



PSGR KRISHNAMMAL COLLEGE FOR WOMEN
College of Excellence
(An Autonomous Institution, Affiliated to Bharathiar University)
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified Institution)
Peelamedu, Coimbatore-641004



Department of B.Com. (e-Commerce)

**CHOICE BASED CREDIT SYSTEM
&
OUTCOME BASED EDUCATION SYLLABUS**

BACHELOR OF COMMERCE (e- COMMERCE)

2016-2019

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PROGRAMME OUTCOME - UG

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

PO1 Students are able to design and implement an e-commerce application with a shopping cart.

PO2 To train the students in theoretical and practical issues of conducting business over the internet and the Web.

PO3 To develop students on general principles revealed through practical exploration of specific tools, techniques and methods in e-business.

PO4 Students can analyze real business cases regarding their e-business strategies and transformation processes and choices.

PO5 Students are ready to help organizations integrate online business processes and practices. They can also decide to launch their own e-commerce venture.

PROGRAMME SPECIFIC OUTCOME

The students at the time of graduation will

PSO1 To recognize the impact of information and communication technologies, especially of internet in business operations.

PSO2 To gain a comprehensive understanding of the e-commerce landscape, current and emerging business models and the technology and infrastructure under pinnings of the business.

PSO3 To promote entrepreneurship and managerial skills in students so as to enable them to establish and manage their business effectively.

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Department of B.Com (e-Commerce)

2016-2019

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	TOTAL	
I	I	TAM1601/ HIN1601/ FRE1601	Language I – Tamil I/ Hindi I/ French I/	6	86	4	3	40	60	100	3
	II	ENG1601/ ENG16F1	English I/ Functional English I	6	86	4	3	40	60	100	3
	III	EC16C01	Financial Accounting	4	56	4	3	40	60	100	4
	III	EC16C02	Fundamentals of e- Commerce	4	56	4	3	40	60	100	4
	III	TH16A11B TH16A11A	Allied - Mathematics for Commerce Level I/ Level II	6	86	4	3	40	60	100	5
	III	EC16CP1	Computer Application Practical I – Business Automation	2	27	3	3	40	60	50*	1
	IV	NME16B1/ NME16A1/ NME12WS/ NME12AS/ NME12GS	Basic Tamil I/ Advanced Tamil I/ Women Studies / Ambedkar Studies / Gandhian Studies	2	28 28 26 26 26	2 2 4 4 4	2 2 - - -	50 50 100 100 100	50 50 - - -	100 100 100 100 100	2
II	I	TAM1602/ HIN1602/ FRE1602	Language II – Tamil II/ Hindi II/ French II	6	86	4	3	40	60	100	3
	II	ENG1602/ ENG16F2	English II/ Functional English II	6	86	4	3	40	60	100	3

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	TOTAL	
	IV	SB16DW01 SB16DWP1	Skill Based subject Theory Practicals	2 1	29 13	2 --	-- --	-- --	-- --	-- --	-- --
	V	JOB1338	Job Oriented Course	--	60	--	--	25	75	--	Gr
IV	III	EC16C07	e-commerce technology	5	71	4	3	40	60	100	4
	III	BP16C08	Object Oriented Programming with C++	5	71	4	3	40	60	100	4
	III	CM16C09	Principles of Financial Management	6	86	4	3	40	60	100	4
	III	BP16A03 BP16A04 EC16A02 AM16A06	Allied - 1. Enterprise Resource Planning 2. Financial Markets and Institutions 3. Security Analysis and Portfolio Management 4. Customer Relationship Management	5	71	4	3	40	60	100	5
	III	BP16CP4	Computer Application Practical IV – Programming in C++	4	57	3	3	40	60	50*	2
	IV	NM10EVS	Environmental Studies	2	26	4	3	100	--	100	2
	IV	SB16DW01 SB16DWP1	Skill Based subject Theory Practicals	2 1	29 15	2 3	3 3	25 40	75 60	100 100	4 2
	IV		Internship Training(2 Weeks) – submission of certificate	--	--	--	--	100	--	100	2
	V		NSS, NCC, YRC and Sports & Games, Eco Watch, YI Net, Rotaract	--	--	--	--	100	--	100	1
	V		Community Oriented Service	--	--	--	--	--	--	--	Gr.
V	III	BP16C10	Software Development with Visual Basic.Net	4	56	4	3	40	60	100	4

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	TOTAL	
	III	CM16C11	Management Accounting	5	71	4	3	40	60	100	4
	III	CM16C12	Income Tax	6	86	4	3	40	60	100	4
	III	BP16E01 BP16E02 EC16E01	Elective - Business Law Company Law Banking Law and Practice	6	86	4	3	40	60	100	5
	III	BP16CP5	Computer Application Practical V– Visual Basic.Net	4	57	3	3	40	60	50*	2
		NM13IS2	Information Security (Level II)	2	26	4	-	100	-	100	Gr.
	IV	SB16DW02 SB16DWP2	Skill Based Subject Theory Practical	2 1	29 13	2 -	-- --	-- --	-- --	-- --	-- --
	III	BP11AC1 EC16AC2	Advanced Learners Course Business Communication/ Corporate Governance – Self Study	--	--	--	3	--	100	100	5*
	VI		Personality Development	--	--	--	--	--	--	--	--
	III		Online Comprehensive Examination	--	--	--	--	--	100	--	Gr .
VI	III	EC16C13	Programming with Java	5	71	4	3	40	60	100	5
	III	CM16C14	Cost Accounting	6	86	4	3	40	60	100	4
	III	BP16E03 BP16E04 EC16E02	Elective - Auditing Business Ethics Retail Management	6	86	4	3	40	60	100	5
	IV	SB16DW02 SB16DWP2	Skill Based Subject Theory Practical	2 1	29 15	2 3	3 3	25 40	75 60	100 100	4 2
	III	EC16CP6	Computer Application Practical VI – Programming with Java	4	57	3	3	40	60	50*	2
	III	EC16PROJ	Project Viva Voce	6	--	--	--	20	80	100	5

Semester	Part	Subject Code	Title of the Paper	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
								CIA	ESE	TOTAL	
	III	BP11AC3 EC14AC4	Advanced Learners Course Business Environment/ Operating System – Self Study	--	--	--	3	--	100	100	5*
			Total							3800	140

*100 Marks converted into 50

** Outside regular class hours

QUESTION PAPER PATTERN

ASSESSMENT PATTERN FOR THEORY, ACCOUNTING, FINANCE AND TAX PAPERS

CA I & II – Duration: 2 Hrs

Bloom's Category	Section	Marks	Word Limit	Total
Remember (K ₁)	A – 5*2 marks (No Choice)	10	1 or 2 sentences	50
Understand (K ₂)	B - 4 * 5 marks (No Choice)	20	250 words	
Apply, Analyse (K ₃ , K ₄)	C – 2 out of 3* 10 marks	20	500 words	

ASSESSMENT PATTERN FOR THEORY PAPERS

Model Examination & End Semester – Duration: 3 Hrs

Bloom's Category	Section	Marks	Word Limit	Total
Remember (K ₁)	A – 12 out of 15*2 marks	24	1 or 2 sentences	100
Understand (K ₂)	B – 6 out of 8 *6 marks	36	250 words	
Apply, Analyse (K ₃ , K ₄)	C – 4 out of 6* 10 marks	40	500 words	

ASSESSMENT PATTERN FOR ACCOUNTING, FINANCE AND TAX PAPERS

Model Examination & End Semester – Duration: 3 Hrs

Bloom's Category	Section	Marks		Total
Remember (K ₁)	A – 11*2 marks (No Choice)	22	1 or 2 sentences or small problems	100
Understand(K ₂)	B – 5 out of 6 *6 marks	30	250 words or problems	
Apply, Analyse (K ₃ , K ₄)	C – 4 out of 5* 12 marks	48	500 words or problems	

Question paper pattern for ALC-CA

Bloom's Category	Section	Marks	Word Limit	Total
K ₃ , K ₄	A – 4 out of 6 x 4 marks	16	250 words	25
K ₄ , K ₅	B – 1 out of 2 x 9 marks	9	500 words	

ALC - Model and End Semester Examination

Bloom's Category	Section	Marks	Word Limit	Total
K ₃ , K ₄	A – 5 out of 8 x 5 marks (Open Choice)	25	250 words	75
K ₄ , K ₅	B – 5 out of 8 x 10 marks(Open Choice) (Open Choice)	50	500 words	

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	

COMPUTER APPLICATION PRACTICALS

The computer application practical is spread over all the six semesters and end semester practical examination is conducted in the respective semester for 100 marks and converted to 50 marks. A minimum of 10 exercises will be worked out in each semester. During the end semester

practical examinations, the internal and external examiners will be setting the question paper from the list of practical in the record.

PROJECT VIVA VOCE

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.

SKILL BASED SUBJECT

Students have to select any one of the following skill based subject in the III Semester and the papers will be spread over four semesters (III, IV, V, VI semester). The exams will be conducted for these papers in the end of the IV and VI semester.

ELECTIVE PAPERS

Three options are given for the elective papers in the V and VI semester and they have to choose any one paper. Exams will be conducted in the respective semesters.

