



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

College of Excellence

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



Department of B.Com. (e-Commerce)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF COMMERCE WITH e-COMMERCE

2018 – 2021



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

2018-2021

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	TAM1701/ HIN1701/ FRE1701	Language I – Tamil I/ Hindi I/ French I/	6	86	4	3	40	60	100	3
I	II	ENG1701/ ENG17F1	English I/ Functional English I	6	86	4	3	40	60	100	3
I	III	DA17C01	Financial Accounting	4	56	4	3	40	60	100	4
I	III	EC17C02	Fundamentals of e-Commerce	4	56	4	3	40	60	100	4
I	III	TH17A07B TH17A07A	Allied - Mathematics for Commerce Level I/ Level II	6	86	4	3	40	60	100	5
I	III	BP18CP1	Computer Application Practical I-Office Package	2	27	3	3	40	60	50*	1
I	IV	NME16B1/ NME16A1/ NME18ES/	Basic Tamil I/ Advanced Tamil I/		28	2	2	50	50	100	
			Introduction to Entrepreneurship	2	26	4	-	100	-	100	2
II	I	TAM1702/ HIN1702/ FRE1702	Language II – Tamil II/ Hindi II/ French 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	
II	II	ENG1702/ ENG17F2	English II/ Functional English II	6	86	4	3	40	60	100	3
II	III	EC17C03	Web Page Designing	6	86	4	3	40	60	100	5
II	III	TH16A08B/ TH16A08A	Allied - Statistics for Commerce Level I/ Level II	6	86	4	3	40	60	100	5
II	III	EC17CP2	Computer Application Practical II – Accounting Package and Web Page Designing	4	57	3	3	40	60	50*	2
II	IV		Open Course: (Self study- Online Course)	--	--	--	--	--	--	--	2*
			**Advance Tamil/Basic Tamil					--	--	--	Gr.
II	VI		Effective English Communication	2	--	--	--	--	--	--	2
II	VI	NM12GAW	General Awareness	Self Study	--	--	Online Test	100	--	100	Gr.
III	III	BP17C04	Auditing	6	86	4	3	40	60	100	5
III	III	EC16C05	Cyber Law	6	86	4	3	40	60	100	5
III	III	EC17C06	Relational Database Management System	5	71	4	3	40	60	100	4
III	III	BP17A01 BP16A02 EC16A01 AM16A01	Allied - 1. Principles of Taxation 2. Indian Banking 3. Industrial Relations 4. Principles of Insurance	5	71	4	3	40	60	100	5
III	III	EC17CP3	Computer Application Practical III – Database Programming	3	42	3	3	40	60	50*	1
III	IV	NM14VHR	Value Education and Human Rights	2	26	4	3	100	-	100	2
III	IV	SB16DW01 SB16DWP1	Skill Based Subject Theory Practicals	2 1	29 13	2 --	-- --	-- --	-- --	-- --	-- --

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	V	JOB1338	Job Oriented Course	--	60	--	--	40	60	--	Gr
IV	III	EC16C07	e-Commerce technology	5	71	4	3	40	60	100	4
IV	III	BP16C08	Object Oriented Programming with C++	5	71	4	3	40	60	100	4
IV	III	CM16C09	Principles of Financial Management	6	86	4	3	40	60	100	4
IV	III	BP17A03 BP17A04 EC16A02 AM16A02	Allied - 1. Principles of Management 2. Business Economics 3. Security Analysis and Portfolio Management 4. Customer Relationship Management	5	71	4	3	40	60	100	5
IV	III	BP16CP4	Computer Application Practical IV – Programming in C++	4	57	3	3	40	60	50*	2
IV	IV	NM14EVS	Environmental Studies	2	26	4	3	100	--	100	2
IV	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	IV		Internship Training(2 Weeks) – submission of certificate	--	--	--	--	100	--	100	2
IV	V		NSS, NCC, YRC and Sports & Games, Eco Watch, YI Net, Rotaract	--	--	--	--	100	--	100	1
IV	V		Community Oriented Service	--	--	--	--	--	--	--	Gr.
V	III	EC18C10	C#.NET	4	56	4	3	40	60	100	4
V	III	CM18C11	Management Accounting	5	71	4	3	40	60	100	4
V	III	CM18C12	Income Tax	6	86	4	3	40	60	100	4
V	III	BP18E01 BP18E02 EC18E01	Elective - Business Law Company Law Banking Law and Practice	6	86	4	3	40	60	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	
V	III	EC18CP5	Computer Applications Practical V – Software Development using C#.NET	4	57	3	3	40	60	50*	2
V		NM13IS2	Information Security (Level II)	2	26	4	-	100	-	100	Gr.
V	IV	SB18DR02 SB18DRP2	Skill Based Subject Theory Practical	2 1	29 13	1 -	-- --	-- --	-- --	-- --	-- --
V	III	BP11AC1 EC16AC2	Advanced Learners Course Business Communication/ Corporate Governance – Self Study	--	--	--	3	--	100	100	(5)
V	VI		Personality Development	--	--	--	--	--	--	--	--
V	III		Online Comprehensive Examination	--	--	--	--	--	100	--	Gr.
VI	III	EC18C13	Programming with Java	5	71	4	3	40	60	100	5
VI	III	CM18C14	Cost Accounting	6	86	4	3	40	60	100	4
VI	III	BP18E03 BP18E04 EC18E02	Elective - Principles of Marketing Business Ethics Retail Management	6	86	4	3	40	60	100	5
VI	IV	SB18DR02 SB18DRP2	Skill Based Subject Theory Practical	2 1	29 15	1 2	3 3	25 40	75 60	100 100	4 2
VI	III	EC18CP6	Computer Application Practical VI – Programming with Java	4	57	3	3	40	60	50*	2
VI	III	EC16PROJ	Project Viva Voce	6	--	--	--	20	80	100	5
VI	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

