DEPARTMENT OF BCOM (e-COMMERCE)

CHOICE BASED CREDIT SYSTEM &

OUTCOME BASED EDUCATION

SYLLABUS

BACHELOR OF COMMERCE WITH e-COMMERCE

2022– 2025 BATCH

College of Excellence, nirf 2021-6ᵗʰ Rank
Autonomous and Affiliated to Bharathiar University
Reaccredited with A++ grade by NAAC, An ISO 9001: 2015 Certified Institution
Peelamedu, Coimbatore-641004

PROGRAMME LEARNING OUTCOMES (PLOs)

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

PLO1   Acquire quality professional education and ethical practices adopted in the field of e-commerce to turn into an outstanding researcher/ teacher/ career woman and a responsible citizen

PLO2   Impart knowledge through practical exploration of various tools, techniques and methods in e- commerce discipline to become a potential entrepreneur.

PLO3   Analyze real e-business strategies and apply their specialist knowledge in complex decision making environment

PLO4   Solve societal and practical issues in relation to e- business over internet to integrate ethical online business process and practices.

PLO5   Facilitate organizations to integrate online business processes to launch their own e-commerce venture.

PROGRAMME SPECIFIC OUTCOME (PSOs)

At the time of graduation the students will be able to:

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

PSO2   Gain a comprehensive understanding of the e-commerce landscape, business models and the technologies related to various businesses.

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

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR FRAMEWORK (LOCF)
BACHELOR OF COMMERCE WITH e -COMMERCE2022-2025 BATCH

SEM	Part	Subject Code	Title of the Paper	Course Type	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	CIA	ESE	Total	Credits
I	I	TAM2201/ HIN2201/ FRE2201	Language I – Tamil I/ Hindi I/ French I/	Language	6	86	4	3	50	50	100	3
I	II	ENG2101	English Paper I	English	6	86	4	3	50	50	100	3
I	III	BP22C01	Principles of Accounting	CC	4	56	4	3	50	50	100	4
I	III	EC22C02	Fundamentals of e-Commerce	CC	4	56	4	3	50	50	100	4
I	III	TH22A07	Allied - Mathematics for Commerce	GE	6	86	4	3	50	50	100	5
I	III	EC21CP1	Computer Application Practical I-Office Package	CC	2	27	3	3	25	25	50	1
I	IV	NME22B1/ NME22A1	Basic Tamil I/ Advanced Tamil I	AECC	2	28	2	2	50	50	100	
I	IV	NME21ES	**Foundation Course** Introduction to Entrepreneurship	AECC	2	26	4	-	100	-	100	2
II	I	TAM2202/ HIN2202/ FRE2202	Language II– Tamil II Hindi II French II	Language	6	86	4	3	50	50	100	3
II	II	ENG2102	English Paper -II	English	5	71	4	3	50	50	100	3
II	III	EC22C03	Web Page Designing	CC	6	86	4	3	50	50	100	5
II	III	TH22A08	**Allied-** Statistics for Commerce	GE	6	86	4	3	50	50	100	5
II	III	EC21CP2	Computer Application Practical II- Accounting Package and Web Designing	CC	4	57	3	3	50	50	50*	2
II	IV		****Open Course** (Self study Online)	AECC	-	-	-	-	-	-	-	Gr.

		NME22B2/ NME22A2	Basic Tamil II/ Advanced Tamil II									
II	VI		Personality Development Programme		-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness self study		Self Study	-	-	Online test	100	--	100	Gr.
II	V	21PECM1	Professional English for Commerce and Management	AECC	3	40	5	2	50	50	100	2
III	**I**	TAM2203A/ HIN2203A/ FRE2203A	**Language III–** Tamil III/ Hindi III/ French III	Language	4	58	2	3	50	50	100	3
III	**II**	ENG2203A	English Paper III	English	4	58	2	3	50	50	100	3
III	IIIA	BP22C04	Business Management and Ethics	CC	5	73	2	3	50	50	100	4
III	III A	EC22C05	Relational Database Management System	CC	4	58	2	3	50	50	100	3
III	III A	EC22A01/ BP22A01/ BP22A02	**Allied–I** 1. Company Law 2. Principles of Marketing 3. Human Resource Management	GE	5	73	2	3	50	50	100	4
III	III A	EC22CP3	Computer Application Practical III – Database Programming	CC	3	60	-	3	25	25	50	1
III	III	EC22SBP1/ EC21SBCE	**Skill Based Subject I-** Dynamic Web Application PHP/MySQL **/ Coursera**– Recent trends in social media marketing	SEC	3	41	4	-	100	-	100	3
III	IIIB	NM22EVS	Foundation Course-II (Environmental Studies)*	AEC	Self study	-	-	-	100	-	100	Gr
	IIIB	NM22UHR	Foundation Course-III Universal Human values and Human Rights	AEC	2	30	-	-	100	-	100	2
III	VI		Job Oriented Course	AEC	60	--	--	--	--	--	--	Gr

** Outside regular class hours

CC – Core Courses   CA – Continuous Assessment   GE – Generic Elective

ESE - End Semester Examination   AECC – Ability Enhancing Compulsory Course

Bloom's Taxonomy based Assessment Pattern

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- ☐ Two questions with a weightage of 2 marks (no choice)
- ☐ Two questions with a weightage of 6 marks (no choice)
- ☐ One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- ☐ One question with a weightage of 2 marks (no choice)
- ☐ One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- ☐ One question with weightage of 12 marks (Internal Choice at the same CLO level)

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL ASSESSMENT
Theory

	CI A I	CI A II	Model Exam	Assignment / Class Notes	Seminar	Quiz	Class Participation	Application Oriented/Inn. /Creativity Assignment	Attendance	Max. Marks
Core / Allied	7	7	10	4	5	4	5	5	3	50

RUBRIC ASSESSMENT TOOL
ASSIGNMENT
Maximum - 20 Marks (converted to 4 marks) – Scale 4 to 1

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

Organization: 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

SEMINAR
Maximum - 20 Marks (converted to 5 marks) –Scale 4 to 1

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
Organization: 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) – Scaled from 5 to 1

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark
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.

QUIZ
Maximum - 20 Marks (converted to 4 marks)

APPLICATION ORIENTED/INNOVATION/CREATIVITY ASSIGNMENT

Criteria	Originality	Presentation	References or Library resources	Total Marks
Marks	2	2	1	5

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE – BP22C01					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – EC22C02					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE – EC21CP1					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S
COURSE - EC21C03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE - EC21CP2					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S
COURSE – BP22C04					
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	S	M	S	S
CLO4	S	S	M	M	M
COURSE – EC22C05					
CLO1	M	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	S	L	M

CLO4	M	S	M	M	M
COURSE – EC22A01					
CLO1	S	L	S	S	M
CLO2	M	S	M	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE – BP22A01					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	M	S	M
CLO4	S	S	S	L	M
COURSE – BP22A02					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – EC22CP3					
CLO1	S	S	S	S	L
CLO2	S	S	S	S	L
CLO3	S	S	S	S	L
CLO4	S	S	S	S	L
COURSE – EC22SBP1					
CLO1	S	M	S	S	M
CLO2	S	S	M	S	S
CLO3	M	S	S	S	S
CLO4	S	S	S	M	S

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP22C01	PRINCIPLES OF ACCOUNTING	THEORY	56	4	-	4

Preamble

- To enable the students to apply the conceptual principles and to develop an expertise in handling the accounts of specialized institutions and the consolidation of accounts through appropriate accounting techniques and policies.