ONLINE OPEN COURSE

Open Course in the second semester to be substituted by online courses offered by various departments and students should opt any one of the course (Inter disciplinary) and completion certificate to be verified by the department and to be ensured by the end of the Semester-V.

JOB ORIENTED COURSE

Students to complete a job oriented course for 60 hours from a pool of courses offered by different departments before the end of Semester-V.

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 OBJECTIVES				
	PO1	PO2	PO3	PO4	PO5
COURSE 1 - EC16C01					
CO1	S	S	L	L	L
CO2	S	S	L	L	L
CO3	S	M	L	L	L
COURSE 2 - EC16C02					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 3- EC16CP1					
CO1	S	M	L	L	L
CO2	S	M	L	L	L
CO3	S	M	L	L	L
CO4	S	M	L	L	L
COURSE 4- EC16C03					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 5- EC16CP2					
CO1	S	S	S	S	M
CO2	S	S	S	S	M

CO3	S	S	S	M	M
COURSE 6- EC16C04					
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 7- EC16C05					
CO1	M	S	M	S	M
CO2	S	M	S	M	S
CO3	S	S	S	S	L
COURSE 8- DA16C06					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 9- EC16A01					
CO1	S	S	S	M	S
CO2	S	S	M	S	S
CO3	S	S	S	S	L
COURSE 10 - DA16CP3					
CO1	S	S	S	S	L
CO2	S	S	S	S	L
CO3	S	S	S	S	L
COURSE 11- EC16C07					

CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	L
COURSE 12- BP16C08					
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 13- CM16C09					
CO1	S	S	S	S	S
CO2	S	M	S	S	M
CO3	S	S	M	S	M
COURSE 14- EC16A02					
CO1	S	S	S	M	M
CO2	S	S	S	S	M
CO3	S	S	S	M	L
COURSE 15- BP16CP4					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 16- BP16C10					
CO1	S	S	S	S	M
CO2	S	S	S	S	M

CO3	S	S	S	S	M
COURSE 17- CM16C11					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 18- CM16C12					
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
COURSE 19- EC16E01					
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
COURSE 20- BP16CP5					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 21- EC16C13					
CO1	S	L	S	S	M
CO2	S	S	M	M	S
CO3	L	S	S	M	S
COURSE 22- CM16C14					
CO1	S	S	S	S	S

CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 23- EC16E02					
CO1	S	S	S	L	M
CO2	S	M	S	M	M
CO3	S	L	S	L	M
COURSE 24- EC16CP6					
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
EC16C01	Financial Accounting	Theory	56	4	-	4

Preamble

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

Prerequisite

- Basic knowledge in accountancy

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, Companies and inventory accounts	K2
CO3.	Examine and interpret financial reports	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Financial Accounting - EC16C01

56 Hrs

Syllabus

Unit I

(11 Hrs)

Accounting Concepts and Accounting Conventions – Journal – Ledger – Trial Balance – Final Accounts – AS 1, 5 - Depreciation – AS 6

Unit II

(11 Hrs)

Bank Reconciliation Statement – AS 27 - Consignment – Joint Venture.

Unit III (11 Hrs)

Partnership Accounts – Admission, Retirement and Death.

Unit IV (12 Hrs)

Company Accounts – Share capital: Issue and Forfeiture of Shares – Redeemable Preference Share - Debentures.

Unit V (11 Hrs)

Inventory Valuation - AS 2 – IFRS.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jain S P and Narang K L	Advanced Accountancy I	Kalyani Publishers	2015 Revised Edition
2.	Jain S P and Narang K L	Advanced Accountancy II	Kalyani Publishers	2015 Revised Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Nagarajan K.L., Vinayagam. N &P.L.Mani	Financial Accounting	Sultan Chand & Sons	2015 Revised Edition
2.	Reddy T.S & Murthy	Financial Accounting	Margham Publications	2015 Revised Edition

Pedagogy

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar.

Course Designers

- 1.Dr.P.Aishwarya
- 2.S.Kiruba Devi

Course Number	Course Name	Category	L	T	P	Credit
EC16C02	FUNDAMENTALS OF E-COMMERCE	Theory	56	4	-	4

Preamble

- To establish knowledge about computers and to acquaint the basic concepts of e-commerce.
- To instill idea of convergence of business relationship through recent technologies.
- To identify, define and differentiate the various modes of electronic commerce.

Prerequisite

- Basics of computer knowledge

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Enumerate the technological changes in trade.	K1, K2
CO2.	Explain E-commerce on business models and strategy	K1, K2
CO3.	Interpret various terminologies of electronic commerce.	K2, K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Fundamentals of E-Commerce - EC16C02 56 Hrs

Syllabus

Unit I

(11 Hrs)

Introduction to computers- Importance of Computers- Computer Applications in various Areas of Business- General Application of Computers in Various Fields. Fundamentals of Computers: Classification of Computers- Basic Principles of operation of Digital Computer-

Computer system-computer virus- Development of computers and Computer Generation-Computer Number System.

Unit II (11 Hrs)

Electronic commerce – Introduction – Business Models of e-Commerce - B2B e-commerce and EDI – Business Applications of e-commerce. Infrastructure for e-commerce – Communication networks for e-commerce.

Unit III (11 Hrs)

Network services – secure messaging – payment systems in e-commerce – Structured electronic documents.

Unit IV (12 Hrs)

e-online Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated Teller Machine(ATM)-Electronic Fund Transfer(EFT)-uses-computerization in clearing houses-Telebanking-Electronic Money Transfer(EMT)-e-Cheque-Financial Transactions Terminals - MICR Cheques-e-Banking in India. Android Applications–Introduction-Concept-Applications. V-Commerce: Introduction and Features.

Unit V (11 Hrs)

E-Commerce Technology – Security Issues in e-Commerce – Legal and Ethical Issues - Role of social media in e-Commerce Industry-M-Commerce and WAP - Mobile Commerce Risk, Security and Payment Methods - Mobile money-infrastructure and fraud prevention for M-payment - Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care.

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	R.Saravana Kumar R.Parameswaran T.Jayalakshmi	Information Technology (Unit I)	S.Chand	2015 Revised Edition
2.	V. Rajaraman	Essentials of E-Commerce Technology(Unit II,III)	PHI Learning Private Limited	2015 Revised Edition

3.	Dr.C.S.Rayudu	e-Commerce e-Business (Unit IV)	Himalaya publishing house	2015 Revised Edition
4.	Dr. U.S. Pandey Er. SaurabhShukla	e-Commerce and Mobile Commerce Technologies (Unit II,V)	S. Chand	2015 Revised Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S. Jaiswal	Doing Business on the Internet e-Commerce (Electronic Commerce for Business)	Galgotia Publications	2015 Revised Edition
2.	CSV Murthy	e-Commerce– Concepts, Models, Strategies,	Himalaya Publishing House.	2015 Revised Edition
3.	Ravi Kalakota Andrew B. Whinston	Frontiers of e-Commerce	Pearson Education	2015 Revised Edition

Pedagogy

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar.

Course Designers

1. S. Radhika
2. M. Janani

Course Number	Course Name	Category	L	T	P	Credit
EC16CP1	COMPUTER APPLICATION PRACTICAL I BUSINESS AUTOMATION	Practical	-	-	27	1

Preamble

- To give hands on training in basic computer applications.
- To inculcate programming ability to compute data.
- To practice accounting procedures and to maintain books of accounts using accounting software.
- To explore and acquire skills in computerized accounting procedures and practices for accounting needs of every commercial organization.

Prerequisite

- Basic knowledge in computers

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Familiarize with computer application packages.	K1, K2
CO2.	Automate common tasks, relate advanced analysis techniques to more complex data sets, relate worksheets, and leverage on Excel's advanced functionality to simplify the business data.	K2,K3
CO3.	Familiarize with accounting and statutory features.	K1
CO4.	Keep systematic record and to ascertain financial position of the company.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

I. OFFICE PACKAGE

WORD

1. Type a paragraph and Perform:
 - a. Font using font size, font style, line spacing tc.
 - b. Insert page numbers at the bottom right alignment
 - c. Insert header consisting of date and time, insert footer consisting of page
 - d. Numbers.
 - e. Change the paragraph into two or three columns
 - f. Check the spelling and grammar
 - g. Use bullets and numbering
 - h. Use drop cap
 - i. Find and replace a word
2. Prepare a class timetable using table option and merging cells.
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.

EXCEL

6. 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
7. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.
 8. Calculate Simple and Compound Interest.
 9. Enter the semester marks and calculate total auto-sum and average using function wizard.
 10. Sort: Sort by Color, Reverse List, Randomize List.
 11. Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data.

POWERPOINT

12. Create different slides in PowerPoint advertising a product with audio connection and present a slideshow using Custom animation and slide transition.

II. ACCOUNTING PACKAGE

13. To Create Company, Groups and Ledgers
14. To prepare Receipt & Payment voucher entries
15. To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions
16. To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions
17. To prepare Contra and Journal vouchers
18. To prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheet report and payroll statements report)
19. To calculate TDS, VAT
20. To prepare final accounts for a given trial balance
21. To prepare accounts with inventory
22. To prepare Stock Summary and Godown wise summary

Pedagogy

- Demonstration through System, Demonstration through PPT

Course Designers

1. Dr. B. Thulasipriya
2. K. Pavithra

Course Number	Course Name	Category	L	T	P	Credit
EC16C03	WEB PAGE DESIGNING	Theory	86	4	-	5

Preamble

- To introduce the concepts, terms and technologies used in web page designing.
- To provide the necessary knowledge on using the various technologies and tools for developing web sites.
- To facilitate the students to know the importance of SEO and to build e-commerce applications based on security guidelines.