Semester I, II, III & IV

ASSESSMENT PATTERN FOR THEORY, ACCOUNTING, FINANCE AND TAX PAPERS

CA I & II – Duration: 2 Hrs

Section	Marks	Word Limit	Total
A – 5*2 marks(No Choice)	10	1 or 2 sentences	50
B - 4 * 5 marks(No Choice)	20	250 words	
C – 2 out of 3* 10 marks	20	500 words	

ASSESSMENT PATTERN FOR THEORY PAPERS

Model Examination & End Semester – Duration: 3 Hrs

Section	Marks	Word Limit	Total
A – 12 out of 15*2 marks	24	1 or 2 sentences	100
B – 6 out of 8 *6 marks	36	250 words	
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

Section	Marks	Word Limit	Total
A – 11*2 marks (No Choice)	22	1 or 2 sentences or small problems	100
B – 5 out of 6 *6 marks	30	250 words or problems	
C – 4 out of 5* 12 marks	48	500 words or problems	

Semester V & VI

ASSESSMENT PATTERN FOR THEORY, ACCOUNTING, FINANCE AND TAX PAPERS

Continuous Internal Assessment – Duration: 2 Hrs

Section	Marks	Total Marks
A – 5 X 2 marks (No Choice)	10	50
B – 4 X 5 marks(No Choice)	20	
C – 2 out of 3 X 10 marks	20	

Model Examination & End Semester Examination – Duration: 3 Hrs

Section	Marks	Word Limit	Total Marks
A – 11 out of 13 X 2 marks (Open Choice)	22	1 or 2 sentences	100
B – 5 out of 7 X 6 marks (Open Choice)	30	300 words	
C – 4 out of 6 X 12 marks	48	600-800 words	

SKILL BASED SUBJECT**Continuous Internal Assessment – Duration: 1 Hour**

Section	Marks	Total Marks
A – 4 out of 6 X 4 Marks	16	25
B – 1 out of 2 X 9 Marks	9	

Model Examination & End Semester Examination – Duration: 2 Hours

Section	Marks	Total Marks
A – 4 out of 6 X 5 Marks	20	50*
B – 2 out of 3 X 15 Marks	30	

(*- Converted to 75 marks)

ADVANCED LEARNERS COURSE (ALC)**Continuous Internal Assessment – Duration: 1 Hour**

Section	Marks	Total Marks
A – 4 out of 6 X 4 marks	16	25
B – 1 out of 2 X 9 marks	9	

Model Examination and End Semester Examination – Duration: 2 Hours

Section	Marks	Total Marks
A – 5 out of 8 X 5 marks(Open Choice)	25	75
B – 5 out of 8 X 10 marks(Open Choice)	50	

VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL STUDIES**Continuous Internal Assessment – Duration: 2 Hours**

Section	Marks	Total marks
A – 4 out of 6 X 5 Marks	20	50
B – 2 out of 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 – Duration 2 Hours

Section	Marks	Total Marks
A – 5 out of 8 X 2 Marks	10	40
B – 6 out of 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

