



PSGR Krishnammal College for Women



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

DEPARTMENT OF B.COM (COMPUTER APPLICATIONS)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

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

2019-2022



PROGRAMME OUTCOMES

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

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

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will

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



DEPARTMENT OF B.COM (COMPUTER APPLICATIONS)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS & SCHEME OF EXAMINATION 2019-2022

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

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

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

QUESTION PAPER PATTERN

CORE & ALLIED PAPERS

Continuous Internal Assessment: 50 Marks

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

End Semester Examination: 100 Marks

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

SKILL BASED SUBJECT

Continuous Internal Assessment: 25 Marks

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

End Semester Examination: 50 Marks

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

ADVANCED LEARNERS COURSE (ALC)

Continuous Internal Assessment: 25 Marks

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

End Semester Examination: 75 Marks

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

VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES**Continuous Internal Assessment: 50 Marks**

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

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

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

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

FIELD TRAINING

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

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

PROJECT VIVA VOCE

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

Area of Work

Computer Applications, Finance, Marketing, Human Resource,

Computer Applications:

Methodology

Each project should contain the following details:

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

The above contents should not exceed 50 pages

Internal Assessment : 20 Marks

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

External Assessment : 80 Marks

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

**Finance, Marketing, Human Resource :
Methodology**

Each project should contain the following details

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

Internal Assessment : 20 Marks

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

External Assessment : 80 Marks

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

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF
CONTINUOUS INTERNAL ASSESSMENT

Theory

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

Practical

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

RUBRICS

Assignment/ Seminar

Maximum - 20 Marks (converted to 4 marks)

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

CLASS PARTICIPATION

Maximum -20 Marks (converted to 5 marks)

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

MAPPING OF POs WITH Cos

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

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

CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP19A03					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
COURSE - BP19A04					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE - BP18CP4					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M

SEMESTER –I

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

FINANCIAL ACCOUNTING – BP19CO1 (56 Hrs)

UNIT-I (11Hrs)

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

UNIT-II (11Hrs)

Depreciation–AS 6-Bank Reconciliation Statement –AS 27

UNIT-III**(11 Hrs)**

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

UNIT-IV**(12Hrs)**

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

UNIT-V (11Hrs)

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

Note:Question paper shall contain20% Theory, 80% Problems

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain S P and Narang K L	Advanced Accountancy I	Kalyani Publishers	6 th Edition2016
2	Jain S P and Narang K L	Principles of Accountancy	Kalyani Publishers	6 th Edition 2013

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Nagarajan K.L., Vinayagam. N &P.L.Mani	Financial Accounting	Sultan Chand & Sons	6 th Edition2010
2.	Reddy T.S & Murthy	Financial Accounting	Margham Publications	6 th Edition2013

Pedagogy

Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers:

1. Dr.R.KrishnaKumari
2. Dr.S.NithyaSumathi

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

FUNDAMENTALS OF INFORMATION TECHNOLOGY - BP19C02 (56 Hrs)

UNIT I (11Hrs)

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

UNIT II (11Hrs)

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

UNIT III (12Hrs)

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

UNIT IV (11Hrs)

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

UNIT V (11Hrs)

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

Text Book:

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

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Alexis Leon and Mathews Leon	Introduction to Computers	Vikas Publishing	15 th Edition2016
2.	S.V Srinivasa Vallabhan	An introduction to information technolog	S. Chand & Co ltd New Delhi	2 nd Edition 2017

Pedagogy

Lecture through power point presentations and board, Discussion, Assignment, Quiz, and Seminar.

Course Designers:

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

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

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

1. Type a paragraph and Perform:
 - a. Font size, font style, line spacing etc.
 - b. Insert page numbers at the bottom right alignment
 - c. Insert header consisting of date and time, insert footer consisting of page Numbers.
 - d. Change the paragraph into two or three columns

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

EXCEL

7. Enter the data with following fields:
 - a) Serial no
 - b) Name
 - c) Address
 - d) City
 - e) Date of Joining
 - f) Salary
 - g) Course
 - h) Duration
 - i) No of students
 - j) Total fees
 Perform the following:
 - a. Change font as bold
 - b. Arrange the alignment as center
 - c. Rename the sheet
 - d. Insert a new sheet
 - e. Move a sheet
 - f. Delete a sheet
 - g. Hide/Unhide Column
 - h. Change Column Width
8. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.
9. Calculate Simple and Compound Interest. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions
10. Enter the semester marks and calculate total auto-sum and average using function wizard.
11. Sort: Sort by Color, Reverse List, Randomize List.
12. Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data.