Prerequisite

- Basics of computer knowledge
- Basics of HTML and CSS

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Design and develop basic web pages using HTML and CSS	K2
CO2	Develop web pages that present information, graphics and hypertext links to other web pages in a cohesive manner, and build up with peers a website using CSS structure, while demonstrating awareness of usability and other web design issues	K2
CO3	Examine and evaluate the effectiveness of a web design in respect to its context	K2 & K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

WEB PAGE DESIGNING - EC16C03

86 Hrs

Syllabus

Unit I

(17 Hrs)

Introduction to HTML – Information files creation – Web Client / Browser – Hyper Text Markup Language (HTML) – Commonly used HTML commands – Lists – Adding graphics to HTML documents – Tables – Linking Documents – Frames – Projects in HTML.

Unit II

(17 Hrs)

Cascading CSS – Introduction to CSS – Where to add CSS Rules – CSS Properties – Controlling Fonts – Text Formatting – Text Pseudo-Classes – Selectors – Lengths – Introduction to Box Model – Links – Backgrounds – Lists – Tables – Outlines - :focus and :active Pseudo-Classes Generated Content – Miscellaneous Properties – Additional Rules – Positioning with CSS. **Dynamic HTML.**

Unit III (18 Hrs)

Search Engine Optimization (SEO):- Introduction-Importance of SEO-History of Search Engines- How search Engines Operate- Crawling Techniques- Basic types of Search Tools- How People use search engines and portals- page rank- anatomy of hyperlink- keywords and Queries- How to conduct keyword research- Why site structure is important- On page optimization vs. off page optimization- critical components of optimizing a site- information architecture – How to build a Traffic Worthy Site.

Unit IV (17 Hrs)

Webhosting: - Webhost-types-VPS-Domain for a website-DNS Information- Webhost: Bandwidth- Control Panels- Statistics- uptime-Ecommerce. **Website Design:** - Introduction-Role of Website in B2C E-commerce- Website strategies and Goals- Website Specification-Design principles-push and pull approaches- E-mail- E-mail Etiquette- E-mail Security-Online Marketing and promotion. **Tools for Website Design:** - Introduction- HTML- Front page- ASP-MS-Access.

Unit V (17 Hrs)

Security Guidelines for Developing E-Commerce Applications: - Introduction- Information Security- Security Threats-Database Security-SQL Injection- Approaches to Avoid SQL Injection- HTTP Char Set- Security Checklist for web Server- Information Disclosure- Session Hijacking- Database Encryption Concepts. **E-Commerce Testing Process:-** Introduction- Setting Up an E-commerce System- Need for Testing- Types of Testing- Testing Web Tier-Testing Middle Tier- Testing Data Tier- Other Tests.

Text Book

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ivan Bayross	Web Enabled Commercial Application Development Using HTML, Java script, DHTML and PHP(Unit – I, II)	BPB Publications	2015 Revised Edition
2.	Jon Duckett	Beginning Web Programming with HTML, XHTML, and CSS (Unit-II)	Wiley India Pvt. Ltd	2015 Revised Edition
3.	Dr. Pandey U S, Er. SaurabhShukla	E-Commerce and Mobile commerce Technologies (Unit-III, IV, V)	S. Chand	2015 Revised Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Thomas A. Powell	The Complete Reference HTML & CSS	Tata McGraw-Hill	2015 Revised Edition
2.	Michele Petrovsky	Dynamic HTML in Action	Tata McGraw-Hill	2015 Revised Edition

Pedagogy

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar.

Course Designers:

1.Dr.P.Aishwarya

2.S.Radhika

Course Number	Course Name	Category	L	T	P	Credit
EC16CP2	COMPUTER APPLICATION PRACTICAL II – ADVANCED EXCEL AND WEBPAGE DESIGNING	Practical	-	-	57	2

Preamble

- To learn to use advanced functions of Excel to improve productivity, enhance spreadsheets with templates, charts, graphics, and formulas and streamline their operational work.
- To learn the language of the web: HTML and CSS.
- To develop skills in analyzing the usability of a web site. .
- To aim at making experts to design a webpage

Prerequisite

- Basic knowledge in computers and internet

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Calculate with advanced functions & formulas and organize worksheet and table data using multiple techniques.	K1
CO2.	Use knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites	K2
CO3.	Use critical thinking skills to design and create websites.	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	M	M

S- Strong; M-Medium; L-Low

Syllabus

ADVANCED EXCEL PROGRAMS

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

WEBPAGE DESIGNING PROGRAMS

7. Create a webpage using list tags for manufacturing company to publish its information on the Web to draw user attention to its list of products.
8. Design a web page using the image files according to the following specifications.
 - i) Use a Border
 - ii) Resize the height and width of image to 100 pixels
 - iii) Align the text with respect to the images.
9. Create a web page giving the following train details
 - Train name
 - Starting Place
 - Destination
 - Arrival and Departure Time
 - Fare

Place a border for the table and use cell padding to present the cell data with clarity. Align the table in the center of the screen. Use a Caption saying ‘Time Table and Fare list’.

10. Create a document with two links to an external document. The first should lead to the beginning of the external document. The second link should lead to a particular section in the external document.

11. Create a specimen of a corporate web page. Divide the browser screen into two frames.
The frames on the left will be a menu consisting of hyperlinks. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right hand side.
12. Create a web page, which accepts user information and user comments on the web site.
Design the web page using form elements and checks if all the text fields have being entered with data else display an alert.
13. Design a web page for CYBERSHOP INC, Using style sheets.
14. Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.
15. Create a web page using DIV tag in CSS.
16. Create a web page using CLASS in CSS.
17. Create a webpage using Front page with Page properties, formatting text, list, tables and images.
18. Create a webpage using front page with hyperlinks and frames.
19. Using FrontPage to design an Order Form
20. Using FrontPage to design an Biodata Form

Pedagogy

- Demonstration through System, Demonstration through PPT

Course Designers

- 1.Dr.P.Aishwarya
- 2.S.Radhika

Course Number	Course Name	Category	L	T	P	Credit
EC16C04	PRINCIPLES OF MARKETING	Theory	86	4	-	5

Preamble

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

Course Outcomes

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

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

PRINCIPLES OF MARKETING - EC16C04

86 Hrs

Syllabus

UNIT I

(17Hrs)

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

UNIT II **(17Hrs)**

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

UNIT III **(18Hrs)**

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

UNIT IV **(17Hrs)**

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

UNIT V **(17Hrs)**

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

Text book:

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

Books for Reference:

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Gupta C.B., Rajan Nair N.	Marketing Management	Sultan Chand and Sons, New Delhi	17th Edition 2016
2.	Philip Kotler, Gary Armstrong, Prafullar, Y. Agnihotri, Ehsanul. Haquer	Principles of Marketing	Pearson	13th Edition Reprint 2010

Pedagogy

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

Course Designers:

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

Course Number	Course Name	Category	L	T	P	Credit
EC16C05	CYBER LAW	Theory	86	4	-	5

Preamble

- To enlight the student's knowledge in the basics of Cyber law.
- To establish knowledge about cyber crime and cyber offences.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Explain laws governing cyberspace and analyze the role of Internet Governance in framing policies for Internet security.	K2
CO2	Illustrate the legal issues with online trading, applicable e-contracting and taxation regulations.	K2
CO3	Identify the laws related to cyber crime, patent, trade mark and international convention.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

CYBER LAW - EC16C05

86 Hrs

Syllabus

UNIT I

(17 hrs)

Cyber law- Introduction-cyber law in India- salient provisions- jurisprudence of cyber law. Cyber space-salient features of cyberspace-netizen, Cyber law in India: Need for enactment of the Information Technology Act 2000- An overview of Information Technology Act 2000.

UNIT II**(18 hrs)**

Electronic record-Attribution of electronic records- Acknowledgement of receipt-Time & place of dispatch and receipt of E- record- On line contracts- Contract under Indian Contract Act 1872- Time & place of formation of E-contract. Certifying authority- Cross Certification- Role of the certifying authority.Subscriber- Procedure- Duties- Compromise of Digital Signature Certificate.

UNIT III**(17 hrs)**

Cryptography, encryption techniques& algorithm and digital signature & electronic signature: - problems in electronic record- Requirements for an electronic record- Digital signature- Electronic signature- Difference between Digital signature& Electronic signature- Secure electronic record& secure digital signature- Privacy of online data information. Intellectual property rights- International scenario.

UNIT IV**(17 hrs)**

Cyber crime- Introduction-Classification-Prevention-Cyber crimes existing in the society- cyber contraventions under information technology Act 2000- Cyber offences under the information technology Act 2000

UNIT V**(17 hrs)**

Patent issues in digital medium- Introduction- scope- Requirement-features- International law relating to patent-International convention for the protection of new varieties of plants 1961- Patent cooperation treaty 1970- Patent law in India. Trademark issues in digital medium- Meaning- Functions-attributes-Registrable& non registrable trade mark- International law relating to trade mark- Indian law relating to trade mark.