	CI A I	CI A II	Mode l Exam	Assignmen t/ Class Notes	Semina r	Qui z	Class Participatio n	Librar y Usage	Attendanc e	Max. Mark s
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- DA17C01					
CO1	S	L	L	L	M
CO2	S	L	L	M	M
CO3	S	L	L	L	M
COURSE 2- EC17C02					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 3- BP18CP1					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
COURSE 4- EC17C03					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 5- EC17CP2					
CO1	S	M	L	L	L
CO2	S	S	S	S	M

CO3	S	S	S	M	M
COURSE 6- BP17C04					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	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- EC17C06					
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- EC17CP3					
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- EC18C10					
CO1	S	S	M	S	S
CO2	M	S	S	M	S

CO3	S	M	S	S	S
CO4	S	S	M	S	S
COURSE 17- CM18C11					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 18- CM18C12					
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
COURSE 19- EC18E01					
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
CO4	S	S	L	M	S
COURSE 20- EC18CP5					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
COURSE 21- EC18C13					
CO1	S	L	S	S	M
CO2	S	S	M	M	S

CO3	L	S	S	M	S
CO4	S	S	S	S	S
COURSE 22- CM18C14					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
COURSE 23- EC18E02					
CO1	S	S	S	L	M
CO2	S	M	S	M	M
CO3	S	L	S	L	M
CO4	S	M	S	S	L
COURSE 24- EC18CP6					
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	S

S- Strong; M-Medium; L-Low

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
DA17C01	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

- No prerequisite required

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	L	L	L	M
CO2.	S	L	L	M	M
CO3.	S	L	L	L	M

S- Strong; M-Medium; L-Low

FINANCIAL ACCOUNTING -DA17C01 (56 Hrs)

Syllabus

UNIT I

(11 Hrs)

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

UNIT II (11 Hrs)

Depreciation–AS 6-Bank Reconciliation Statement –AS 27.

UNIT III (11 Hrs)

Consignment–Joint Venture.

UNIT IV (12 Hrs)

Partnership Accounts–Admission, Retirement and Death.

UNIT V (11 Hrs)

Company Accounts–Share capital- Issue and Forfeiture of Shares-IFRS.

Distribution of Marks: 20% Theory, 80% Problems

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	Reprint 2016 & 18 th Edition
2.	Jain S P and Narang K L	Advanced Accountancy	Kalyani Publishers	2014, 20 th 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	2010, 1 st Edition.
2.	Reddy T.S & Murthy	Financial Accounting	Margham Publications	2016, 6 th Edition.

Pedagogy

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

Course Designers:

1. Dr.Ms. P. Aishwarya
2. Mrs.S. Kiruba Devi

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC17C02	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 - EC17C02

(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
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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, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers

1. S. Radhika
2. M. Janani

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
BP18CP1	COMPUTER APPLICATION PRACTICAL I- OFFICE PACKAGE	Practical	-	-	27	1

Preamble

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

COMPUTER APPLICATION PRACTICAL I- OFFICE PACKAGE - BP18CP1 (27 Hrs)

Syllabus

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

EXCEL

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

Perform the following:

- a. Change font as bold
- b. Arrange the alignment as center
- c. Rename the sheet
- d. Insert a new sheet

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

POWERPOINT

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

Pedagogy

Demonstration through System, Demonstration through PPT

Course Designers

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

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC17C03	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

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, PPT, Quiz, Assignment, Group Discussion, Seminar

Course Designers

1. Dr. P. Aiswarya
2. S. Radhika

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC17CP2	COMPUTER APPLICATION PRACTICAL II - ACCOUNTING PACKAGE AND WEBPAGE DESIGNING	Practical	-	-	57	2

Preamble

- 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.
- 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 and accounting package

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Familiarize with accounting and statutory features.	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	M	L	L	L
CO2.	S	S	S	S	M
CO3.	S	S	S	M	M

S- Strong; M-Medium; L-Low

COMPUTER APPLICATION PRACTICAL II - ACCOUNTING PACKAGE AND WEBPAGE DESIGNING - **EC17CP2**

(57 Hrs)

Syllabus

ACCOUNTING PACKAGE

1. To Create Company, Groups and Ledgers
2. To prepare Receipt & Payment voucher entries
3. To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions
4. To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions
5. To prepare Contra and Journal vouchers
6. To prepare simple Payroll voucher and to display payroll report(pay slip report, pay sheet report and payroll statements report)
7. To prepare final accounts for a given trial balance
8. To prepare accounts with inventory
9. To prepare Stock Summary and Godown wise summary

WEBPAGE DESIGNING PROGRAMS

1. 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.
2. 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'.

3. 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.
4. 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.

5. 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.
6. Design a web page for CYBERSHOP INC, Using style sheets.
7. Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.