POWERPOINT

13. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc
14. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
15. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.
16. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
17. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart

Pedagogy

Demonstration through System, Demonstration through PPT

Course Designers

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

SEMESTER-II

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

E-BUSINESS APPLICATIONS - BP19C03 (71 Hrs)**UNIT I (14 Hrs)**

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-Types of E-Commerce-Levels- Need for E-commerce-Applications of E-Commerce-Challenges in E-Commerce application-E-Commerce and E-Business-Future of E-Commerce - EDI- Features of EDI- Introduction to cloud and grid computing-Android applications

UNIT II (14 Hrs)

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

UNIT III (14 Hrs)

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

UNIT IV (15Hrs)

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

UNIT V (14Hrs)

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

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Rayudu C.S	E Commerce – E-Business	Himalaya Publishing House.	1 st Edition 2015

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Joseph PT,	E Commerce, an Indian Perspective	Margham Publications	5 th Edition 2015
2.	Murthy CSV	E Commerce – Concepts, Models, Strategies	Himalaya Publishing House.	1 st Edition 2016

Pedagogy

- Lecture through power point presentations, Discussion, Assignment, Quiz, and Seminar.

Course Designers:

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

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

ADVANCED EXCEL & ACCOUNTING PACKAGE - BP19CP2 (71 Hrs)

Advanced Excel

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

Tally

1. To create Company, Groups and Ledgers
2. To prepare Receipt & Payment voucher entries
3. To prepare Purchase voucher and Debit note for a given list of transactions
4. To prepare Sale voucher and Credit note for a given list of transactions
5. To prepare contra and journal vouchers
6. To prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheet report and payroll statements report)
7. To prepare final accounts for a given trial balance
8. To prepare stock summary and godown wise summary
9. To prepare Inventory management system (LIFO, FIFO)
10. To calculate GST

Pedagogy

- Lecture, Demo in System

Course Designers:

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

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

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

9. Online Voter ID

10. Online Passport

Topics Covered:

Meaning, Documents required and Procedure.

***Internal Evaluation only**

Course Designers:

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

2. Dr. (Mrs) R. Vasanthi

SEMESTER-III

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

FINANCIAL MARKETS AND INSTITUTIONS-BP19C04 (71 Hrs)

Unit I (14 Hrs)

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

Unit II (15Hrs)

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

Unit III (14Hrs)

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

Unit IV (14 Hrs)

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

Unit V (14 Hrs)

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

Text Book

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

Book for Reference

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

Blended mode

S. No.	Topic	Pedagogy	Web links
1.	Capital market instruments	MOOC Online course	NPTEL/Swayam
2.	New Issue Market and secondary market-	Group discussion	https://www.slideshare.net/KananEXIMMaksudulHuq/overview-of-financial-market-institution-and-system?qid=6d125296-37e1-4bcc-a92e
3.	Commercial Banks- Role and Functions	Role play	https://www.slideshare.net/Git13/role-of-financial-institution?qid=c76527e1-d125-4e0c-9e3d-b97b6720d8e1&v=&b=&from_search=2
4.	Kinds of insurance	MOOC Online course	NPTEL/Swayam
5.	Future of mutual funds industry	MOOC Online course	NPTEL/Swayam
6.	Credit rating process	Group seminar	https://www.slideshare.net/abhi123645/stock-market-or-share-market-or-secondary-market-ppt
7.	Importance of Derivatives	Group Assignment	https://www.slideshare.net/trade1212/futures-vs-forex-trading-by-trade12?qid=b23e4e7b-84f7-4ae8-96f9-cda2f4143d5b&v=&b=&from_search=3