Text Books:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Jyoti Rattan	Cyber Law& Information Technology (unit-II,III,IV,V)	Bharat Law House	8 th Edition 2016

2.	Pandey U.S. SayrabhShuklaEr.	E-commerce& Mobile commerce Technologies (unitI)	S.Chand	4 th Edition 2010
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Book for Reference:

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Sharma Vakul	Hand book of cyber law	Landmark books	2016

Pedagogy

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar.

Course Designers:

1. Ms. S.Chitra
2. Ms. M.Maheswari

Course Number	Course Name	Category	L	T	P	Credit
DA16C06	RELATIONAL DATABASE MANAGEMENT SYSTEM	Theory	71	4	-	4

Preamble

- To provide comprehensive knowledge about relational database management system
- To enlighten about 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
C01	Interpret about relational database management concepts	K1
C02	Develop the tables using normalization	K2
C03	Illustrate about the 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 - DA16C06

71 Hrs

Syllabus

UNIT I

(15Hrs)

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**(14Hrs)**

Functional dependencies - Normalization process: 1NF- Data anomalies in 1NF relations- Partial dependencies-2NF- Data anomalies in 2NF relations- Transitive dependencies- 3NF- Data anomalies in 3NF relations- Boyce-Codd normal form-Lossless or lossy decompositions- Preserving functional dependencies.

UNIT III**(14Hrs)**

The E-R model - Entities and attributes-Relationships- Normalizing the model-Table instance charts - 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**(14Hrs)**

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**(14Hrs)**

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	Author Name	Book Name	Publisher	Year and edition
1	Ramon A Mata- Toledo Pauline K Cushman	Database Management System	Tata McGraw-Hill Publishing company limited, New Delhi.	Second edition, 2010

Reference books

S.No	Author Name	Book Name	Publisher	Year and edition
1	Ramakrishnan&Gehrke	Database Management Systems	Tata McGraw Hill	2009 ,8 th Edition
2	Nilesh Shah	Database Systems using Oracle	PHI learning pvt Ltd	Second edition, 2014
3	Alexis Leon & Mathews Leon	Fundamentals of database management systems	Tata McGraw Hill	Third edition, 2011

Pedagogy

- Presentation, practice, Quiz, Assignment, Group Discussion and Seminar.

Course Designers:

1. Mrs. R.KrishnaKumari
2. Ms. R.Kalaivani

Course Number	Course Name	Category	L	T	P	Credit
EC16A01	INDUSTRIAL RELATIONS	Theory	71	4	-	5

Preamble

- To establish knowledge about company's act and to acquaint the basic concepts of Industrial Relations.
- To identify, Legal Framework of Trade Union
- To identify role of labour administration in dispute settlement

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Outlines and examines the industrial relation concept, roll and functional requirements.	K1
CO2.	Examine the theoretical aspects, problems and issues in arbitration and bargaining and models of bargaining and arbitration	K2
CO3.	Find solutions to industrial relations problems based on research and assessment of current practices..	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

INDUSTRIAL RELATIONS - EC16A01

71 Hrs

Syllabus

UNIT I

(14 Hrs)

Industrial Relations:- Introduction – Definition of Industrial Relations – Content of Industrial Relations – Objectives of Industrial Relations – Participants in Industrial Relations – change in the Role of the Three Actors – Functional Requirement for Successful IR Programme

– Industrial Relations Perspectives – The Nature of Employment Organisations – The Hawthorne studies.

UNIT II (15 Hrs)

Trade Unionism: - Definition- Principles- Significance- Objectives and Functions- History- Principal- Recognition- Multiplicity- Features and Weaknesses- Essentials of a successful Trade Union- What a trade union should do – Recommendations of the National Commission on Labour. **Collective Bargaining:-** Definition- features- significance and objectives -Extent and scope – The Bargaining Area – Coverage of Issues – Prerequisites – Hindrances – Practices and Procedures – Bargaining Procedure – Labor Agreement – Process – Work in India – Types of Agreements – Arbitration and Collective Bargaining.

UNIT III (14 Hrs)

Participative Management:-Meaning – Difference - Managerial Philosophy – Decision Making – Forms – Evolution – Objectives – Workers participation in India – Government Approaches – Hurdles. Employee Grievance:- Definition – Approaches – Causes – Effects – handling Grievance – Discovery – Process – Steps – Do’s and Don’ts – Grievance and Industrial Relations.

UNIT IV (14 Hrs)

Industrial Disputes: Prevention: - Forms – Types – Causes – Conflict Resolution – Preventive Process – Labour Administration Machinery. Disciplinary Proceedings: - Statutory set up before 1971 – ID(Amendment) Act, 1982 – Principles of Natural justice – steps.

UNIT V (14 Hrs)

Industrial Relations: Settlement – process – Reference of Disputes to Boards, Courts, or Tribunals – Other Statutory Measures – Role of Players. Future Scenario of Union-Management Relationship:-Concepts and values – Industrial Relations Environment in India – Upcoming Challenges – HRD Dimension – Managing for Good Industrial Relations.

Text Book:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Industrial Relations	MonalArora	Excel Books	Current Edition

Books for Reference:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Modern Industrial Relations And Labour Laws	Jain And Bhola	Regal Publication - New Delhi	Current Edition
2.	Industrial Relations And Labour Welfare	Sivarethinamohan,R	Phi Learning Private Limited	Current Edition

Pedagogy

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar.

Course Designers:

1. Mrs.M.Bhuvanewari
2. Mrs.S.Radhika

Course Number	Course Name	Category	L	T	P	Credit
DA16CP3	COMPUTER APPLICATION PRACTICAL III – DATABASE PROGRAMMING	Practical	-	-	42	1

Preamble

- 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	Relate the access database application environment and queries using built-in functions and operators	K1
CO2	Enumerate and demonstrate the database in Access in SQL	K2
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	L
CO2	S	S	S	S	L
CO3	S	S	S	S	L

S- Strong; M-Medium; L-Low

COMPUTER APPLICATION PRACTICAL III – DATABASE PROGRAMMING - DA16CP3 **42 Hrs**

Syllabus

1. Normalize and form a table structure for Student, Employee and Product.

ACCESS

1. Create a table using Design View and Table Wizard for Student Database and enter values.

STRUCTURED QUERY LANGUAGE (SQL)

- 1) Data Definition Language

Table: Student

Regno number (5) primary key

Studname varchar2 (15)

Gender char (6)

Deptname char (15)

Address char (25)

Percentage number (4, 2)

Queries:

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

2) Data Manipulation Language

Table: Student

Regno number (5) primary key

Studname varchar2 (15)

Gender char (6)

Deptname char (15)

Address char (25)

Percentage number (4, 2)

Queries:

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

3) Create an Employee table with following field.

Eno number (5) primary key

Ename varchar2 (20) not null

Deptnonumber (2) not null

Desig char (10) not null

Sal number (9, 2) not null

Comm.Number (7, 2) null

Queries:

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

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

Compid number (6) primary key

Compname varchar2 (15) not null

Proprietor varchar2 (15) not null

Address varchar2 (25) not null

Supname varchar2 (15)

Noofempl number (4)

GPPercent number (6, 2)

Queries:

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

5) Create a student table with the following fields

Stuno number (5) primary key

Stunm Varchar2 (20)

Age number (2)

Mark1 number (3)

Mark2 number (3)

Mark3 number (3)

Queries:

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

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)

Netpaynumber (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:

- Insert the records into the table.
- Describe the structure of the table.
- Display the records of Deposit and Loan.
- Find the number of loans with amount between 10000 and 50000.
- List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
- Find the average account balance at the Coimbatore branch.
- Update deposits to add interest at 5% to the balance.
- Arrange the records in descending order of the loan amount.
- 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.Mrs.A.Meenakshi

2.Mrs. A. AnuMenon

Course Number	Course Name	Category	L	T	P	Credit
EC16C07	E-COMMERCE TECHNOLOGY	Theory	71	4	-	4

Preamble

- To demonstrate an awareness of the main components and concepts of e-commerce, and the vital role it plays in modern business practice.
- To understand the basic concepts in E-Commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Design and implement an e-commerce application with a shopping cart.	K1
CO2.	Explain the effectiveness of network computing and cloud computing policies in a multi- location organization.	K2
CO3.	Analyze real business cases regarding their e-business strategies and transformation processes and choices.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
C01	S	S	S	S	S
C02	S	S	S	S	S
C03	S	S	S	M	L

S- Strong; M-Medium; L-Low

E-COMMERCE TECHNOLOGY - EC16C07

71 Hrs

Syllabus

UNIT I

(14 Hrs)

Electronic Commerce Framework – Electronic Commerce and Media convergence. The Network Infrastructure for Electronic Commerce: Components of the I-Way-Network Access Equipment-Global Information Distribution Networks. The Internet as a Network Infrastructure: Internet Terminology-NSFNET- National Research and Educational Network

UNIT II

(14 Hrs)

Electronic Payment Systems: Overview of Electronic Payment Systems – Smart card and e-Payment system – Credit Cards based e-Payment system, risk and e-Payment system, Designing e-Payment system. Corporate Digital Library: Dimension of Internal Electronic Commerce Systems- Types of Digital Documents- Issues behind Document Infrastructure. Corporate data Warehouses.