Pedagogy

- Demonstration through System, Demonstration through PPT

Course Designers:

1. Mrs.S.Radhika
2. Ms.M.Maheshwari

Semester : I
Title : **FOUNDATION COURSE - INTRODUCTION TO ENTREPRENEURSHIP**
Subject Code : NME18ES
Credits : 2
Lecture Hours : 26

Unit 1 :(5 hrs)

Nature of Entrepreneurship: (3 hrs)

Meaning – Definition – Need of Entrepreneurship - Characteristics of Entrepreneurship - Importance of Entrepreneurship to the nation.

Activity: Assignment, Interaction (2 hrs)

Unit 2: (6 hrs)

Role of Entrepreneur (4 hrs)

Factors Influencing Entrepreneurship – Functions of Entrepreneurial Management – Barriers to Entrepreneurship - Pros and cons of Entrepreneurship.

Activity: Quiz / Role Play (2 hrs)

Unit 3: (6 hrs)

Business and Environment: (4 hrs)

Types of Entrepreneurs - Styles of Entrepreneurs – Business Ethics and Social Responsibility of Business – Indian Business Environment.

Activity: 50 Rupees Venture (2 hrs)

Unit 4: (6 hrs)

Creativity and Innovation:

(4 hrs)

Identification of Business – Preparation of Business plan – Significance of Business plan – Components of Business plan- Feasibility Study: (Innovative ideas for marketing)

Activity: Business Plan

(2 hrs)

Unit 5: (7 hrs)

(7 hrs)

Project:

- Interface with Successful Entrepreneurs
- Role of Financial Institutions / Supporting Agencies.

Note: Interface – 4 hrs

Presentation – 3 hrs

Reference Books

1. Entrepreneurial Development - Gupta CB &Srinivasan N P, Sultan Chand & Sons, 6th Edition, 2005
2. Projects - Planning, Analysis, Financing, Implementation & Review - Prasanna Chandra, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2006

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
BP17C04	AUDITING	Theory	86	4		5

Preamble

- To provide a strong foundation in Auditing concepts and Audit procedures.
- To impart the knowledge and skill required for Audit work.
- To inculcate the knowledge about the qualification of Audit report.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Understand the Qualification of an auditor	K1
CO2	In depth knowledge about vouching transactions	K2
CO3.	Examine and interpret audit reports	K3

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

AUDITING - BP17C04

(86 Hrs)

Syllabus

UNIT I (17 Hrs)

Definition-General objectives of auditing –Advantages and limitations of auditing-Auditing & investigation-Qualification of an auditor- Auditor vis-à-vis errors and frauds. Types of audit-continuous audit-final audit-Interim audit-Balance sheet - Advantages of continuous audit.

UNIT II (17 Hrs)

Audit Procedure- Planning of Audit-Audit Programme –Audit Note book-Audit working papers –Internal control- Internal check as regards cash, wages, and sales etc-Position of external auditor as to

internal audit.

UNIT III (17 Hrs)

Vouching-Vouching of cash transactions-Trading transactions-Impersonal ledger

UNIT IV (17 Hrs)

Verification and valuation of assets and liabilities-Auditors position – Auditor’s duty regarding depreciation, reserves and provisions.

UNIT V (18 Hrs)

Company audit-appointment and removal of auditors-rights and duties of co-auditors-liabilities-audit of share capital &share transfer-introduction to EDP Auditing-sample of audit report- Qualification& disqualification of auditor’s report- e-Auditing

Text book

No	Author Name	Book Name	Publisher	Year and edition
1.	DinkarPagare	Principles & Practice of Auditing	Sultan Chand &Sons	11 th Edition 2007, Reprint 2013

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Kishnadwalla	Auditing	Sultan Chand &Sons	5 th Edition Reprint 2009
2.	Pradeep Kumar	Auditing Principles and Practi	Kalyani Publishers	4 th Edition Repr
3.	Tandon B.N	Practical Auditing	Sultan Chand &Sons	6 th Edition Reprint 2009

Pedagogy

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

Course Designers

1. Dr.R.Krishnakumari
2. Dr.R.Vasanthi

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*¹- *An overview of Information Technology Act 2000*².