Prerequisite

- Basic Knowledge in Financial Statements

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the concepts and conventions in accounting	K1
CLO2	Interpret accounting statement using basic concepts	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports	K3
CLO4	Analyze and prepare financial accounting reports to interpret the performance of a firm	K4

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S- Strong; M-Medium

Syllabus

PRINCIPLES OF ACCOUNTING- BP22C01 (56 HRS)

Unit I (11 Hrs)

Basic Accounting Concepts- Final Accounts- Bank Reconciliation Statement

Unit II (11 Hrs)

Bills of exchange (trade bills only) -Joint Venture (AS-27)

Unit III (11 Hrs)

Branch Accounts (Dependent Branches - Debtors and Stock & Debtors System– Independent Branches only)

Unit IV   **(12 Hrs)**

Hire purchase Accounts – Royalties (AS-19) (excluding sublease)

Unit V   **(11 Hrs)**

Depreciation (excluding change in method of depreciation) - Departmental Accounts-
Basis for allocation of expenses

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

Text Book				
S. No	**Authors**	**Title**	**Publishers**	**Year of Publication**
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2015
2.	Jain S.P &Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
Reference Books				
S. No	**Authors**	**Title**	**Publishers**	**Year of Publication**
1.	RL Gupta &Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13th ed.
2.	MC Shukla, T.S. Grewal& S.C. Gupta	Advanced Accountancy	S. Chand & sons	2013 ed

Skill Components

- Assignment on concepts and conventions of Financial Accounting within the framework of Ind AS and IFRS.
- Preparation of Journal, Ledger and trial balance as per Ind AS 8 and 10.
- Analysing financial statements of a company and present a summary

Pedagogy

Lecture, PPT, e-content , Seminar, Assignment, Quiz & Group discussion

Contents and Presentation Schedule					
Module No.	**Topic**	**No. of Periods**	**Content Delivery methods**	**Participatory Learning**	**CLO**
	Unit I				
1	Basic Accounting Concepts	3	Presentation	Discussion & Practice	CLO1
2	Final Accounts	4	Presentation	Discussion & Practice	CLO4
3	Bank Reconciliation Statement	4	Presentation	Discussion & Practice	CLO2
	Unit II				
4	Bills of exchange	5	Presentation	Discussion &	CLO3

Module No.	Topic	No. of Periods	Content Delivery methods	Participatory Learning	CLO
	(trade bills only)			Practice	
5	Joint Venture (AS-27)	6	Presentation	Discussion & Practice	CLO3,CLO4
	Unit III				
6	Branch Accounts (Dependent Branches)	4	Presentation	Discussion & Practice	CLO1,CLO3
7	Debtors and Stock & Debtors System	3	Presentation	Discussion & Practice	CLO2,CLO3
8	Independent Branches	4	Presentation	Discussion & Practice	CLO1,CLO4
	Unit IV				
9	Hire purchase Accounts	6	Presentation	Discussion & Practice	CLO1,CLO2
10	Royalties (AS-19) (excluding sublease)	6	Presentation	Discussion & Practice	CLO3,CLO4
	Unit V				
11	Depreciation (excluding change in method of depreciation)	4	Presentation	Discussion, Practice & Quiz	CLO2,CLO3
12	Departmental Accounts	4	Presentation	Discussion & Practice	CLO1,CLO4
13	Basis for allocation of expenses	3	Presentation	Discussion & Practice	CLO1

Course Designers:

- Dr.R.Jayasathya
- Dr.NithyaRamadass

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC22C02	**FUNDAMENTALS OF e-COMMERCE**	**THEORY**	**56**	**4**	**-**	**4**

Preamble

- To establish knowledge about and 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.

- To demonstrate an awareness of the main components and concepts of Industry 4.0, and the vital role it plays in e-business practice.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the fundamental concepts of e-commerce and the functioning of various types of e-business models	K1
CLO2	Explain the role of e-commerce in abridging payment process	K2
CLO3	Develop a technological framework required for an e-business & M-Commerce	K3
CLO4	Analyze e--business strategies, business transformation processes and applications relevant to Industry 4.0	K4

Mapping with Programme Learning Outcomes

CLOS	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S

S- Strong

Syllabus

UNIT I (11 hours)

Introduction to e-Commerce[1] – Definition – Perspectives – History of e-Commerce –e-Commerce drivers – Nature & Scope of e-Commerce – Categories of e-Commerce - Electronic data interchange - Electronic funds transfer –Comparison between traditional and electronic commerce – *advantages and disadvantages of e-commerce[2]* - Security Issues in e-Commerce.

UNIT II (11 hours)

Introduction to e-Services: Categories of e-Services – Web enabled services – Match making services – Information selling on the web – e-Entertainment – Auctions & other specialized services.

E-Commerce Technology: Introduction –Electronic Commerce Framework – Electronic

Commerce and Media convergence. The Network Infrastructure for Electronic Commerce – *Corporate Digital Library*[4] - Dimension of Internal Electronic Commerce Systems - Types of Digital Documents. *Corporate data Warehouse*[5] - *T*ypes of data warehouse.

UNIT III (11 hours)

Electronic payment system[6] – Introduction – Problems with traditional payment system – features of e-payment system – Types of e-payment system: e-token – e-cash – e-cheque – Credit cards – Debit cards – Smart cards. Credit Cards based e-Payment system - Advantages of EPS – Designing e-Payment system.

UNIT IV (11 hours)

Internet Payment System: Characteristics of Payment system – 4C Payment methods – SET Protocol for credit card payment - Micropayment system – *Overview of smart card and Mondex*[7] – e-commerce security & secure messaging - Information Security- Security Threats - *V-commerce*[8] – Introduction and features - M-Commerce - Mobile Commerce Risk, Security and Payment Methods -

UNIT V (12 hours)

Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care. Examples of the types of e-Commerce: Intel - Amazon – e-bay – Priceline. Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	Dr. U.S. Pandey Er. SaurabhShukla	e-Commerce and Mobile Commerce Technologies	S. Chand	2015 Revised Edition
2	P. Kaliraj, T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0	Bharathiar University	2020

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2013, Revised Edition

2	V. Rajaraman	Essentials of E-Commerce Technology	PHI Learning Private Limited	2015 Revised Edition

Related Online Content

1. Introduction to E-commerce , Zheng Qin , Zlibrary / Springer, 2009, 1lib.in/book/913451/20aadb?dsource=recommend
2. Encyclopedia of e-commerce, e-government, and mobile commerce, Mehdi Khosrow-Pour, Mehdi Khosrowpour , Zlibrary / Idea Group Reference 2006 URL : 1lib.in/book/462371/090e49?dsource=recommend
3. Business models for e-commerce, Radovilsky, Zinovy ,Zlibrary / Business Expert Press, 2015 ,URL : 1lib.in/book/2631504/75e9ea?dsource=recommend

Blended Learning Links

1. https://www.tutorialspoint.com/e_commerce/e_commerce_resources.htm
2. https://www.investopedia.com/terms/e/ecommerce.asp
3. https://www.youtube.com/watch?v=GiTY8QPnqOI
4. https://www.scribd.com/doc/20489539/Corporate-Digital-Library
5. https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7/date-warehousing-11849.html
6. https://securionpay.com/blog/e-payment-system/
7. https://www.youtube.com/watch?v=xHmEH0k-mrc
8. https://whatis.techtarget.com/definition/virtual-commerce-vCommerce-v-commerce-or-vCom