UNIT III

(15 Hrs)

Internet Payment System: Characteristics of Payment system – 4C Payment methods – SET Protocol for credit card payment – e-Cash – e-Check – Micropayment system – Overview of smart card and Mondex. e-Services: Categories of e-Services – Web enabled services – Match making services – Information selling on the web – e-Entertainment – Auctions & other specialized services. E-Governance.

UNIT IV

(14 Hrs)

Consumer oriented e-Commerce: Introduction – Traditional retailing and e-Retailing – Benefits of e-Retailing – Key success factors – Models of e-Retailing – Features – Developing a consumer oriented e-Commerce system – The PASS Model. Business oriented e-Commerce: Features – Business Models – Integration. Examples of the types of e-Commerce: Intel - Amazon – e-bay – Priceline.

UNIT V

(14 Hrs)

Web advertising and Web publishing: Traditional Vs. Internet advertising – Internet advertising techniques and strategies – Business models for advertising and their revenue streams – Pricing models – Web publishing – Website development methodologies – Logical design of the user interface I & II – Usability testing and quality assurance – Web presence and visibility. Step by step exercise for building the Virtual Book Store(VBS).

Text Books:

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Unit I & II Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2013, V Edition
2.	Unit III, IV & V Henry Chan, Raymond Lee, Tharam Dillon and Elizabeth Chang	E- Commerce Fundamentals and Applications	Wiley India Pvt. Ltd.	Third reprint 2007
3.	Unit III – e- Governance & Unit IV – Intel Kamlesh K Bajaj and Debjani Nag	e-Commerce the cutting edge of business	Tata McGraw Hill	Sixth reprint 2008

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	P.T. Joseph	Electronic Commerce–A Managerial Perspective	Pearson Education,	Current Edition
2.	CSV Murthy	E-Commerce – Concepts, Models, Strategies	Himalaya Publishing House.	1 st Ed 2011
3.	Schneider	E-Commerce Business Technology. Society,	Thomson Publication	Current Edition

Pedagogy

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

Course Designers:

1. Mrs.D.Vanisree
2. Dr.P.Aishwarya

Course Number	Course Name	Category	L	T	P	Credit
BP16C08	OBJECT ORIENTED PROGRAMMING WITH C++	Theory	71	4	-	4

Preamble

- To understand the concepts of object oriented programming.
- To develop programming skills in C++ language.

Course Outcomes

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

COS Number	CO Statement	Knowledge Level
CO1	Explain the concepts of Object Oriented Programming in C++	K2
CO2	Summarize the functions and operators used in C++	K2
CO3	Develop program involving classes and objects.	K3
CO4	Constructs programs involving C++ concepts	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

OBJECT ORIENTED PROGRAMMING WITH C++ - BP16C08

71 Hrs

Syllabus

Unit I

(14Hrs)

Principles of Object Oriented Programming – A Look at Procedure and Object Oriented Programming Paradigm – Basic Concepts of Objects Oriented Programming – Benefits of OOP – Object Oriented Languages – Application of OOP – Beginning with C++ – What is C++ – Application of C++ – C++ Statements – Structure of C++ Program.

Unit II

(14Hrs)

Tokens, Expressions and Control Structures – Tokens – Keywords – Identifiers – Basic and User Defined Data Types – Operators in C++ – Operator Overloading – Operator Precedence – Control Structures. Functions in C++ – The Main Function – Function Prototyping

– Call by Reference – Return by Reference – Inline Functions. Function overloading – friend and virtual functions.

Unit III (15Hrs)

Classes and Objects – Introduction – Specifying A Class – Defining A Member Function – Static Data Members – Arrays of Objects – Objects as Function Arguments – Friendly Function – Pointers to Members. Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Destructors.

Unit IV (14Hrs)

Operator Overloading – Type Conversions – Introduction – Defining Operator Overloading – Overloading : Unary and Binary Operators – Overloading Binary Operators Using Friends – Manipulation of String Using Operators – Rules for Overloading Operators – Types Conversions – Inheritance – Extending Classes – Defining Derived Classes – Single, Multilevel, Multiple, Hierarchical and Hybrid Inheritance – Virtual Base Classes – Abstract Classes.

Unit V (14Hrs)

Pointers, Virtual Functions and Polymorphism – Pointers to Objects – Pointers to Derived Classes – Virtual Functions. Working With Files – Classes For File Stream Operations – Opening and Closing of a File – File Pointers and their Manipulation – Sequential I/O Operations.

Text Book:

S.No	Author	Title of the Book	Publisher	Year & Edition
1.	Balaguruswamy.E	Object Oriented Programming with C++	Tata McGraw Hill Publishing Co. Ltd	6 th Edition, 2013

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

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

Course Designers:

- 1.Ms.S.Sangeetha
- 2.Mrs.D.Vanisree

Course Number	Course Name	Category	L	T	P	Credit
CM16C09	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 its application for managerial decision making.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
C01	Define and identify the concepts of Financial Management	K1
C02	Interpret financial statements for strategic decision making	K2
C03	Apply and practice concepts to enable financial planning	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

PRINCIPLES OF FINANCIAL MANAGEMENT - CM16C09

86 Hrs

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 – Capitalisation – 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

S.No.	Author name	Title of the book	Publisher	Year &Edition
1	Shashi .K.Gupta Sharma R.K	Financial Management	Kalyani Publishers	7 th Edition, 2014

Books for Reference

S.No.	Author name	Title of the book	Publisher	Year &Edition
1	Khan&Jain	Financial Management	Tata McGraw Hill	6 th Edition, 2017
2	Maheshwari S.N	Financial Management	Sultan Chand & Sons	14th Edition, 2014

3	Pandey I.M	Financial Management	Vikas publishing House Ltd	4 th Edition, 2013
4	Prasanna Chandra	Financial Management	Tata McGraw Hill	4 th Edition, 2017

Pedagogy

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

Course Designers:

1. Mrs.S.Dharchana
2. Mrs.S.Manasha

Course Number	Course Name	Category	L	T	P	Credit
EC16A02	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	Theory	71	4	-	5

Preamble

- To obtain information about the financial position of the investor and his ability to assume risk.
- To formulate objective ideas and philosophies concerning the various types of securities
- To know about the behavior of security market, approach to valuation and portfolio management

.Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Examine the government securities issued from time to time and the yield structure of the government securities.	K1
CO2	Direct attention towards the problem of portfolio management both in theory and in practice	K2
CO3	Manipulate the foreign portfolio investment as an alternative source of financing with a higher future potential.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
C01	S	S	S	M	M
C02	S	S	S	S	M
C03	S	S	S	M	L

S- Strong; M-Medium; L-Low

SECURITY ANALYSIS & PORTFOLIO MANAGEMENT - EC16A02**71 Hrs****Syllabus****UNIT I****(14 Hrs)**

Investments: Nature and scope-Investment and Speculation – Feature of an investment programme - Investment Process – Stages in investment – Element of investment – Approaches to Investment. Returns - Risk: Risk Classification – systematic, unsystematic risk Measurement - investor's attitude towards return and risk.

UNIT II**(15 Hrs)**

Investment Alternatives: Investor Classification- Bonds –features of Bonds – Types, Classification– Evaluation. Analysis of Preference Shares – Equity Shares – Derivatives: Futures and Options. Government Securities - insurance, investment in mutual funds, land, Gold, Silver, Diamonds, Antiques.

UNIT III**(14 Hrs)**

Fundamental Analysis: Economic analysis - Industry analysis – Company Analysis – Company Financial Statement – Ratio Analysis – Book value – Market Value of Shares – Growth Share, Income Shares. Technical Analysis: Assumptions – Dow Theory Charts and Signals – Technical Indicators.

UNIT IV**(14 Hrs)**

Efficient Market Theory: Weak Form – Semi Strong form-Strong form of Market-Portfolio Analysis: Traditional Vs Portfolio Analysis - Markowitzs theory – Sharp Ideal Index.

UNIT V**(14 Hrs)**

Portfolio Selection– factor – Internal Diversification. Portfolio techniques - Formula Plans- Constant Rupee Value – Constant Ratio – Variable Ratio – Rupee Cost Averaging.