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*³- 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*⁴ -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*⁵

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*⁶ issues in digital medium- Meaning- Functions- attributes-*Registrable& non registrable trade mark*⁷- 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

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

Blended Learning - Links

1. shodhganga.inflibnet.ac.in/bitstream/10603/7829/16/16_chapter%207.pdf
2. <https://www.youtube.com/watch?v=TAz-E06SdBk>
https://www.tutorialspoint.com/information...law/.../information_technology_act.pdf
3. http://www.indiancybersecurity.com/cyber_law/21_certifying_authorities.html
4. <https://www.approveme.com/e-signature/difference-between-digital-signature-and-electronic-signature/>
5. <https://www.lawctopus.com/academike/offences-act-2000>
6. <http://www.legalserviceindia.com/trademarks-copyrights/trade%20markmainpage.html>
7. <https://www.indiafilings.com/learn/registrable-trademarks/>
8. <https://swayam.gov.in/courses/5150-information-and-communication-technology>

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
EC17C06	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

Prerequisite

- No prerequisite required

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 - EC17C06

(71 Hrs)

Syllabus

UNIT I (15 Hrs)

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

UNIT II (14 Hrs)

Functional dependencies-*Normalization process: 1NF-2NF-3NF-BCNF¹*. The E-R model- Entities and attributes-Relationships-Normalizing the model-Table instance charts

UNIT III (14 Hrs)

Implementation of the selection operator-Using aliases to control column headings- Implementation of the projection and join operators -Creating foreign keys and primary keys and check constraints -adding and modifying columns - *Removing constraints from a table²*.

UNIT IV (14 Hrs)

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

UNIT V (14 Hrs)

Sub queries-Correlated queries- Using sub queries to create, update, insert and delete rows from a table - Transaction – Commit, rollback, save point and auto commit- *Introduction to PL/SQL-user defined functions-Triggers³*-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.	2010, 2 nd edition

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	2014, 2 nd edition
3	Alexis Leon & Mathews Leon	Fundamentals of database management systems	Tata McGraw Hill	2011, 3 rd edition

Blended Learning Links

1. <https://www.youtube.com/watch?v=-InF1bpXCn0>
2. https://www.youtube.com/watch?v=jB1btTR_b4s
3. <https://www.youtube.com/watch?v=xofpqdU3cD4>

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 – Labour 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
EC17CP3	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 - EC17CP3 (42 Hrs)

Syllabus

ACCESS

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

STRUCTURED QUERY LANGUAGE (SQL)

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

1) Data Definition Language

Table: Student

Regno number (5) primary key

Studname varchar2 (15)

Gender char (6)

Deptname char (15)

Address char (25)

Percentage number (4, 2)

Queries:

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

2) Data Manipulation Language

Table: Student

Regno number (5) primary key

Studname varchar2 (15)

Gender char (6)

Deptname char (15)

Address char (25)

Percentage number (4, 2)

Queries:

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

d. To delete records

3) Create an Employee table with following field.

Eno number (5) primary key

Ename varchar2 (20) not null

Deptnnumber (2) not null

Desig char (10) not null

Sal number (9, 2) not null

Comm. Number (7, 2) null

Queries:

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

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

Compid number (6) primary key

Compname varchar2 (15) not null

Proprietor varchar2 (15) not null

Address varchar2 (25) not null

Supname varchar2 (15)

Noofempl number (4)

GPPercent number (6, 2)

Queries:

- a) Display all the records of the company which are in the ascending order of GP percent.
- b) Display the name of the company whose supplier name is "Telco".
- c) Display the details of the company whose GP percent is greater than 20 and Order by GP Percent.

- d) Display the detail of the company having the employee ranging from 300 to 1000.
- e) Display the name of the company whose supplier is same as the Tata's.

5) Create a student table with the following fields

Stuno number (5) primary key

Stunm Varchar2 (20)

Age number (2)

Mark1 number (3)

Mark2 number (3)

Mark3 number (3)

Queries:

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

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

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

Prodno number (6)

Prodname varchar2 (15)

Unitofmeasure varchar2 (15)

Qty number (6, 2)

Totamt number (8, 2)

Queries:

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

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

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

- a) Insert the records into the table.
- b) Describe the structure of the table.
- c) Display the records of Deposit and Loan.
- d) Find the number of loans with amount between 10000 and 50000.
- e) List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.

- f) Find the average account balance at the Coimbatore branch.
- g) Update deposits to add interest at 5% to the balance.
- h) Arrange the records in descending order of the loan amount.
- i) Find the total amount of deposit in 'Erode' branch.