Pedagogy

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

Course Contents and Lecture Schedule

Module No.	Topic	No. of periods	Content delivery methods	Participatory Learning	CLO
Unit I					
1	**Introduction to e-Commerce[1]** – Definition – Perspectives – History of e-Commerce –e-Commerce drivers – Nature & Scope of e-Commerce – Categories of e-Commerce -	5	Lecture & Presentation	Discussion	**CLO 1**
2	Electronic data interchange - Electronic funds transfer – Comparison between traditional and electronic commerce –	4	Lecture & Presentation	Discussion	**CLO 2**

3	Advantages and disadvantages of e-commerce[2] - Security Issues in e-Commerce.	2	Lecture & Presentation	Discussion	**CLO 4**
Unit II					
4	Introduction to e-Services: Categories of e-Services – Web enabled services – Match making services – Information selling on the web – e-Entertainment – Auctions & other specialized services.	5	Lecture & Presentation	Discussion	**CLO 1**
5	E-Commerce Technology: Introduction –Electronic Commerce Framework – Electronic Commerce and Media convergence. The Network Infrastructure for Electronic Commerce – Corporate Digital Library[4] - Dimension of Internal Electronic Commerce Systems - Types of Digital Documents. Corporate data Warehouse[5] - Types of data warehouse.	6	Lecture & Presentation	Discussion	**CLO 2**
Unit III					
6	**Electronic payment system[6]** – Introduction – Problems with traditional payment system – features of e-payment system – Types of e-payment system: e-token – e-cash – e-cheque – Credit cards – Debit cards – Smart cards.	6	Lecture & Presentation	Discussion, Quiz	**CLO 2**
7	Smart card and e-Payment system – Credit Cards based e-Payment system - Advantages of EPS – Designing e-Payment system.	5	Lecture & Presentation	Discussion	**CLO 4**
Unit IV					
8	Internet Payment System: Characteristics of Payment	6	Lecture & Presentation	Discussion, Quiz	**CLO 2, CLO 3**

	system – 4C Payment methods – SET Protocol for credit card payment - Micropayment system – Overview of smart card and Mondex[7] –				
9	e-commerce security & secure messaging - Information Security- Security Threats - V-commerce[8] – Introduction and features - M-Commerce - Mobile Commerce Risk, Security and Payment Methods -	5	Lecture & Presentation	Discussion	**CLO 3**
Unit V					
10	Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care. Examples of the types of e-Commerce: Intel - Amazon – e-bay – Priceline.	4	Lecture & Presentation	Discussion	**CLO 2**
11	Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles	5	Lecture & Presentation	Discussion	**CLO 1**
12	Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0	3	Lecture & Presentation	Discussion	**CLO 3**

Course Designers

1. Dr.M.Deepalakshmi

2. B.Shamile

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC21CP1	**COMPUTER APPLICATION PRACTICAL I- OFFICE PACKAGE**	**PRACTICAL**	-	3	27	1

Preamble

- To give hands on training in basic computer applications

- To inculcate programming ability to compute data

- To aim at making experts in the most widely used application packages

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the various practical applications using MS office.	K1
CLO2	Demonstrate presentations using MS office package tools	K2
CLO3	Develop documents using the word package tools.	K3
CLO4	Construct worksheets using advanced functions in MS office	K3

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S

S- Strong; M-Medium

Syllabus

WORD

1. Type a paragraph and Perform:

    a. Font using font size, font style, line spacing etc.

    b. Insert page numbers at the bottom right alignment

    c. Insert header consisting of date and time, insert footer consisting of page

    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.

EXCEL

6.   Enter the data with following fields:

   b) Serial no

   c) Name

   d) Address

   e) City

   f) Date of Joining

   g) Salary

   h) Course

   i) Duration

   j) No of students

   k) Total fees

Perform the following:

   a. Change font as bold

   b. Arrange the alignment as center

   c. Rename the sheet

   d. Insert a new sheet

   e. Move a sheet

   f. Delete a sheet

   g. Hide/Unhide Column

   h. Change Column Width

7. Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.

8. Calculate Simple and Compound Interest. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions

9. Enter the semester marks and calculate total auto-sum and average using function wizard.

10. Sort: Sort by Color, Reverse List, Randomize List.

11. Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data.

POWERPOINT

12. 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

13. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

14. 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.

15. 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 word art

Pedagogy

Demonstration through System, Demonstration through PPT

Course Contents and Presentation Schedule

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	CLO
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	Presentation	Demo, Hands-on training	**CLO 1**
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	1	Presentation	Demo, Hands-on training	**CLO 1**

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	CLO
3	Prepare an application for a job with the bio-data using auto text.	2	Presentation	Demo, Hands-on training	**CLO 1**
4	Prepare a college day invitation using borders and shading option, word art and pictures.	1	Presentation	Demo, Hands-on training	**CLO 1**
5	Using mail merge, draft a shareholder's meeting letter for 5 members.	3	Presentation	Demo, Hands-on training	**CLO 1**
6	Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading	1	Presentation	Demo, Hands-on training	**CLO 1**
7	Enter the data with following fields: l) Serial no m) Name n) Address o) City p) Date of Joining q) Salary r) Course s) Duration t) No of students u) Total fees Perform the following: i. Change font as bold j. Arrange the alignment as center k. Rename the sheet l. Insert a new sheet m. Move a sheet n. Delete a sheet o. Hide/Unhide Column p. Change Column Width	2	Presentation	Demo, Hands-on training	**CLO 1**
8	Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.	1	Presentation	Demo, Hands-on training	**CLO 2**
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	2	Presentation	Demo, Hands-on training	**CLO 3**
10	Enter the semester marks and calculate total auto-sum and average using function wizard.	1	Presentation	Demo, Hands-on training	**CLO 3**
11	Sort: Sort by Color, Reverse List, Randomize	2	Presentation	Demo, Hands-on	**CLO 2**

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	CLO
	List.			training	
12	Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data	1	Presentation	Demo, Hands-on training	**CLO 3**
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	2	Presentation	Demo, Hands-on training	**CLO 2**
14	Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.	1	Presentation	Demo, Hands-on training	**CLO 2**
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.	2	Presentation	Demo, Hands-on training	**CLO 2**
16	Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.	1	Presentation	Demo, Hands-on training	**CLO 2**
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	2	Presentation	Demo, Hands-on training	**CLO 2**

Course Designers

1. Dr.M.Sumathi
2. Ms.B.Shamile

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
NME21ES	**INTRODUCTION TO ENTREPRENEURSHIP**	**THEORY**	**26**	**4**	**-**	**2**

Unit 1:(5 hrs)

Nature of Entrepreneurship   **(3 hrs)**

Meaning –Need for Entrepreneurship –Qualities of Successful Entrepreneurs - Myths of

Entrepreneurship

Activity: Assignment, Discussion (2 hrs)

Unit 2: (6 hrs)

Role of Entrepreneurs (4 hrs)

Significance of Entrepreneurship to the nation –Environmental Factors influencing Entrepreneurship – Entrepreneurial Process and Functions- Challenges faced by Entrepreneurs

Activity: Quiz / Role Play (2 hrs)

Unit 3: (6 hrs)

Formulation of Business Idea (4 hrs)

Business Idea Generation - Entrepreneurial Imagination and Creativity – Role of Innovation – Opportunity Evaluation

Activity: Business Idea Pitch (2 hrs)

Unit 4: (6 hrs)

Business Planning (4 hrs)

Need for Market Study – Securing Finance from various Sources - Significance of Business plan – Components of Business plan

Activity: Schemes available for Entrepreneurs (2 hrs)

Unit 5: (7 hrs) (7 hrs)

Project:

Interface with Successful Entrepreneurs – 4 hrs

Business Plan Presentation – 3 hrs

Reference Books				
S.No	Author Name	Book Name	Publisher	Year and edition
1.	D.F. Kuratko and T.V. Rao	Entrepreneurship- South Asian Perspective	Cengage Learning India Pvt. Ltd. Delhi	1st Edition, 2016
2.	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson Education India	1st Edition, 2012

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC22C03	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.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Relate basic concepts of web page designing with real-time web pages using HTML & XML	K1
CLO2	Understand the tools and technologies used to develop a web page	K2
CLO3	Develop web pages that present information, graphics and hypertext links to other web pages in a cohesive manner	K3
CLO4	Examine web design issues and the effectiveness of a web design in respect to its context.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S

S- Strong

Syllabus

Unit I (17 Hrs)

Introduction to HTML[1] – 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.*Extensible Mark-Up Language (XML)[2]*: Introduction- HTML vs. XML. HTML5 –

Introduction – embracing the reality of web markup – HTML5 document structure changes – HTML5's open media effort.