Text Book:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Investment Management- Security Analysis & Portfolio Management	Preeti Singh	Sultan Chand & Sons, New Delhi	Current Edition
2.	Security Analysis and Portfolio Management	S. Kevin	PHI Publications	Second Edition

Books For Reference:

Sl.No.	Title of the Book	Author Name	Publisher	Year and Edition
1.	Security Analysis & Portfolio Management	Donald & Fischer	Prentice hall, Delhi	Current Edition
2.	Portfolio Management.	K. Bhalla	S.chand Publishers	Current Edition
3.	Portfolio Management	Prasanna Chandra	Tata MC grawhill Publishers	Current Edition
4.	Security Analysis & Portfolio Management	PunithavathyPandian	Vikas Publishers	Current Edition

Pedagogy

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

Course Designers:

1. Mrs.S.Sangeetha
2. Dr.P.Aishwarya

Course Number	Course Name	Category	L	T	P	Credit
BP16CP4	COMPUTER APPLICATION PRACTICAL IV - PROGRAMMING IN C++	Practical	-	-	57	2

Preamble

- To inculcate C++ programming ability among the students.
- To provide knowledge about the implementation of C++ concepts in to programming

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Demonstrate C++ Programming Structure	K2
CO2.	Apply operators and functions of C++	K3
CO3.	Illustrate the object oriented concept in programming	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

COMPUTER APPLICATION PRACTICAL IV - PROGRAMMING IN C++ - BP16CP4 **57Hrs**

Syllabus

1. Odd and Even series
2. Maximum and Minimum Numbers
3. Arithmetic operations using member functions
4. Students details
5. Details of manager using array of objects
6. Computation of mean values using friend function
7. Swapping of two values using friend function

8. Static Member function using static data member
9. Sum of two complex numbers using constructors
10. String Manipulation using dynamic constructors
11. Destroy the object using Destructors
12. Simple and compound interest using Single Inheritance
13. Calculation of Depreciation
14. Hybrid Inheritance
15. Virtual Functions

Pedagogy

Demonstration through System, Demonstration through PPT

Course Designers

1. Ms.S.Sangeetha
2. Mrs.D.Vanisree

Course Code	Course Name	CATEGORY	L	T	P	CREDIT
BP16C10	SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET	Theory	56	4	-	4

Preamble

- 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	K1
CO2	Demonstrate Visual basic .net Programming controls	K2
CO3	Examine about various Built in Functions	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

SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET - BP16C10 56 Hrs

Syllabus

UNIT I

(12 Hrs)

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 Explores – Setting the Startup

Object – Writing an Event Procedure – Executing the Project Using Explorer – The Standard
Toolbar

UNIT II **(11 Hrs)**

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 **(11 Hrs)**

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 – Nesting for loop – Arrays –Control
Arrays.

UNIT IV **(11 Hrs)**

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.

UNIT V **(11 Hrs)**

Built-in Functions: Mathematical functions – Strings functions – Date & Time function –
Data type conversion functions – Financial functions – Option statements

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	ShirishChavan	Visual Basic .Net	Pearson Education,Pvt. Ltd	2010,4 th edition

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
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

- Lecture, Assignment, Group Discussion, Power Point Presentation and Seminar

Course Designers:

- 1.Dr. A.Meenakshi
- 2.Mrs. M. Prem Grace

Course Number	Course Name	Category	L	T	P	Credit
CM16C11	MANAGEMENT ACCOUNTING	Theory	71	4	-	4

Preamble

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

Prerequisite

- Basic Knowledge in Financial Statements

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

MANAGEMENT ACCOUNTING - CM16C11

71 Hrs

Syllabus

UNIT I

(15 Hrs)

Management Accounting- Meaning, Objectives & Scope - Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting.

Financial Statement and their importance- Tools for Analysis and Interpretation- Common Size Statements, Comparative statement and Trend Analysis

UNIT II (14 Hrs)

Ratio Analysis - Significance of Ratios - Ratios for Long term and Short term - Financial Position – Profitability, Liquidity - Uses and Limitations of Ratios

UNIT III (14 Hrs)

Fund Flow & Cash Flow Analysis – AS 3

UNIT IV (14 Hrs)

Budgeting and Budgetary Control - Definition, Importance, Essentials and Classification of Budgets, Master Budget, Preparation of Different Budgets- Budgetary control-Steps in Budgetary Control – Zero Base Budgeting.

UNIT V (14Hrs)

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

Distribution of Marks Theory 20% and Problems 80%

Text Book:

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

Books for Reference:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Jain and Narang	Cost and Management Accounting	Kalyani Publishers	2013, 21 st Edition

2	Maheswari S.N	Management Accounting	Sultan Chand and Sons	2013, Reprint
3	Reddy T.S and Reddy H.P	Management Accounting	Margham Publications	2013, VIII Edition

Pedagogy

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

Course Designers

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

Course Number	Course Name	Category	L	T	P	Credit
CM16C12	INCOME TAX	Theory	86	4	-	4

Preamble

- To state the laws relating to income tax and procedures.
- To equip the students with revised provisions of The Income Tax Act of 1961.
- To lay down a foundation for computing gross total income, rebate and the total tax liability of an individual.

Prerequisite

- Basic knowledge in accountancy and tax related concepts

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

INCOME TAX - CM16C12

86 Hrs

Syllabus

UNIT I

(17 Hrs)

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

UNIT II (18 Hrs)

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

UNIT III (17 Hrs)

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

UNIT IV (17 Hrs)

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

UNIT V (17 Hrs)

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

Note: 20% theory and 80% problems

Text Book

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

Reference Books

Sl.No.	Author Name	Title of the Book	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

Pedagogy

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

Course Designers

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

Course Code	Course Name	Category	L	T	P	Credit
EC16E01	BANKING LAW AND PRACTICE	Theory	86	4	-	5

Preamble

- To update the students with the knowledge of banking law.
- To create awareness among the students in commercial bank lending policies.
- Students will get exposure for banking operations.

Prerequisite

- Basic knowledge in practical applications of banking aspects in real life situations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Conversant with banking law's historic development and shaped towards bank regulatory regime.	K1
CO2	Familiar with and able to navigate the various overlapping legal and regulatory regimes applying to banks and bank holding companies.	K2
CO3	Knowledgeable of the root causes of bank panics and wholesale runs and the regulatory framework which has evolved to address this systemic risk.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

BANKING LAW AND PRACTICE - EC16E01

86 Hrs

Syllabus

UNIT I

(17 Hrs)

Banking system in India-Commercial Banks- New Private Banks- the Co-operative Banks – The Regional Rural Banks – Unit Trust of India – Reserve Bank of India: Reserve Bank as Banker to government – Reserve Bank as Banker to Bank – Relationship between Reserve Bank and Commercial Banks

UNIT II

(17 Hrs)

Special Type of Bankers Customers - Negotiable Instruments Act, 1881 – Endorsement-meaning Definition – Legal Provisions regarding Endorsement- General Rules regarding the form of Endorsement – Regular Forms of Endorsement – Kinds of Endorsement.

UNIT III

(17 Hrs)

Crossing of Cheques-types – Liability of paying banker on Crossed cheques – Not negotiable crossing- Account payees Crossing – Double Crossing – Obliterating Crossing- Opening of Crossing- Payment of Cheques – Precautions to be taken by the paying banker- Statutory protection to the paying banker – When the banker must refuse Payment of cheques- Suitable replies to dishonored cheques – Collection of cheques- Bills of Exchange and promissory notes-kinds of bills of exchange – Present of Bills of Exchange.

UNIT IV

(17 Hrs)

Secured Advances – Modes of Creating Charge – Lien – Pledge- Hypothecation- Mortgage- - forms of Mortgages – Legal Mortgage Vs Equitable Mortgage- Sub Mortgage- Assignment.- Types of securities – General principles of secured advances – Advances against Goods – Advances against Documents of title to goods- Advances Against Stock exchange Securities ,government Securities, Corporate securities, Advances against real estate – advances against Fixed deposit receipts – Advances Against book debts – Advances against supply bills – Advances against Gold Ornaments and Jewellery.- NEFT,SWIFT,IMPS.

UNIT V

(18 Hrs)

Letter of Credit-Travellers letter of credit – Letters of Commercial Credit- Types of of Letters of Commercial Credit- Transfer Guarantee for the Confirming Bank- The Liability of the issuing Banker – Opening of letter of credit- Uniform Customs and Practice for Documentary Credits- Guarantee – Liability of the Surety- Rights of Surety-Purchase and Discounting Bills-

Collection of Bills- Sanctioning credit limits for purchase or Discounting of bills- renewal of Credit limits for Bills – Discounting of Bills of India – Bills Rediscounting Scheme.

Note: 100% theory

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	P.N Varshney	Banking Law and Practice (Unit I – V)	Sultan Chand & sons	Revised Edition 2012

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.N. Maheswari	Banking Theory, Law and Practice	S. Chand & Co. Ltd.	Ninth Edition 2010
2.	Tannanm.Lrt. Honourable , M.R.Tayakar	Banking Law And Practice In India	Thacker And Co Ltd - Bombay	23 rd Edition Reprint 2012

Pedagogy

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

Course Designers

1. Ms.M.Bhuvaneshwari
2. Ms.S.Chitra

Course Code	Course Name	Category	L	T	P	Credit
BP16CP5	COMPUTER APPLICATION PRACTICAL V-VISUAL BASIC.NET	Practical	-		57	2

Preamble

- 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	Name the VB.Net application to implement the different controls	K1
CO2	Enumerate and demonstrate the various control structures in VB. Net	K2
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

**COMPUTER APPLICATION PRACTICAL V-VISUAL BASIC.NET -
BP16CP5**

57 Hrs

Syllabus

- Write a program to generate prime numbers.
- Write a program for calculator using VB.Net
- Write a VB.Net application to calculate Simple Interest
- 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.
- 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.