10) Create a Route chart with the following fields

Routenonumber(2) unique

Origin varchar2(15)

Destn varchar2(15)

Fare number (5)

Distance number (5)

Queries:

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

11) Create the course and batch table with following fields

Table: Course

Courseno number (5) primary key

Coursename varchar2(20)

Syllabus varchar2(25)

Table: Batch

Batchno number (5) primary key

Courseno number (5) foreign key

Startingdt date

Duration varchar2 (15)

Income number (5)

Queries:

- a) Insert values and display the records

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

12) Create Employee and Department table with following fields

Table: Employee

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

Table: Department

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

Queries:

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

13) Create Employee and Department table with following fields

Table: Employee

Eno number (5) primary key
 Ename varchar2 (20) not null

Deptno number (2) not null
Desig char (10) not null
Sal number (9, 2) not null
Comm. Number (7, 2) null

Table: Department

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

Queries:

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

14) Create Library with the following fields

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

Queries:

- a) Display the author name, price of tax book
- b) Display the price of book banking
- c) Display the count of category commerce

- d) List the book details in ascending order of price (order by)
- e) List the book details in descending order of book no and price (order by)

15. Create Hospital details with the following fields

Pid number (5) primary key

Pnm varchar2 (20) not null

Wardno number (5)

Doa date

Dod date

Disease varchar2 (25)

Fees number (9, 2)

Queries:

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

Pedagogy

- Lecture , Demo in System

Course Designers:

- 1. Dr. Mrs. Meenakshi
- 2. Ms. 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*¹- NSFNET- National Research and Educational Network.

UNIT II(14 Hrs)

*Electronic Payment Systems*²: 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*³ Dimension of Internal Electronic Commerce Systems- Type of Digital Documents- Issues behind Document Infrastructure. *Corporate data Warehouse*⁴.

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*⁵ 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	Frontiers of Electronic	Pearson Publication Ltd	2013, V Edition

	Andrew B. Whinston	commerce		
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 – eGovernance & 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

Blended Learning Links

1. <https://www.axisfirst.co.uk/web/advice/internet-terminology-for-beginners/article/77034>
2. <https://securionpay.com/blog/e-payment-system/>
3. <https://www.scribd.com/doc/20489539/Corporate-Digital-Library>
4. <https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7/date-warehousing-11849.html>
5. <https://www.scribd.com/presentation/244246082/Business-Oriented-E-Commerce>

GENERAL REFERENCE

1. https://www.tutorialspoint.com/e_commerce/e_commerce_resources.htm

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 (14 Hrs)

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 (14 Hrs)

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 (15 Hrs)

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 (14 Hrs)

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 (14 Hrs)

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. Mrs1. S.Dharchana
2. Mrs2. 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 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

(57 Hrs)

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

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

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
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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.

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC18C10	C#.NET	THEORY	56	4	-	4

Preamble

- To provide the knowledge with an overview of .NET framework
- To understand the programming structure of C# in developing applications.
- To understand the technologies like Common Language Runtime, C# and ADO.NET data access.

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	Define the basic concepts of .NET framework	K1
CO2	Understand the general programming structure of C# in developing software solutions based on user requirements	K2
CO3	Construct the background process with the help of windows application and database access	K3
CO4	Analyze and develop an e-Commerce website using C#	K4

Mapping with programme Outcomes

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

S- Strong; M-Medium

Syllabus**Unit I (11 hrs)**

Introducing C#-Evolution of C#-Characteristics of C#-Applications-Difference between C++ and C#-Understanding .NET: The C# Environment-- The .NET Strategy- The origins of .NET Technology- The .NET Framework-The Common Language Runtime (CLR) – Framework Base classes-Visual Studio.NET- .NET Languages-Benefits of the .NET Approach-C# and the .NET- Overview of C#- A simple C# program-C# Program Structure.

Unit II (11 hrs)

Literals, Variables and Data types- Operators and Expressions- Decision making and Branching- Decision Making and Looping.

Unit III (11 hrs)

Methods in C#-Declaring Methods-Invoking Methods-Nesting of Methods-Pass by Value-Pass by Reference-Method Overloading- Handling Arrays- Creating an Arrays- Two-Dimensional Arrays- Manipulating strings-Structures and Enumerations.

Unit IV (12 hrs)

Classes and objects-inheritance and polymorphism-operator overloading-delegates and events- Managing Console I/O Operations.