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[3]*.

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[4]*- 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*[5]- 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

Related Online Content

1. e-commerce and M-commerce technologies , P. Candace Deans , Zlibrary / IRM Press, 2005 ,1lib.in/book/460226/0d5266?dsource=recommend

2. Social media marketing workbook 2019 , Schaffner, Adam , Zlibrary / Social Media Guru , 2019 , 1lib.in/book/5979259/aaa42e

Blended Learning Links

1. https://www.w3schools.com/html/html_intro.asp
2. https://www.w3schools.com/html/html_xhtml.asp
3. https://w3schools.sinsixx.com/dhtml/dhtml_intro.asp.htm
4. https://www.digitalthirdcoast.com/blog/on-page-off-page-seo-difference
5. https://www.scribd.com/document/87141633/Role-of-Web-in-E-Commerce

Pedagogy

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

Course Contents and Lecture Schedule

Module No.	Topic	No. of periods	Content delivery methods	Participatory Learning	Knowledge Level
Unit I					
1	**Introduction to HTML** – Information files creation – Web Client / Browser – Hyper Text	6	Lecture & Presentation	Discussion	K1

	Markup Language (HTML) – Commonly used HTML commands				
2	Lists – Adding graphics to HTML documents – Tables – Linking Documents – Frames – Projects in HTML.	6	Lecture & Presentation	Discussion, Quiz	K2
3	*Extensible Mark-Up Language (XML) :* Introduction- HTML vs. XML. HTML5 – Introduction – embracing the reality of web markup – HTML5 document structure changes – HTML5's open media effort.	5	Lecture & Presentation	Discussion	K1
Unit II					
4	**Cascading CSS** – Introduction to CSS – Where to add CSS Rules – CSS Properties – Controlling Fonts – Text Formatting – Text Pseudo-Classes	6	Lecture & Presentation	Discussion	K1
5	Selectors – Lengths – Introduction to Box Model – Links – Backgrounds – Lists – Tables – Outlines - :focus.	6	Lecture & Presentation	Discussion	K3
6	active Pseudo Classes Generated Content – Miscellaneous Properties – Additional Rules – Positioning with CSS. **Dynamic HTML**	5	Lecture & Presentation	Discussion, Quiz	K2
Unit III					
7	**Search Engine Optimization (SEO)**:- Introduction-Importance of SEO-History of Search Engines- How search Engines Operate- Crawling Techniques	6	Lecture & Presentation	Discussion	K1
8	- 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-	6	Lecture & Presentation	Discussion	K2
9	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.	6	Lecture & Presentation	Discussion	K3
Unit IV					
10	**Webhosting: -** Webhost-types-	6	Lecture &	Discussion,	K2

			Presentation	Quiz	
	VPS-Domain for a website-DNS Information- Webhost: Bandwidth- Control Panels-Statistics- uptime-Ecommerce**.				
11	**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.	6	Lecture & Presentation	Discussion	K3
12	**Tools for Website Design: -** Introduction- HTML- Front page-ASP- MS-Access - Amazon Web Server.	5	Lecture & Presentation	Discussion, Quiz	K3
Unit V					
13	**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.	10	Lecture & Presentation	Discussion	K3
14	**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.	7	Lecture & Presentation	Discussion	K2

Course Designers

1. Dr.A.Karthika
2. Dr.S.Yesodha

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC21CP2	**COMPUTER APPLICATION PRACTICAL II - ACCOUNTING PACKAGE AND WEB 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 Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the accounting and statutory features of Tally	K1
CLO2	Understand HTML and CSS code and demonstrate it with a HTML editor	K2
CLO3	Develop Websites for an organization based on their requirements	K3
CLO4	Analyze web page coding to identify errors	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	M	M	S
CLO2	S	S	S	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

ACCOUNTING PACKAGE

1. To prepare Receipt & Payment voucher entries
2. To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions
3. To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions
4. To prepare Contra and Journal vouchers
5. To prepare simple Payroll voucher and to display payroll report(pay slip report, pay sheet report and payroll statements report)
6. To prepare final accounts for a given trial balance
7. To prepare Stock Summary and Godown wise summary
8. To enable GST and enter the GST details in statutory & taxation

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. Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.

7. Create a web page with audio and video embedding using simple HTML5 program.

Pedagogy

Demonstration through System, Demonstration through PPT

Course Contents and Presentation Schedule

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
1	To Create Company, Groups and Ledgers	3	Presentation	Demo, Hands-on training	K2
2	To prepare Receipt & Payment voucher entries	4	Presentation	Demo, Hands-on training	K2
3	To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions	4	Presentation	Demo, Hands-on training	K3
4	To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions	4	Presentation	Demo, Hands-on training	K3
5	To prepare Contra and Journal vouchers	4	Presentation	Demo, Hands-on training	K2
6	To prepare simple Payroll voucher and to display payroll report(pay slip report, pay sheet report and payroll statements report)	3	Presentation	Demo, Hands-on training	K3
7	To prepare final accounts for	3	Presentation	Demo, Hands-on	K2

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
	a given trial balance			training	
8	To prepare Stock Summary and Godown wise summary	4	Presentation	Demo, Hands-on training	K3
9	Create a webpage using list tags for manufacturing company	4	Presentation	Demo, Hands-on training	K2
10	Create a web page giving the train details using tables	4	Presentation	Demo, Hands-on training	K3
11	Create a document with two links to an external document	4	Presentation	Demo, Hands-on training	K3
12	Create a specimen of a corporate web page. Divide the browser screen into two frames	4	Presentation	Demo, Hands-on training	K3
13	Create a web page, which accepts user information and user comments on the web site. Design the web page using form elements	4	Presentation	Demo, Hands-on training	K4
14	Design a web page for CYBERSHOP INC, Using style sheets	4	Presentation	Demo, Hands-on training	K4
15	Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes	4	Presentation	Demo, Hands-on training	K4

Course Designers

1. Dr.M.Deepalakshmi
2. Ms. B.Shamile

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
21PECM1	**PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT**	**THEORY**	**40**	**5**		**2**

Objectives

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recognize their own ability to improve their own competence in using the language	K1
CLO2	Use language for speaking with confidence in an intelligible and acceptable manner	K2
CLO3	Read independently unfamiliar texts with comprehension and understand the importance of reading for life	K3
CLO4	Understand the importance of writing in academic life	K3
CLO5	Write simple sentences without committing error of spelling or grammar	K3

(Outcomes based on guidelines in UGC LOCF – Generic Elective)