Pedagogy

- Lecture , Demo in System

Course Designers:

1. Mrs. A.Meenakshi
2. Ms. A. AnuMenon

SEMESTER : V
ADVANCED LEARNERS COURSE :
TITLE : **BUSINESS COMMUNICATION**
SUBJECT CODE : **BP11AC1**
CREDITS : **5**

Objectives:

- To enhance the knowledge with regard to effective communication
- To develop letter writing skills

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Text Book

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

Books for Reference

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

SEMESTER : V
ADVANCED LEARNERS COURSE : 2
TITLE : CORPORATE GOVERNANCE

SUBJECT CODE : EC16AC2
CREDITS : 5

Objectives:

- To analyse corporate governance mechanism and principles
- To understand the code and guidelines of corporate governance

UNIT – I

Corporate Governance – Introduction – People Orientation of Public Governance- Different Systems in Public Governance- Structure of Public and Corporate Governance- Comparison between Corporate Governance and Public Governance- History of Corporate Governance – Concept of Corporate Governance & Stakeholder.

UNIT – II

Corporate Governance Mechanism and Overview – 4 P’s of Corporate Governance- Wealth Creation, Management and Distribution – Disclosure in Offer Documents- Clause 49.Principles of Corporate Governance – Introduction – OECD Principles of Corporate Governance – Annotations to the OECD Principles of Corporate Governance. – Issues Related to Corporate Governance- Introduction – Need for Good Corporate Governance- Role and Responsibilities of Investors- Competency and Training.

UNIT – III

Decision System- Role of the Directors and Management – The Board Performs its Oversight Function- Relationships with Stockholders and other Constituencies-Corporate capital and its property rights- Mechanism and control -Systemic Problem of Corporate Governance- Introduction and History- Code of Business Conduct- Code of Business Ethics. – Corporate Social Responsibility- Introduction – Implementation Generate Business Benefits.

UNIT – IV

Codes and Guidelines- Guidelines for Person in charge – Duties and Responsibilities of Person in charge- General Code of Corporate Governance- Guidelines- Rules and Regulations – Enforcement of Regulations- e-Governance.

UNIT – V

International Corporate Governance –Germany – France- United Kingdom- USA-
Corporate Governance in leading Indian Companies.

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Swami Parthasarathy	Corporate Governance	New Delhi : Biztantra	Fifth edition reprint 2008

Reference Books

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Kesho, Prasad	Corporate Governance	New Delhi : Prentice Hall India	Fourth edition 2006
2.	Singh.S	Corporate Governance	New Delhi : Excel Books	Third edition 2010

Course Code	Course Name	Category	L	T	P	Credit
EC16C13	PROGRAMMING WITH JAVA	Theory	71	4	-	5

Preamble

- It helps the students to understand the fundamentals of Java Programming,
- To enable the students to design web page using Applets.

Prerequisite

Basic knowledge in programming

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Apply object oriented programming concepts in problem solving.	K1, K2
CO2	Design, create, build, and debug Java applications and applets.	K2
CO3	Understand the principles of inheritance, packages and interfaces.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

PROGRAMMING WITH JAVA - EC16C13

71 Hrs

Syllabus

UNIT I

(14 Hrs)

Java Evolution: History – Features – Difference from C and C++ - Java and Internet – Java and World wide web – Web Browsers – Hardware and Software Requirements – Java Support Systems – Java Environment. **Overview of Java Language:** Introduction – Simple Java Program – Java Program Structure – Java Tokens – Java Statements – Installing and Configuring Java – Implementing a Java Program – Java Virtual Machine. **Classes, Objects and Methods:**

Defining a class – Field – Methods Declaration – Creating objects – Accessing class members – Constructors – Method overloading – Inheritance – Overriding methods.

UNIT II

(14 Hrs)

Constants, Variables and Data types: Constants – variables – Data types – Declaration of variables. **Operators and Expressions:** Introduction – (Arithmetic, Relational, Logical, Assignment, Increment and Decrement, Conditional, Bitwise, Special operators)* – Arithmetic Expressions – Evaluation – precedence – Mathematical functions. Decision Making and Branching , Decision Making and Looping. Arrays, Strings – One-dimensional array – Creating an Array – Two Dimensional Arrays – Strings.

UNIT III

(15 Hrs)

Interfaces: Multiple Inheritance – Defining Interface – Extending – Implementing – Accessing Interface variables. **Packages: Putting Classes Together** – Java API Packages – Using system packages – Naming Conventions – Creating, Accessing, Using, Adding a class to package –Hiding packages. **Multithreaded Programming:** Creating Threads – Extending the Thread Class – Stopping and Blocking a Thread – Lifecycle of a Thread – Using Thread Methods. **Managing Errors and Exceptions:** Types of Errors – Exceptions – Syntax of Exception Handling Code.

UNIT IV

(14 Hrs)

Applet Programming: Difference of Applets from Applications – Preparing to write Applet – Building Applet Code – Applet Life Cycle – Creating an Executable Applet – Designing a Web Page – Applet Tag – Adding Applet – Running – More about applet tag. **Graphics Programming:** The Graphics Class – Lines and Rectangles – Circles and Ellipses – Drawing Arcs – Drawing Polygons – Line Graphs – Control loops in applets – Bar Chart.

UNIT V

(14 Hrs)

Managing Input/ Output files in Java- Concepts of streams, stream classes- creation of files- Reading/Writing Characters and Bytes- Handling primitive data types - Random access files- Interactive Input and Output

***Self Study**

Text Book

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	E. Balaguruswamy	Programming with Java – a primer	Tata Mcgraw Hill	5 th Edition, 2014

Books for Reference

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	Kathy Sierra, Bert Bates	Head First Java	O'Reilley Media Inc	Second Edition

PEDAGOGY

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

Course Designers

1. Dr. L. S. Sindhuja
2. Mrs. M. Sumathi

Course Number	Course Name	Category	L	T	P	Credit
CM16C14	COST ACCOUNTING	Theory	86	4	-	4

Preamble

- To provide an in depth study of the Cost Accounting Principles and Techniques for identification, analysis and classification of cost components
- To Explain the basic concepts and processes in determination of cost of products and services
- To facilitate managerial decision making process

Prerequisite

- Knowledge on Classification of Material, Labour and Overheads

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand and explain the conceptual framework of Cost Accounting	K1 & K2
CO2	Familiarize concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies	K2
CO3	Provide an in depth knowledge on cost ascertainment. And to identify the areas of application of costing techniques.	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (18Hrs)

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

Unit II (17 Hrs)

Materials – Purchasing of Materials, Procedure and Documentation Involved in Purchasing – Requisitioning for Stores – Methods of Valuing Material Issues – Maximum, Minimum & Re-ordering Levels – EOQ – Perpetual Inventory.

Unit III (17 Hrs)

Labour – Systems of Wage Payment, Idle Time, Control Over Idle Time – Labour Turnover

Unit IV (17Hrs)

Overhead – Classification of Overhead – Allocation and Absorption of Overheads. Activity Based Costing.

Unit V (17Hrs)

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

Distribution of Marks Theory 20% and Problems 80%.

Text book:

S. No	Authors	Title	Publishers	Year of Publication
1.	Jain and Narang	Cost Accounting	Kalyani Publishers	Reprint2015

Books for Reference:

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

Pedagogy

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

Course Designers

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

Course Code	Course Name	Category	L	T	P	Credit
EC16E02	RETAIL MANAGEMENT	Theory	86	4	-	5

Preamble

- To provide a strong foundation in fundamental retailing concepts, strategic planning, sales attitude and service.
- To understand the importance of merchandising and pricing within the business.
- To learn about customer behavior trends, how to target customers and collect information to help you appeal to your customer and to understand the logistics of supplying and receiving stock

Prerequisite

- Basic knowledge on retailing and customer buying behaviour.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the retail marketing concepts and customer buying behavior concepts	K1
CO2	Acquire knowledge on retail franchising and merchandising	K2
CO3	Gain expertise in retail store operations and financial aspects of retailing	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

RETAIL MANAGEMENT - EC16E02

86 Hrs

Syllabus

Unit I

(17 Hrs)

Retailing-Introduction-meaning-significance- functions of retailing. 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.

Unit II

(17 Hrs)

Customer Buying Behaviour-Need-Factors influencing the retail shopper- Customer Decision Making Process. **Retail Strategy**- definition-identifying options-setting objectives-develop strategic plan.

Retail Franchising-evolution-types- advantages and disadvantages of franchising- International Franchising scene- Franchising in India. **Retail Store Location**- types of retail locations- methods of evaluating a trading area- trends in retail Property development in India.

Unit III

(17 Hrs)

Retail Merchandising- evolution-factors affecting the merchandising function- merchandiser role and responsibilities- concept of Life Style Merchandising.

Retail Pricing-concept of retail price-determining the price-retail pricing policies-ABC analysis, Sell Through Analysis, Multiple Attribute method- margin return on investments.

Unit IV

(17 Hrs)

Organization Structure- Creating organization structures-Human Resource management in Retail-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. **Financial Aspects of retail**- retail economics –measures of performance-measures of performance evaluation.

Unit V

(18 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 – Integrated Marketing Communication.