Unit V (11 hrs)

Managing Errors and Exceptions- Multithreading in C#-Windows forms and web based Application Development on .NET-Data Access with ADO.NET

Text Books

S. No	Authors	Title	Publishers	Year of Publication
1	E. Balagursamy	Programming in C#- A Primer	Tata McGraw Hill	Latest Edition
2	Barbara Doyle	Programming in C#	Cengage Learning India private Limited	5th Edition, 2015

Reference Books

S.No.	Authors	Title	Publishers	Year of Publication
1	Andrew Troelsen	C# and the .Net platform	The authors press	2 nd Edition, 2010
2	Mark J. Price	C#7 and .NET core	Packt Publisher	2 nd Edition, 2017

Pedagogy

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

Course Designers

1. S.Radhika
2. Dr.L.S.Sindhuja

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM18C11	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

Hrs)**Syllabus****UNIT I (14 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 (15 Hrs)

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
CM18C12	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 - CM18C12

(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
EC18E01	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	Recall the banking law's historic development and bank regulatory regime.	K1
CO2	Understand the various underlying legal and regulatory regimes applicable to banks and bank holding companies.	K2
CO3	Apply the theoretical knowledge in solving real time Banking Issues.	K3
CO4	Examine the various modes of advances and credits issued by banks against valid collateral securities.	K4

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
CO4	S	S	L	M	S

S- Strong; M-Medium; L-Low

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.Bhuvanewari
2. Ms.S.Chitra

COURSE CODE	COURSE NAME	Category	L	T	P	CREDIT
EC18CP5	COMPUTER APPLICATION PRACTICAL V - SOFTWARE DEVELOPMENT USING C#.NET	PRACTICAL	-	3	57	2

Preamble

- To enhance practical knowledge in C#.Net

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	Recall the C#.Net application to implement the different controls	K1
CO2	Demonstrate the various control structures in C#.Net	K2
CO3	Construct the database in C#. Net	K3
CO4	Examine the e-commerce website using C#.Net	K4

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
CO4	S	S	S	S	S

S- Strong

COMPUTER APPLICATION PRACTICAL V - SOFTWARE DEVELOPMENT USING C#.NET - EC18CP5 (57 Hrs)

Syllabus

- Create a C#.NET to swap two numbers.
- Create a C#.NET to print the output of multiplication of three numbers which will be entered by the user.

3. Create a C#.Net to print on screen the output of adding, subtracting, multiplying and dividing two numbers entered by the user.
4. Create a C#.NET to print whether the given age is eligible to vote.
5. Create a C#.NET to find the longest word in a string.
6. Create a C#.NET to print the prime numbers from the given range.
7. Create a C#.NET to read N number of values in an array and display it in reverse order.
8. Create a C#.NET to insert the information of two books.
9. Create a windows application in C# for emulating a very basic calculator that performs addition, subtracting, multiplication and division operation.
10. Create an ADO.NET online shopping cart of e- store.

Pedagogy

Lecture and Demo in System

Course Designers

1 S.Radhika

2 Dr.L.S.Sindhuja

Semester : V
ALC : 1
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.	PillaiR.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
ALC : 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
EC18C13	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.

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	Relate object oriented programming concepts in problem solving.	K1
CO2	Demonstrate Java applications and applets.	K2
CO3	Apply the principles of inheritance, packages and interfaces.	K3
CO4	Analyze real world web applications using JavaScript	K4

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
CO4	S	S	S	S	S

S- Strong; M-Medium; L-Low

PROGRAMMING WITH JAVA - EC18C13

(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*¹ – 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. **Operators²and 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 Errors³* – 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 Programming⁴:** 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)

Java Script: Java and Java Script – Compare – Definition –Creating First Script - Data Types - Variables – Expressions – Functions – Events – Event Handlers and Forms – Form Object– Frames, Documents and Windows. **Cookies** – Definition – *Cookies in JavaScript⁵* – Encoding Cookies.

Text Book

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	E. Balaguruswamy	Programming with Java – a primer (Unit I-IV)	Tata Mcgraw Hill	Fifth reprint 2013

2.	Danesh	JavaScript Interactive Course(UnitV)	Waite Group Press	Current Edition
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Books for Reference

Sl.No.	Author name	Title of the Book	Publisher	Year &Edition
1.	S. Aarathi C.B. Reshma	Internet Programming and Web Design	KalaikathirAch chagam	Current Edition
2.	David Crowder and Rhonda Crowder	Web Design with HTML/Flash/JavaScript & e-Commerce	Hungry Minds – IDG Books India(P) Ltd.,	Current Edition

Pedagogy

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

Blended Learning Links

1. https://www.w3schools.com/java/java_classes.asp
2. <https://www.javatpoint.com/operators-in-java>
3. <https://youtu.be/Oa74ZhrG2mM>
4. <https://javaproglang.blogspot.com/2014/03/java-graphics-programming.html?m=1>
5. <https://www.javatpoint.com/javascript-cookies>

Course Designers

1. Dr.L.S.Sindhuja
2. M.Maheshwari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
CM18C14	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

COST ACCOUNTING - CM18C14

(86 Hrs)

Syllabus

Unit I (16Hrs)

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 (17Hrs)

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 (17Hrs)

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

Unit IV(18Hrs)