Mapping with Programme Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	M	M	S
CLO2	S	S	S	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S
CLO5	S	S	S	S	S

S- Strong; M-Medium

Syllabus

UNIT 1: COMMUNICATION   **8 Hours**

Listening   : Listening to audio text and answering question. Listening to Instructions
Speaking   : Pair work and small group work.
Reading   : Comprehension passages –Differentiate between facts and opinion
Writing   : Developing a story with pictures**.**

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION   8 Hours
Listening **:** Listening to process description.-Drawing a flow chart.
Speaking **:** Role play (formal context)
Reading **:** Skimming/Scanning- Reading passages on products, equipment and gadgets.
Writing **:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.
Vocabulary : Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES   8 Hours
Listening **:** Listening to interviews of specialists / Inventors in fields (Subject specific)
Speaking **:** Brainstorming. (Mind mapping).Small group discussions (Subject- Specific)
Reading **:** Longer Reading text.
Writing : Essay Writing (250 words)
Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS   8 Hours
Listening : Listening to lectures.
Speaking **:** Short talks.
Reading **:** Reading Comprehension passages
 Writing : Writing Recommendations Interpreting Visuals inputs
Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS   8 Hours
Listening : Listening comprehension- Listening for information.
Speaking : Making presentations (with PPT- practice).
Reading : Comprehension passages –Note making.Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)
Writing **:** Problem and Solution essay– Creative writing –Summary writing
Vocabulary : Register specific - Incorporated into the LSRW tasks

Textbook

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	TamilNadu State Council for Higher Education (TANSCHE)	English for Commerce and Management Semester 1	--	--

Reference Books

S.No.	Authors	Title of the Book	Publishers	Year of Publication

1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

Course Contents and Lecture Schedule

Module No.	Unit	Topic	No. Of. Periods	Knowledge Levels
1	Unit I	Listening	1	K2
2	Unit I	Speaking	1	K3
3	Unit I	Reading	1	K2
4	Unit I	Activity	1	K3,K4
5	Unit I	Vocabulary	1	K2
6	Unit I	Writing	1	K2
7	Unit I	Activity	1	K3, K4
8	Unit I	Activity	1	K3,K4
9	Unit II	Listening	1	K2
10	Unit II	Speaking	1	K3
11	Unit II	Reading	1	K2
12	Unit II	Activity	1	K3,K4
13	Unit II	Vocabulary	1	K2
14	Unit II	Writing	1	K2
15	Unit II	Activity	1	K3, K4
16	Unit II	Activity	1	K3,K4
17	Unit III	Listening	1	K2
18	Unit III	Speaking	1	K3
19	Unit III	Reading	1	K2
20	Unit III	Activity	1	K3,K4
21	Unit III	Vocabulary	1	K2
22	Unit III	Writing	1	K2

23	Unit III	Activity	1	K3, K4
24	Unit III	Activity	1	K3,K4
25	Unit IV	Listening	1	K2
26	Unit IV	Speaking	1	K3
27	Unit IV	Reading	1	K2
28	Unit IV	Activity	1	K3,K4
29	Unit IV	Writing	1	K2
30	Unit IV	Activity	1	K3, K4
31	Unit IV	Activity	1	K3,K4
32	Unit IV	Interpreting visuals	1	K3,K4
33	Unit V	Listening	1	K2
34	Unit V	Speaking	1	K3
35	Unit V	Reading	1	K2
36	Unit V	Activity	1	K3,K4
37	Unit V	Writing	1	K2
38	Unit V	Activity	1	K3,K4
39	Unit V	Creative writing	1	K3, K4
40	Unit V	Activity	1	K3,K4

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP22C04	BUSINESS MANAGEMENT AND ETHICS	CORE	73	2	-	4

Preamble
- To provide the students with an understanding *of* the basic principles of management *in* the functional areas of business to pursue careers in management with ethics

Prerequisite
- Basic Knowledge on Business Management

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Recognize the fundamental concepts and principles of management, Planning, Organisation, leadership and control including the function and its nature.	K1
CLO2	Identify the management process and decision making in management functions	K2
CLO3	Apply the theories and identify various case studies for practical applications of management concepts	K3
CLO4	Demonstrate the process of management functions and evaluate the social responsibility and ethical issues in business situations	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	S	M	S	S
CLO4	S	S	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

BUSINESS MANAGEMENT AND ETHICS- BP22C04 (73 HOURS)

UNIT I (14 Hrs)

Management –Definition - Nature and Scope – ***Functions– Managerial Skills– Levels of Management*** – Roles and Skills of a Manager- Contributions by Henry Fayol, FW Taylor, Peter F Drucker, McGregor, Elton Mayo-***Management as a Science, Art, Profession-Management and Administration***– Principles of Management

UNIT II (14 Hrs)

Planning: Meaning – Nature- ***Importance- Purpose of Planning***- Planning Process - Advantages and Limitations- Types of Plans – ***Objectives – Policies – Strategies – Procedures – Programmes – Obstacles to Effective Planning*** - Decision Making: Steps in Decision Making – Role of MIS for Decision Making. ***MBO – MBE - Policy and Strategy***.

UNIT III (15 Hrs)

Organization –Meaning - Nature and Importance – ***Process of organization– Organization structure– Organization chart–Organization manuals***–Types of Organization - Departmentation - Span of Management - ***Authority – Responsibility - Accountability*** - Power – Delegation – Centralization -Decentralization-Staffing-Case study

UNIT IV (14 Hrs)

Leadership –Meaning and Importance –***Functions of Leadership–Leadership styles–Qualities of good leader*** –Theories & Approaches of Leadership-Directing-Functions -***Coordination-Meaning-Definition-Principles-Advantages&Disadvantages***-Case study

UNIT V (14 Hrs)

Control –Meaning - and Importance –*Process & Techniques of control*-Ethics-Meaning– Importance Nature &*Relevance-Structure of ethics management-Ethics in business*-Factors affecting ethical practice in business-Social Responsibility of Business.

* Highlighted Content offered in Blended Mode (Link Provided)

Text Books

S. No	Authors	Title	Publishers	Year of Publication
1.	R K Sharma & Shasi K Gupta	Principles of Management	Kalyani Publishers	2017 reprint
2.	Dinkar Pagre	Principles of Management	Sultan Chand & sons	2018 reprint

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.C.NSonttakkai	Principles of Management	Kalyani Publishers,	2016 reprint
2.	PC tripathi& PN Reddy	Principles of Management	Tata Mcgraw Hill Publishing Co Ltd	2017 ed.
3.	Robbins, De Cenzo, & Coulter.	Fundamentals of Management	Pearson Education Ltd	10th Ed. 2017

Skill Components

- Preparation of different types of organisation charts
- Construct a standing plan for a new business venture
- Demonstrate different leadership styles through role play
- Study the ethical practices followed in the organization
- Select any one company and prepare SWOT analysis
- Prepare a report of CSR activities followed in an organisation

Pedagogy

- Lecture, PPT presentation , Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Contents and Presentation Schedule

			Unit I (14 Hrs)		
SL. NO	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOS
1.	1-2	Management-Definition Nature and	In Class Discussion using PPT	Just A minute topic	CLO1