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

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	SwapnaPradhan	Retailing Management Text and cases	Tata McGraw Hill Publishing Company LTD,New Delhi.	2012 ,2 nd Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Andrew. J.Newman and Peter Cullen	Retailing Environment and Operations	Vikas Publishing House Pvt, ltd, Delhi	2014, 9 th Edition.
2.	David Gilbert	Retail Marketing management	Pearson Publications, England	2003, 3 rd reprint
3.	Michael Levy, Barton.A.Weitz, Ajay Pandit	Retailing management	Tata McGraw Hill	2014, 7 th reprint

PEDAGOGY

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

Course Designers

1. Ms.M.Maheshwari
- 2.M.Shobana

Course Code	Course Name	Category	L	T	P	Credit
EC16CP6	COMPUTER APPLICATION - PRACTICAL VI – PROGRAMMING WITH JAVA	Practical	-		57	2

Preamble

- To inculcate the Java programming among the students.
 - To provide knowledge about the implementation of applets and scripts in web pages.

Prerequisite

Basic knowledge in programming

Course Outcome

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basics of Java programming, multi-threaded programs and Exception handling	K2
CO2	Develop the skills to apply OOP in Java programming in problem solving	K3
CO3	Utilize the GUI components and scripts in web pages	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

**COMPUTER APPLICATION - PRACTICAL VI – PROGRAMMING WITH
JAVA - EC16CP6**

57Hrs

Syllabus

1. Write a java program to calculate the area of triangle, parallelogram and rectangle.
2. Write a java program to swap two numbers.
3. Write a java program to calculate Depreciation.
4. Write a java program to concatenate string using for loop.
5. Write a java program to find the array of string.
6. Write a java program to perform string manipulation.
7. Write a java program to find sum and product of a given digit.
8. Write a java program to calculate cube using packages.
9. Write a java program to implement the concept of inheritance with bank operations.
10. Write a java program to perform the exception handling.
11. Write a java program to depict applet life cycle.
12. Write a java program to draw shapes and to display image using applet.
13. Write a java program to display Personal information using applets.

Pedagogy

Demonstration through System, Demonstration through PPT

Course Designers

1. Dr. L. S. Sindhuja
2. Mrs. A. Anitha Begum

SEMESTER : **VI**
ADVANCED LEARNERS COURSE : **3**
TITLE : **BUSINESS ENVIRONMENT**

SUBJECT CODE : **BP11AC3**

CREDITS : **5**

Objectives

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Text Book

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

Books for Reference

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

SEMESTER : **III**
ADVANCED LEARNERS COURSE : **4**
TITLE : **OPERATING SYSTEM**

SUBJECT CODE : **EC14AC4**
CREDITS : **5**

Objectives

- To gain knowledge on distributed operating system concepts that includes architecture, mutual exclusion algorithms and deadlock detection algorithms
- To learn programmatically to implement simple OS mechanisms

UNIT I

Fundamental Concepts: What is an OS- Goals of an OS- Operating of an OS- Resource allocation and related functions- User Interface Related Functions. Overview of OS: Classes of Operating Systems-OS and to Computer Systems- Batch Processing System – Multiprogramming Systems – Time Sharing Systems- Real Time Operating Systems- Distributed Operating Systems.

UNIT II

Structure of OS: Operating of an OS- Structure of the Supervisor- Configuring and Installing the Supervisor- Operating Systems with Monolithic Structure – Layered Design – Virtual Machine Operating Systems – Kernel Based Operating Systems- Micro Kernel Based Operating System- Architecture of Window 2000.

UNIT III

Memory Management: Memory Allocation of Program- Memory Allocation Preliminaries. Virtual Memory: Virtual Memory Basics- Virtual Memory Using Paging-Demand Paging-Page Replacement Policies-Memory Allocation to a Program-Page Sharing-Unix Virtual memory-Virtual memory in Windows 2000 – Virtual memory using segmentation.

UNIT IV

File System: File Systems and IOCS-files and directories-overview of I/O Organizations-Fundamental File Organisation. Scheduling: Fundamentals of Scheduling-Long Term Scheduling – Medium and Short Term Scheduling – Real Time Scheduling

UNIT V

Deadlocks: Definition-Deadlocks in Resource Allocation- Characterizing Resource Allocation-Characterizing resource Dead Locks. Distributed System: Architecture of Distributed System- Networking operating systems-Distributed operating systems- design issues in distributed operating systems.

Self Study

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Godhole	Operating Systems	Tata MCgraw- Hill Publishing Company Ltd.	Current Edition

Books for Reference:

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	OM.Dhamdhere	Operating Systems-A Concept – Based Approach	Tata McGraw-Hill Publishing Company Ltd	Current Edition
2.	HM. Deital	Operating Systems	Pearson Education Asia	Current Edition

Course Designers:

1. Anitha Begum A
2. Shobana M

Semester : **III&IV**
SBS - Theory : **1**
Title : **DYNAMIC WEB APPLICATION - PAPER-I - PHP/MySQL**
Subject Code : **SB16DW01**
Credits : **4**
Lecture Hours : **58**

Course Coverage

Objective:

This course provides the knowledge necessary to design and develop dynamic, database-driven web pages. PHP is a language written for the web, quick to learn, easy to deploy and provides substantial functionality required for e-commerce

UNIT-I **(11 Hrs)**

Introduction to PHP – Creating a PHP Environment – Installing Apache – Starting and stopping Apache – Installing MySQL and PHP – Configuring Apache for PHP – Testing PHP – Testing MySQL Connection.

UNIT-II **(12 Hrs)**

Getting Started with PHP: Variables and Data types – Functions and Function Arguments – Multiple Functions – Variable scope – Multiple Arguments – Operators - Making Statements.

UNIT-III **(12 Hrs)**

Using Arrays – Generating Dynamic Content – Generating Graphics.

UNIT-IV **(12 Hrs)**

File handling with PHP – Data Persistence – Sending e-Mail with PHP.

UNIT-V **(11 Hrs)**

Getting Started with MySQL – PHP & MySQL together – User Authentication.

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Mike McGrath	PHP Programming in easy steps	Dreamtech Press	Current Edition
2.	Jeremy Allen & ChrlesHornberger	PHP 4.1	BPB Publications	Current Edition

Reference Books:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Quentin Zervass	Practical Web2.0 Applications with PHP	Eswar Press	Current Edition
2.	Steven Holzner	The Complete Reference PHP	Tata Mc- Graw-Hill	Tenth Reprint 2011

Semester : **III&IV**
SBS- Practical : **1**
Title : **DYNAMIC WEB APPLICATION - PRACTICAL I- PHP/MySQL**
Subject Code : **SB16DWP1**
Credits : **2**
Lecture Hours : **28**

Course Coverage

1. How to Install Wamp server and MySQL server.
2. How to create a function to perform addition of two numbers in PHP.
3. Create a PHP code to makes use of a function and with the help of loops and other variables returns the calculated Factorial value of the number.
4. Write a program that lets you try the various sorting functions on the same data.
5. Write a program to redirect a browser request to another web page
6. Write a program to display different image each time out of four images
7. Write a program to display a client browser and operating system.
8. Write a program to differentiate the GET and POST method.
9. Designing a Web site using PHP along with HTML.
10. Create a table for storing information from a web page using MySQL server. Insert records for the created table and do the select, update and delete operations for the table using MySQL queries.

Semester : V&VI
SBS - Theory : 2
Title : **DYNAMIC WEB APPLICATION - PAPER-II - jQuery & Ajax**
Subject Code : **SB16DW02**
Credits : 4
Lecture Hours : 58

Course Coverage

Objective:

- To impart knowledge on jQuery and Ajax

Unit –I (11 Hrs)

Introducing jQuery – Creating Wrapped Element Set – Bringing pages to life with jQuery.

Unit-II (11 Hrs)

Events:jQuery Event Model. Sprucing up with animations and effects.

Unit –III (11 Hrs)

jQuery Utility Functions

Unit –IV (12 Hrs)

Loading content into elements – Making GET and POST requests

Unit – V (11 Hrs)

Ajax Form validation - Ajax Drag and Drop

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Bear Bibeault Yehuda Katz	jQuery in Action (Units I-IV)	Dreamtech	Current Edition

Reference Books:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1.	Christian Darie, BogdanBrinzarea, FilipChereches- TosaMihaiBucica	Ajax and PHP	Packt Publishing	2006
2.	Kris Hadlock	Ajax for Web Application Developers	Pearson Education	Current Edition

Semester : **V&VI**
SBS - Practical : **2**

Title : **DYNAMIC WEB APPLICATION - PRACTICAL-II - jQuery & Ajax**
Subject Code : **SB16DWP2**
Credits : **2**
Lecture Hours : **28**

1. Creating simple jQuery program
2. create a function that will greet a person and assign the function to the `greet` variable
3. Sliding effects using jQuery
4. Capturing and programming for mouse events using jQuery
5. Creating a drop down menu with jQuery
6. Using jQuery UI's Progressbar Widget
7. Create a simple Ajax File
8. Ajax form validation

INFORMATION SECURITY- LEVEL II

SUBJECT CODE- NM13IS2

Hours: 26

Objective

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

UNIT I (5 Hrs)

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

UNIT II (6 Hrs)

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

UNIT III (5 Hrs)

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

UNIT IV (5 Hrs)

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

UNIT V(5 Hrs)

Case studies: DNS, IP SEC- Social media

Text Book:

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