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

Unit V(18Hrs)

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
EC18E02	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	Recall the retail marketing concepts and customer buying behavior concepts	K1
CO2	Understand the importance of retailmerchandising	K2
CO3	Apply theoretical expertise in retail store operations and financial aspects of retailing	K3
CO4	AnalyzeConsumer Buying Behaviour and Retail Merchandising	K4

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
CO4	S	M	S	S	L

S- Strong; M-Medium; L-Low

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 (18Hrs)

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
EC18CP6	COMPUTER APPLICATION - PRACTICAL VI – PROGRAMMING WITH JAVA	PRACTICAL	-	3	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	Demonstrate the basics of Java programming, multi-threaded programs and Exception handling	K1
CO2	Relate the skills to apply OOP in Java programming in problem solving	K2
CO3	Organize the GUI components and scripts in web pages	K3
CO4	Examine the real-world web applications	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

COMPUTER APPLICATION - PRACTICAL VI – PROGRAMMING WITH JAVA - EC18CP6 (57 Hrs)

Syllabus

1. Write a java program to calculate the area of triangle, parallelogram and rectangle.
2. Write a java program to calculate Depreciation.
3. Write a java program to concatenate string using for loop.
4. Write a java program to find the array of string.

5. Write a java program to perform string manipulation.
6. Write a java program to find sum and product of a given digit.
7. Write a java program to calculate cube using packages.
8. Write a java program to implement the concept of inheritance with bank operations.
9. Write a java program to perform the exception handling.
10. Write a java program to draw shapes and to display image using applet.
11. Write a java program to display Personal information using applets.
12. Write a java script program with prompt and alert boxes
13. Write a java script program to display forms, windows and frames

Pedagogy

Demonstration through System, Demonstration through PPT

Course Designers

1. Dr.L.S.Sindhuja
2. M.Maheshwari

Semester : V&VI
SBS - Theory : 2
Title : DATA ANALYTICS USING R PROGRAMMING
Subject Code : SB18DR02
Credits : 4
Lecture Hours : 58

Objective:

- To provide a conceptual understanding of the basics of R programming
- To understand the depth of exploratory data analysis

UNIT I (11 hrs)

Introduction to R: IDEs and Text Editors-Handling Packages in R-Getting Started with R: Working with Directory- Datatypes in R-Few Commands for Data Exploration.

UNIT II (12 hrs)

Loading and Handling Data in R: Expressions, Variables and Functions- Missing Value Treatment in R-Using the ‘as’ operator to change the structure of data- Vectors-Matrices-Factors-List-Common Analytical Task-Aggregating and Group Processing of Variable-Simple Analysis using R-Reading Data-Using R with Databases

UNIT III (12 hrs)

Exploring Data in R-ANOVA-t-Test-Correlation-Regression

UNIT IV (12 hrs)

Time Series in R: Data Visualization-Data Manipulation-Linear Filtering of Time Series-Reading Time Series Data-Plotting Time Series Data-Decomposing Time Series Data-Forecasts using Exponential Smoothing

UNIT V (11 hrs)

Graphical Analysis: Box Whisker plots-Scatter Plots-Pairs Plots- Line Charts-Pie Charts-Cleveland Dot Chart- Bar Charts- Copy Graphics to Other Applications.

Text Book:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1	Seema Acharya	Unit I – Unit IV Data Analytics using R	McGraw Hill Education	2019
2	Dr. Mark Gardener	Unit V Beginning R – The Statistical Programming Language	Wiley India	Reprint 2015

Reference Books:

Sl.No.	Author Name	Title of the Book	Publisher	Year and edition
1	Michael J Crawley	The R Book	Wiley India	Reprint 2018

Semester : V&VI
SBS - Practical : 2
Title : DATA ANALYTICS USING R PROGRAMMING
Subject Code : SB18DRP2
Credits : 2
Lecture Hours : 28

Syllabus

1. Create R Program to perform Vector operations.
2. Create R Program for list.
3. Create R program to implement matrices addition, subtraction and Multiplication.
4. Create R Program for Data frame.
5. Create R program for factor object.
6. Create R program to import data, copy data from CSV file to R.
7. Create R program for Mean median and mode.
8. Create R Program to draw Bar charts and Pie charts in R.
9. Create R program to make visual representations of data for plotting functions in R.
10. Create R program for Regression Model
11. Create R Program to compute ANOVA

Semester : VI
ALC : 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 : VI
ALC : 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.Dhamdhare	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 : V
Title : **Information Security (Level II)**
Subject Code : NM13IS2
Lecture 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 (5Hrs)

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