		Scope (In Class Discussion & Interaction)			
2.	3-4	Functions – Managerial Skills – Levels of Management (Online learning)	https://study.com/academy/lesson/management-in-organizations-top-middle-low-level-managers.html https://www.youtube.com/watch?v=aWV8w-coyhM	Quiz	CLO1, CLO3
3.	5-7	Roles and Skills of a Manager, Contributions by Henry Fayol, FW Taylor (In Class Discussion & Interaction)	In Class Discussion using PPT and activity.	Role Play	CLO2, CLO3
4.	08-10	Management as a Science, Art, Profession (Online learning)	Videos, PPT and PDF on Management as a Science, Art, Profession	Debate	CLO1, CLO4
5.	11-12	Management and Administration (Online learning)	https://slideplayer.com/slide/1516906/	Group Discussion	CLO2, CLO3,
6.	13-14	Principles of Management(In Class Discussion & Interaction)	In Class Interaction on the topic principles of management	Homework assignments	CLO1, CLO2 CLO4,
Unit II (14 Hrs)					
7.	15-16	Planning of Meaning and Nature(In Class Discussion & Interaction)	In-class Discussion and interaction using videos	Just a minute topic	CLO1
8.	17-18	**Importance-Purpose of Planning** (Online	PPT and PDF	Seminar	CLO1, CLO3

		learning)			
9.	19-21	Planning Process - Advantages and Limitations- Types of Plans(In Class Discussion & Interaction)	In class Discussion using PPT	Group Discussion	CLO3, CLO4
10.	22-24	Objectives, Policies– Strategies, Procedures – Programmes, Obstacles to Effective Planning (Online learning)	https://blog.mindmanager.com/blog/2020/02/27/202002the-6-steps-of-the-strategic-planning-process/	Quiz in Group	CLO2, CLO3,
11.	25-26	Decision Making: Steps ,Role of MIS for Decision Making (In Class Discussion &Interaction)	In Class Discussion using PPT	Idea Thinking Assignments	CLO2,CLO4,
12.	27-28	MBO- MBE- Policy and Strategy (Online learning)	https://study.com/academy/lesson/what-is-management-by-objectives-mbo-definition-advantages-disadvantages.html	Think-Pair-Share	CLO4
Unit III (15 Hrs)					
13.	29-30	Planning of Meaning and Nature (In Class Discussion & Interaction)	In-class Discussion using PPT	Just A minute topic	CLO1
14.	31-33	Process of organization– Organization structure(Online learning)	PPT and PDF on Process of Organisation	Seminar	CLO1, CLO2
15.	34-35	Organization chart– Organization manuals (Online learning)	Organisation Chart and Organisation manual links https://www.slideshare.net/WelingkarDLP/12-organization-charts-and-manuals	Quiz	CLO1, CLO2, CLO4
16.	36-38	Types of	In class lecture on using chalk and	Group	CLO3

			discussion	Discussion	
		Organization-Departmentation-Span of Management (In Class Discussion & Interaction)	discussion	Discussion	
17.	39-41	Authority-Responsibility-Accountability (Online learning)	https://blog.mindmanager.com/blog/2020/02/27/202002the-6-steps-of-the-strategic-planning-process/	Quiz in Group	CLO4
18.	42-43	Power-Delegation-Centralization-Decentralization-Staffing(In Class Discussion & Interaction)	In Class Discussion using PPT and lecture	Idea Thinking Assignments	CLO1, CLO2, CLO4
Unit IV (14 Hrs)					
19.	44-46	Leadership – Meaning - and Importance (In Class Discussion & Interaction)	In-class lecture on Definition, Nature and Scope of Management	Just A minute topic	CLO1
20.	47-50	Functions of Leadership–Leadership styles–Qualities of good leader (Online learning)	https://smallbusiness.chron.com/four-functions-management-leadership-styles-64958.html	Quiz	CLO1, CLO2
21.	51-54	Theories & Approaches of Leadership Directing-Functions (In Class Discussion & Interaction)	In class Discussion using PPT and lecture	Role Play	CLO4
22.	55-56	Coordination-Meaning-Definition-Principles-(Online learning)	Videos, PPT and PDF on Coordination-Meaning-Definition-Principles-Advantages&Disadvantages	Debate	CLO2
23.	57	Coordination-Case study (In Class Discussion & Interaction)	Interaction on the topic Coordination-Case study	Idea Thinking Assignments	CLO4
Unit V (14 Hrs)					

24.	58-60	Control – Meaning - and Importance (In Class Discussion & Interaction)	In-class lecture and discussion using PPT	Group Discussion	CLO1
25.	61-62	Process & Techniques of control(Online learning)	https://blog.mindmanager.com/blog/2020/11/03/complete-visual-project-planning-toolkit/	Think-Pair-Share	CLO1, CLO2
26.	63-65	Ethics-Meaning– Importance Nature-Relevance (In Class Discussion & Interaction)	In class lecture and discussions using chalk.	Seminar	CLO1, CLO2, CLO4
27.	66-69	Structure of ethics management- Ethics in business(Online learning)	Videos, PPT and https://www.slideshare.net/Megha_pareek/ethics-in-management	Pre – Recorded Video Lectures	CLO1, CLO2,
28.	69-71	Factors affecting ethical practice in business-Social Responsibility of Business (In Class Discussion & Interaction)	Interaction on the topic Factors affecting ethical practice in business-Social Responsibility of Business	Home work assignments	CLO1, CLO2, CLO4

Course Designers:

1. Dr.A.Meenakshi- Department of B Com(CA)
2. Dr.NithyaRamadass- Department of B Com(CA)

COURSE NUMBER	COURSENAME	Category	L	T	P	Credit
EC22C05	RELATIONAL DATABASE MANAGEMENT SYSTEM	Theory	58	2	-	3

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 Learning outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Interpret about relational database management concepts	K1
CLO2	Develop the tables using normalization	K2
CLO3	Illustrate about the SQL operators and keys	K3
CLO4	Demonstrate the basic storage database structure and access Techniques	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	M	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	S	L	M
CLO4	M	S	M	M	M

S-Strong; M-Medium; L-Low

Syllabus

UNIT I (12 Hrs)

Introduction to database management system- Data models **-*Database system architecture*-**Relational database Management System- *** Key and its types* **-Relational operators-Attribute domains and their implementations-*Structure of SQL statements and SQL writing guidelines*-**Creating tables-Describing the structure of a table.

UNIT II (11 Hrs)

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

UNIT III (12 Hrs)

Implementation of the selection, projection and join operators.Creating foreign keys and primary keys and check constraints - adding and modifying columns - Removing constraints from a table.

UNIT IV (11 Hrs)

Built in functions- Numeric- ***Character conversion functions** - **Introduction to group**

functions*sum, avg, max, min, count - Introduction to processing date and time- Arithmetic with dates- ***Date functions- Formatting dates and time.***

UNIT V (12 Hrs)

Sub queries-Correlated queries- Using sub queries to create, update, insert and delete rows from a table ***Introduction to PL/SQL***-user defined functions- Triggers-***Stored procedures*.**

* Highlighted Content offered in Blended Mode (Link Provided)

Text Book

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Ramon A Mata-Toledo Pauline KCushman	Database Management System	Tata Mc Graw-Hill Publishing company limited, New Delhi.	2010,2nd Edition

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Ramakrishnan & Gehrke	Database Management Systems	Tata Mc Graw Hill	2009,8th edition
2	Nilesh Shah	Database Systems using Oracle	PHI learning Pvt Ltd	2014, 2ndedition
3	AlexisLeon &Mathews Leon	Fundamentals of database Management systems	Tata Mc Graw Hill	2011,3rd Edition

Pedagogy

➢ Lecture, Assignment, Group Discussion, PowerPoint Presentation and Seminar

Blended Learning Links:

UNIT I

➢ https://in.video.search.yahoo.com/yhs/search?fr=yhs-trp-001&ei=UTF-8&hsimp=yhs-001&hspart=trp&p=-Database+system+architecture+in+youtube&vm=r&type=Y149_F163_202167_112520#id=3&vid=0ccaf8fa66c6ab00a7a818886502b1f5&action=click
➢ https://www.youtube.com/watch?v=6BSlwKkgCYU
➢ https://www.youtube.com/watch?v=U8zkTBfO53o
➢ https://www.youtube.com/watch?v=qRA8In26J2k

UNIT II

➢ https://www.youtube.com/watch?v=ABwD8IYByfk

- https://www.youtube.com/watch?v=QpdhBUYk7Kk
- https://www.youtube.com/watch?v=xoTyrdT9SZI

UNIT III
- https://www.tutorialspoint.com/explain-the-select-operation-in-relational-algebra-dbms
- https://www.educative.io/answers/what-is-the-projection-operation-in-dbms
- https://www.javatpoint.com/dbms-join-operation

UNIT IV
- https://www.youtube.com/watch?v=DEb70tvUltA
- https://www.youtube.com/watch?v=ujfdyqabLxg
- https://www.geeksforgeeks.org/sql-date-functions/
- https://www.w3schools.com/sql/sql_dates.asp

UNIT V
- https://www.w3resource.com/sql/subqueries/underst anding-sql-subqueries.php
- https://www.geeksforgeeks.org/sql-correlated-subqueries/
- https://www.w3resource.com/sql/subqueries/correlated-subqueries-using-aliases.php
- https://oracle-base.com/articles/misc/introduction-to-plsql
- https://www.softwaretestinghelp.com/mysql-stored-procedure/

Lecture Plan

UNIT I – (12 HOURS)					
SI NO	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
1	1-2	Introduction to database management system& Data models	In Class Lecture using chalk and talk	Interaction and discussion	CLO 1, CLO 3
2	3-4	Database system architecture	https://in.video.search.yahoo.com/yhs/search?fr=yhs-trp-001&ei=UTF-8&hsimp=yhs-001&hspart=trp&p=-Database+system+architecture+in+youtube&vm=r&type=Y149_F163_202167_112520#id=3&vid=0ccaf8fa66c6ab00a7a818886502b1f5&action=click	Quiz	CLO 2, CLO,3,
3	5-6	Relational database Management System key and its types	https://www.youtube.com/watch?v=6BSlwKkgCYU	Discussion	CLO 1, CLO 3
4	7	Relational operators	Class discussion	Group discussion	CLO 1, CLO 3, CLO 4
5	8-9	Attribute domains and their	In Class Lecture using chalk and talk	Interaction and	CLO 1, CLO 2, CLO 4

		implementations		discussion	
6	10-11	Structure of SQL statements and SQL writing guidelines	https://www.youtube.com/watch?v=U8zkTBfO53o https://www.youtube.com/watch?v=qRA8In26J2k	Quiz	CLO 1, CLO 3, CLO 4
7	12	Creating tables, Describing the structure of a table.	Homework	assignment	CLO 1, CLO 2, CLO 3
UNIT II - (11 HOURS)					
8	13	Functional dependencies	In Class Lecture using chalk and talk	Interaction and discussion	CLO 1, CLO 2, CLO 3
9	14-15	Normalization process	https://www.youtube.com/watch?v=ABwD8IYByfk	Quiz	CLO 2, CLO 3, CLO 4
10	16-17	1NF-2NF-3NF-BCNF1	Class discussion	Group discussion	CLO 3, CLO 4
11	18	The E-R model	https://www.youtube.com/watch?v=QpdhBUYk7Kk	Quiz	CLO 1, CLO 2
12	19-20	Entities and attributes	In Class Discussion using PPT	Group Discussion	CLO 1, CLO 2,
13	21	Relationships	In Class Discussion using PPT	Group Discussion	CLO 1, CLO 3, CLO 4
14	22-23	Normalizing the model	https://www.youtube.com/watch?v=xoTyrdT9SZI	Quiz	CLO 2, CLO 3
UNIT III- (12 HOURS)					
15	24-27	Implementation of the selection, **projection and join** operator	https://www.tutorialspoint.com/explain-the-select-operation-in-relational-algebra-dbms https://www.educative.io/answers/what-is-the-projection-operation-in-dbms https://www.javatpoint.com/dbms-join-operation	Quiz	CLO 1, CLO 3
16	28-30	Creating foreign keys and primary keys and check constraints	In Class Discussion using PPT	Group Discussion	CLO 1, CLO 2
17	31-32	adding and modifying columns	Class discussion	Group discussion	CLO 3, CLO 4

18	33-35	Removing constraints from a table	One to one interaction	Group discussion	CLO 2, CLO 3
UNIT IV- (11HOURS)					
19	36-37	Built in functions, Numeric	In Class Lecture using chalk and talk	Interaction and discussion	CLO 2, CLO 3
20	38-39	Character conversion functions	https://www.youtube.com/watch?v=DEb70tvUltA	Quiz	CLO 1, CLO 2
21	40-41	Introduction to group functions	https://www.youtube.com/watch?v=ujfdyqabLxg	Quiz	CLO 2, CLO 3
22	42-43	sum, avg, max, min, count	Class discussion	Group discussion	CLO 3, CLO 4
23	44	Introduction to processing date and time	In Class Lecture using chalk and talk	discussion	CLO 1, CLO 3
24	45	Arithmetic with dates	Homework	Assignment	CLO 1, CLO 2
25	46	Date functions-Formatting dates and time	https://www.geeksforgeeks.org/sql-date-functions/ https://www.w3schools.com/sql/sql_dates.asp	Quiz	CLO 2, CLO 3
UNIT V - (12 HOURS)					
26	47-48	Sub queries-Correlated queries	https://www.w3resource.com/sql/subqueries/underst anding-sql-subqueries.php https://www.geeksforgeeks.org/sql-correlated-subqueries/ https://www.w3resource.com/sql/subqueries/correlated-subqueries-using-aliases.php	Quiz	CLO 1, CLO 2
27	49- 51	Using sub queries to create, update, insert and delete rows from a table	One to one interaction	Group discussion	CLO 2, CLO 3
28	52-54	Introduction to PL/SQL	https://oracle-base.com/articles/misc/introduction-to-plsql	Quiz	CLO 3, CLO 4
29	55-56	User defined functions, Triggers	Homework	Assignment	CLO 2, CLO 3
30	57- 58	Stored procedures	https://www.softwaretestinghelp.com/mysql-stored-procedure/	Quiz	CLO 1, CLO 2

Course Designers

1. Dr.M.Sumathi,

2. Dr.A.Anishprabha,

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC22A01	COMPANY LAW	Theory	73	2	-	4

Preamble

➢ To familiarize the fundamental concepts of Companies Act 2013

➢ To provide an insight into the different types of Companies and their provisions

➢ To familiarize with various documents involved in a Joint Stock Company.

Prerequisite

➢ Basic Knowledge on Joint Stock Companies

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Acquire knowledge on basics in Joint Stock company and its documentation procedures for incorporation.	K1
CLO2	Examine the legal norms relating to the internal affairs of the company.	K2
CLO3	Elucidate the corporate legal framework relating to business operations in compliance with Companies Act 2013.	K3
CLO4	Critically think and apply the provisions that are prevailing in the current trends of corporate governance.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	L	S	S	M
CLO2	M	S	M	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S

S-Strong; M-Medium; L-Low

Syllabus

Unit I (15Hrs)

Company – Definition & Features **- *Distinction between Company and Partnership –Kinds of Companies – Difference between Private and Public Company – Incorporation of a**

Company– Documents to be filed* – Memorandum of Association– Doctrine of Ultra vires.