Pedagogy

- Presentation through power point and board, Discussion, Assignment, Quiz, Seminar

Blended Learning for selected topics indicated in bold letters

Course Designers:

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

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

Preamble

To enable the students

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

Prerequisite

- Basic Knowledge in Company Accounts

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

CORPORATE ACCOUNTING I - CM19C05 (101 Hrs)

Unit I (21 Hrs)

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

Unit II (20 Hrs)

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

Unit III (20 Hrs)

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

Unit IV (20 Hrs)

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

Unit V (20 Hrs)

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

Distribution of Marks: Theory 20% and Problems 80%

Text Book:

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

Books for Reference:

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

Pedagogy:

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

Course Designers:

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

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

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

RELATIONAL DATABASE MANAGEMENT SYSTEM- EC19C06 (71 Hrs)

Unit I (15 Hrs)

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

Unit II (14 Hrs)

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

Unit III (14 Hrs)

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

Unit IV (14 Hrs)

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

Unit V (14 Hrs)

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

Text Book

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

Reference Books

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

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers

- Dr.(Mrs)R.Krishnakumari
- Mrs.R. Jayasathya

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

PRINCIPLES OF TAXATION – BP19A01**(71 Hrs)****Unit I (14 Hrs)**

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

Unit II (15 Hrs)

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

Unit III (14 Hrs)

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

Unit IV (14 Hrs)

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

Unit V (14 Hrs)

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

Text Book

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

Books for Reference

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

Pedagogy

- Presentation through power point presentations, Discussion, Assignment, Quiz, Seminar

Course Designers:

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

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

BANKING THEORY & PRACTICE - BP19A02 (71 Hrs)

Unit I (14 Hrs)

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

Unit II (14 Hrs)

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

Unit III (14 Hrs)

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

Unit IV (15 Hrs)

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

Unit V (14 Hrs)

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

Text Book

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

Books for Reference

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

Pedagogy

- Lecture through power point presentations and board, Discussion, Assignment, Practice Problems, Quiz, and Seminar.

Course Designers:

- 1.Dr.(Mrs.)R.Vasanthi
- 2.Dr.R.KrishnaKumari

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

Preamble

To enable the students

- To enhance practical knowledge in Database Management

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

DATABASE PROGRAMMING - EC17CP3 (42 Hrs)

ACCESS

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

STRUCTURED QUERY LANGUAGE (SQL)

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

1) Data Definition Language

Table: Student

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

Queries:

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

2) Data Manipulation Language

Table: Student

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

Queries:

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

3) Create an Employee table with following field.

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

Queries:

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

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

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

Queries:

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

5) Create a student table with the following fields

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

Queries:

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

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

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

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

Queries:

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

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

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

Queries:

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

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

Table: publisher

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

Table: Book

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

Queries:

- a) Insert the records into the table publisher and book.
- b) Describe the structure of the tables.

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

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

Table: Deposit

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

Table: Loan

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

Queries:

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

10) Create a Route chart with the following fields

Routenonumber(2)	unique
Origin	varchar2(15)
Destn	varchar2(15)
Fare	number (5)
Distance	number (5)

Queries:

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

11) Create the course and batch table with following fields

Table: Course

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

Table: Batch

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

Queries:

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

12) Create Employee and Department table with following fields

Table: Employee

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

Table: Department

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

Queries:

- a) Display the details of department table
- b) List the name, salary and PF amount of all the employees(PF is calculated as 10% of salary)
- c) List the department numbers and number of employees in each department(Group by)
- d) List the average salary from each job excluding managers
- e) List the jobs and the number of employees in each job. The result should be in descending order of the number of employees
- f) List the employees who are eligible for commission
- g) List the names of the employees who are not 'managers'

13) Create Employee and Department table with following fields

Table: Employee

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

Comm. Number (7, 2) null

Table: Department

Deptno varchar2 (15) primary key

Deptnm varchar2 (15)

Queries:

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

14) Create Library with the following fields

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

Queries:

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

15. Create Hospital details with the following fields

Pid	number (5) primary key
Pnm	varchar2 (20) not null
Wardno	number (5)
Doa	date
Dod	date
Disease	varchar2 (25)
Fees	number (9, 2)

Queries:

- a) Insert values into the table
- b) Append patient name and disease
- c) Capitalise the first character of patient name to convert into upper and lower case
- d) Display the records having phonetic representation like 'Jai'
- e) Select four characters from the third position of patient name
- f) Display the current date

- g) Display date of discharge and add 7 months to it and deduct 7 months from it
- h) To calculate number of days patient admitted
- i) Display corresponding day of discharge of patient

Pedagogy

- Lecture , Demo in System

Course Designers:

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

SEMESTER III & IV -SKILL BASED SUBJECT

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

Preamble

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

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

UNIT I

(12 Hrs)

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

UNIT II (11Hrs)

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

UNIT III (12 Hrs)

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

UNIT IV (12 Hrs)

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

UNIT V (11 Hrs)

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

Text Book

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

Books for Reference:

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

Pedagogy

- Presentation through power point presentations, Discussion, Assignment, Quiz, Seminar

Course Designers:

- 1.Dr.Mrs. A. Meenakshi
2. R.Nithya Ramdoss

SEMESTER III & IV

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

Preamble

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

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

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

Pedagogy

- Lecture , Demo in System

Course Designers:

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

SEMESTER-IV

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

DIGITAL MARKETING - BP19C07

(71 Hrs)

Unit I

(14Hrs)

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

Unit II

(14Hrs)

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

Unit III

(14Hrs)

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

Unit IV

(15Hrs)

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

Unit V**(14Hrs)**

Face book- Eight different versions of face book-Origin-Anatomy of Face book-General features-Face book Applications-Netiquette-The Face book Etiquette for Brands-Impact of face book fan. The future of Marketing-Gamification and Apps.you tube Video Marketing – Key elements for you tube success-Marketing the product with you tube-Essentials for smart you tube marketing.

Text Book

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

Books for Reference

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

Pedagogy

- Presentation through power point presentations, Discussion, Assignment, Quiz, Seminar

Course Designers:

1. Dr.R.Vasanthi
2. Mrs.NithyaRamadass

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

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

Unit I (15Hrs)

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

Unit II (14Hrs)

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

Unit III (14Hrs)

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

Unit IV**(14Hrs)**

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

Unit V**(14Hrs)**

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

Text Book

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

Reference Books

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

Pedagogy

- Presentation through power point and board, Discussion, Assignment, Quiz, Seminar

Course Designers:

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

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

Preamble

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

Prerequisite

- No prerequisite required

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Define and identify the concepts of Financial Management	K1, K2,K3
CO2	Understand Capital Structure, Cost of Capital for strategic Financial Decision Making	K1, K2,K3
CO3	Apply and practice the Theories for financial planning	K1, K2,K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

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

Unit II (17 Hrs)

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

Unit III (17 Hrs)

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

Unit IV (18 Hrs)

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

Unit V (17 Hrs)

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

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

***Theory Only**

Distribution of marks: Theory 40% Problems 60%.

Text Book

Sl.No.	Author name	Title of the book	Publisher	Year &Edition
1	Shashi .K.Gupta Sharma R.K	Financial Management	Kalyani Publishers	2015

Reference Books

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

Pedagogy

- Lecture, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers

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

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

PRINCIPLES OF MANAGEMENT - BP19A03 (71 Hrs)

Unit I (14Hrs)

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

Unit II (14Hrs)

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

Unit III (14Hrs)

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

Unit IV (15 Hrs)

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

Unit V (14Hrs)

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

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Dinkarpagare	Business Management	Sultan Chand & Sons	5 th Edition 2010

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Kumudha.A	Principles of Management	Kalyani Publishers	20 th Revised edition 2014
2.	Koontz and O'Donnell	Principles of Management	TataMcGraw Hill	6 th Edition 2012
3.	RustomS.Davar	Principles of Management	TataMcGraw Hill	2008 V th Edition

Pedagogy

Lecture through power point presentations and board, Discussion, Assignment, Practice Problems, Quiz, and Seminar.

