate and control. Retail Franchising-types of franchising- advantages and disadvantages of franchising-International Franchising scene- Franchising in India- Legal issues in Franchising in India.

UNIT –III

(15 hrs)

Retail Merchandising- evolution of Merchandising-factors affecting the merchandising function- merchandiser role and responsibilities- buyer role and responsibilities – concept of Life Style Merchandising. Retail Pricing-concept of retail price-elements-determining the price-retail pricing policies-evaluating merchandise performance- ABC analysis, Sell Through Analysis, Multiple Attribute method- margin return on investments.

UNIT –IV

(14 hrs)

Organisation Structure- Creating organization structures – Organisation structure in retail- Human Resource management in Retail-identifying the various roles in organization-recruitment and selection- training- motivation- evaluation of performance. Retail Store Operations-Key roles in a store environment - customer service - components of retail operations - Store Administration and management of the Premises.

UNIT V

(14 hrs)

Retail Marketing- role of marketing in retail- retail marketing mix- STP Approach-retail Image. Retail Communication Mix- Advertising- sales promotion-public relations and publicity-POP Displays.Service Retailing- concept of customer service- importance of service in retail customer service- measuring the Gap in Service- Customer Information and Enhancing Loyalty- CRM- Retail Selling Process.

Text Book

S. No	Author Name	Book Name	Publisher	Year and edition
1.	SwapnaPradhan	Retailing Management Text and cases	Tata McGraw Hill Publishing Company LTD, New Delhi, ,	2009 -3 rd edition

Reference Books

S. No	Author Name	Book Name	Publisher	Year and
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				edition
1.	Andrew. J.Newman and Peter Cullen	Retailing Environment and Operations	Vikas Publishing House Pvt, Ltd, Delhi	2011- 9 th Edition
2.	Michael Levy, Barton.A.Weitz, Ajay Pandit	Retailing management	Tata McGraw Hill	2010- 7 th reprint.

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

Course Designers:

1. Dr.R.KrishnaKumari
2. Mrs.P.Shanthipriya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18A1	CUSTOMER RELATIONSHIP MANAGEMENT	ADVANCED LEARNERS COURSE				5

Objective

- To enlighten the concepts of CRM Strategies in the business.
- To enrich the market dynamics relating to CRM and its implications for development in the field of business.

CUSTOMER RELATIONSHIP MANAGEMENT - MCM18A1

UNIT I

Introduction to CRM - Definition of a customer – Definition of CRM- Importance of CRM- Architecture of CRM-CRM Process- CRM Strategy: objectives –segments, effective interaction

UNIT II

Customer satisfaction –meaning and definition –components of customer satisfaction – need to measure customer satisfaction. Customer loyalty-Introduction –defining customer loyalty-concepts and significance- advantages of customer loyalty-determinants of customer loyalty-factors affecting customer loyalty-difference between customer satisfaction and customer loyalty.

UNIT III

Definition of E-CRM -Need of E-CRM- Framework of E-CRM -Features of E-CRM- advantages of E-CRM-Variou stages in evolution of E-CRM - Six e's of E-CRM – (CRM Vs E-CRM)*-Architecture of E-CRM

UNIT IV

Customer service –essentials of customer service. Customer relationship management practices in Indian service sectors-Banking and Financial Sector- Hospitality industry- Aviation Industry-Indian Telecom industry.

UNIT V

CRM emerging concepts and perspective –introduction : A cost benefit analysis –CRM benefits- CRM Cost-customer value- customer life time value-issues in calculating CLV- Customer profitability

Text Book

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Peeru Mohammed, Sagadevan	Customer relationship marketing	Vikas Publishing House	2005, 5 th edition

Reference Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Sheth, Parvatiyar, Shainesh	Customer Relationship Management	Tata McGraw Hill Publishing Ltd	2004, 4 th edition
2.	Venkata Ramana V. And Somayajulu G.	Customer Relationship Management	Excel Books	2005, 6 th edition
3.	Alok Kumar Rai	Customer Relationship Management: concepts and cases	PHI learning pvt. Ltd.	2013
4.	S.Shanmugasundaram	Customer Relationship Management: modern trends and perspectives	PHI learning pvt. Ltd.	2008

Course Designers:

1. Dr.R.S.Kanimozhi
2. Mrs.P.Shanthipriya

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
MCM18A2	SERVICES MARKETING	ADVANCED LEARNERS COURSE				5

Objective

- To enable the students learn the types of services in the Indian scenario
- To have a better understanding of service industry in India

SERVICES MARKETING - MCM18A2

UNIT –I

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics – Growth of service sector – Career opportunities in service sector – Service marketing in India – Reasons for growth of services in India – Services strategy – Strategy planning process – Market oriented service strategy – Service triangle – Service marketing mix – Strategy implementation, evaluation and control.

UNIT- II

Consumer behavior in services – Factors influencing consumer behaviour – Consumers expectations - service perception – Model of consumer expectations and perceptions - Consumer purchase decision process – Market segmentation – Bases of

segmentation – Criteria for market segmentation in services - Customization – Stages of market segmentation .

UNIT- III

Service product – Basic service package – Customer value hierarchy – Flower of service development of services – Steps in the development of a new services – Services differentiation – Service life cycle - Service positioning – Physical evidence – Concepts – Elements - Pricing of services – Objectives – Approaches to pricing of services.

UNIT -IV

Distribution – Service transaction – Service location – Service providers – Distribution flow of services – Channels for service delivery – Strategies for channel management – Internal marketing – External marketing.

UNIT- V

Service quality management - Determination – Managerial process of service quality – Service quality audit – Sequel – Total quality services marketing - Service excellence – Consumer protection in services – Consumer expectations from Industries and Business – Consumer movement in India.

Text Book

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Rama MohanaRao.K	Service Marketing	Pearson Education	2011, 2 nd Edition.

Reference Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	HelienWoodruffe	Service Marketing	Macmilan India Ltd	Reprint 2005, First Edition.
2.	RajendraNargundkar	Service Marketing	Tata McGraw Hill Publishing Company ltd	2006, Second Edition.
3.	VasantiVenugopal and Raghu V.N,	Service Marketing	Himalaya Publishing House	Reprint on 2006, First Edition.

Course Designers:

1. Dr.R.Krishnakumari
2. Dr.S.Geetha