Course Designers:

1. Dr. R. Krishna Kumari
2. Mrs. R. Jayasathya

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

Preamble

To enable the students

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

BUSINESS ECONOMICS - BP19A04**(71 Hrs)****Unit I****(14Hrs)**

Introduction of Economics: Definition, Nature and Scope of Economics- Methods and Tools of Economic Analysis - Micro and Macro Economics - Decision-making in business- Objectives of a business firm: Profit maximization as an objective of firm-Sales maximization goal-Rate of growth and other goals of firm-Goal of business firms in different economic systems-Meaning and importance of Social responsibilities of business.

Unit II**(14Hrs)**

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

Unit III**(15Hrs)**

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

Unit IV**(14 Hrs)**

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

Unit V**(14Hrs)**

Market : Classifications – Market in economic analysis – classification of markets – Theories of value – Pricing under perfect competition : Features of perfect competition –

Price determination in the market period – *Pricing Under monopoly*: Foundation or bases of monopoly power – Price output determination of pure monopoly – *Pricing Under Duopoly and Oligopoly*: Duopoly – Features of an oligopoly market – Price determination under Oligopoly.

Text Book

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

Reference Books

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

Pedagogy

- Lecture through power point presentations and board, Discussion, Assignment, Practice Problems, Quiz, and Seminar.

Course Designers:

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

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

Preamble

To enable the students

- To enhance practical knowledge in Visual Basic.Net

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S - Strong; M-Medium; L-Low

VISUAL BASIC.NET - BP18CP4**(57Hrs)**

1. Write a program to generate prime numbers.
2. Write a program for calculator using VB.Net
3. Write a VB.Net application to calculate Simple Interest
4. Write a VB.Net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.
5. Write a VB.Net program to implement For....Next loop for displaying only even numbers from n given numbers
6. Write a VB.Net program to implement do ... while loop for validating the age of vote for given number of persons
7. Write a VB.Net program to implement Menu Editor for displaying different types of shapes and its formulas
8. Write a VB.Net program to implement String Functions
9. Write a VB.net program to display the given date with different format
10. Create an Electricity Bill using VB.Net
11. Create a Student database and connect with the VB.Net application with basic manipulation operations
12. Create an Employee database using VB.Net & MS SQL

Pedagogy

- Lecture , Demo in System

Course Designers:

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

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

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

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Preamble

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

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Examine the system of accounting & the rules for double entry.	K1
CO2	Interpret the knowledge of subsidiary books & various methods of depreciations.	K2
CO3	Review the accuracy of profit & loss, balance sheet.	K2
CO4	Practice preparation of cost sheet and its various methods	K3

Syllabus

UNIT I (DL hrs=18)

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

UNIT II (DL hrs=17)

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

UNIT III (DL hrs=17)

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

UNIT IV (DL hrs=17)

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

UNIT V (DL hrs=17)

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

Distribution of marks – theory 40% problems 60%

Text book:

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

Books for Reference:

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

Pedagogy

- Lecture through power point presentations and board, Discussion, Assignment, Practice Problems, Quiz, and Seminar.

Course Designers:

- 1.Mrs.NithyaRamadass
- 2.Mrs.S.NithyaSumathi

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

Preamble

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

Course Outcomes

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

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

Syllabus

UNIT I (DL hrs=18)

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

UNIT II (DL hrs=17)

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

UNIT III (DL hrs=17)

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

UNIT IV (DL hrs=17)

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

UNIT V (DL hrs=17)

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

Text Book:

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

Reference Book

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

Pedagogy

- Lecture through power point presentations and board, Discussion, Assignment, Practice Problems, Quiz, and Seminar.

Course Designers:

- 1.Mrs. G.Rekha
- 2.Mrs.S.Nithyasumathi

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

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

Preamble

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

Course Outcomes

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

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

Syllabus

UNIT I

8 hrs

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

UNIT II

8 hrs

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

UNIT III

9 hrs

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

UNIT IV

8 hrs

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

UNIT V

8 hrs

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

Reference Books

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

Course Designers:

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