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

*Shares – Debentures – Allotment – Valid Allotment – Irregular Allotment *– Transfer and Transmission of Shares–Membership of Company.

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

Company Meetings**–**Kinds–Statutory Meeting, Annual General Meeting–Extraordinary General Meeting – Board Meeting - Resolutions, Minutes, Quorum and Proxy – ***Winding up – Modes*.** Corporate Governance in Indian Scenario– need– importance– Clause49 (listing requirements) National Company Law Tribunal and Appellate Tribunal.

*Highlighted Content offered in Blended Mode (Link Provided)

Text Book

S.No	Author Name	Title of the Book	Publisher	Yearand edition
1	Kapoor N.D	Company Law & Secretarial Practice	Sultan Chand &Sons, New Delhi	Revised Edition2020
2	Gogna P.P.S	A Textbook of Company Law	Sultan Chand& Sons, New Delhi	Revised Edition2016

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Bahi J.C	Secretarial Practice in India Practices	N.M. Tripathi(p) Ltd	2016[th]edition
2	Ravi Puliani & Mahesh Puliani	Companies Act, 2013 (As amended by the Companies Amendment Act 2015)	Jain Book agency	23[rd]edition,2016

Pedagogy

➢ Lecture, Assignment, Group Discussion, PowerPoint Presentation and Seminar

Blended Learning Links:

Unit I

https://www.youtube.com/watch?v=3mjNMwfBHyE
- https://keydifferences.com/difference-between-partnership-firm-and-company.html
- https://www.investopedia.com/ask/answers/difference-between-publicly-and-privately-held-companies/
- https://www.shaalaa.com/question-bank-solutions/distinguish-between-private-company-public-company-concept-company_1958
- https://blog.ipleaders.in/incorporation-of-company/
- https://www.ansarada.com/business-readiness/corporate/incorporation-registration-information

Unit II
- https://www.youtube.com/watch?v=aebYX3aZ3Qo
- https://corporatefinanceinstitute.com/resources/equities/articles-of-association/
- https://www.legalserviceindia.com/legal/article-7523-doctrine-of-constructive-notice-and-indoor-management.html
- https://www.toppr.com/guides/business-laws/companies-act-2013/doctrine-of-indoor-management/

Unit III
- https://www.indiainfoline.com/knowledge-center/share-market/what-are-shares-and-types-of-shares
- https://www.wallstreetmojo.com/debentures/
- https://www.indialawoffices.com/knowledge-centre/allotment-of-shares
- https://www.acra.gov.sg/how-to-guides/shares-and-updating-share-information/allotment-of-shares

Unit IV
- https://www.youtube.com/watch?v=xm1bHERtEKE
- https://www.youtube.com/watch?v=TSBDO-qDSwk
- https://en.wikipedia.org/wiki/Company_Secretary_(India)
- https://leverageedu.com/blog/duties-of-company-secretary/

Unit V
- https://www.youtube.com/watch?v=FrXwr4ALjjY
- https://www.brainkart.com/article/Kinds-of-Company-Meetings_40943/
- https://www.youtube.com/watch?v=_zDp-rNHaDk
- https://www.indiafilings.com/winding-up-of-a-company

Lecture Plan

UNIT – I (15 Hours)					
Sl. No	LECTURE	TOPIC	CONTENTS	ACTIVITY	CLOs
1	1 - 2	Company – Definition & Features (In Class Discussion & Interaction)	In Class Discussion using PPT	Group Discussion	CLO1, CLO2
2	3 - 4	Distinction between Company and Partnership (Online Learning)	https://www.youtube.com/watch?v=3mjNMwfBHyE https://keydifferences.	Assignment	CLO1, CLO2

			com/difference-between-partnership-firm-and-company.html		
3	5 - 6	Difference between Private and Public Company (Online Learning)	https://www.investopedia.com/ask/answers/difference-between-publicly-and-privately-held-companies/ https://www.shaalaa.com/question-bank-solutions/distinguish-between-private-company-public-company-concept-company_1958	Quiz	CLO1, CLO2
4	7 - 8	Incorporation of a Company – Documents to be filed (Online Learning)	https://blog.ipleaders.in/incorporation-of-company/ https://www.ansarada.com/business-readiness/corporate/incorporation-registration-information	Quiz	CLO1, CLO2
5	9 - 11	Memorandum of Association (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Assignment	CLO1, CLO2
6	12 - 15	Doctrine of Ultravires (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Assignment	CLO1, CLO2
UNIT – II (15 Hours)					
7	16 -18	Articles of Association (Online Learning)	https://www.youtube.com/watch?v=aebYX3aZ3Qo https://corporatefinanceinstitute.com/resources/equities/articles-of-association/	Quiz	CLO1, CLO2
8	19-21	Doctrine of Constructive Notice & Indoor Management (Online Learning)	https://www.legalserviceindia.com/legal/article-7523-doctrine-of-constructive-notice-and-indoor-management.html https://www.toppr.co	Assignment	CLO1, CLO2

			m/guides/business-laws/companies-act-2013/doctrine-of-indoor-management/		
9	22-24	Alteration of Article – Prospectus (In Class Discussion & Interaction)	In Class Discussion using PPT	Assignment	CLO1, CLO2
10	25 - 27	–Contents – Misstatements – Liability for Misstatements (In Class Discussion & Interaction)	In Class Discussion using PPT	Assignment	CLO2, CLO3
11	28-30	Certificate of Commencement of Business.	In Class Discussion using PPT	Assignment	CLO2, CLO3
UNIT – III (15 Hours)					
12	31-33	Shares – Debentures (Online Learning)	https://www.indiainfoline.com/knowledge-center/share-market/what-are-shares-and-types-of-shares https://www.wallstreetmojo.com/debentures/	Quiz	CLO2, CLO3
13	34 -37	Allotment – Valid Allotment – Irregular Allotment (Online Learning)	https://www.indialawoffices.com/knowledge-centre/allotment-of-shares https://www.acra.gov.sg/how-to-guides/shares-and-updating-share-information/allotment-of-shares	Quiz	CLO2, CLO3
14	38 - 41	Transfer and Transmission of Shares) (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3
15	42 -45	Membership of	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3

		Company. (In Class Discussion & Interaction)			
**UNIT – IV (14 Hours)**				
16	46-47	Company Management (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3
17	48-50	Board of Directors – Appointment – Qualifications (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Quiz	CLO2, CLO3
18	51-53	Powers – Duties – Liabilities (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3
19	54-56	Managing Director & Manager – Managerial Remuneration	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3
20	57-59	Company Secretary – Appointment, Qualification, Powers and Duties.	https://www.youtube.com/watch?v=xm1bHERtEKE https://www.youtube.com/watch?v=TSBDO-qDSwk https://en.wikipedia.org/wiki/Company_Secretary_(India) https://leverageedu.com/blog/duties-of-company-secretary/	Assignment	CLO2, CLO3
**UNIT –V (14 Hours)**				
21	60-61	Company Meetings – Kinds	https://www.youtube.com/watch?v=FrXwr4ALjjY https://www.brainkart.com/article/Kinds-of-Company-Meetings_40943/	Assignment	CLO2, CLO3
22	62-65	Statutory Meeting, Annual General Meeting –	In Class Lecture using chalk and talk	Assignment	CLO3, CLO4

		Extraordinary General Meeting – Board Meeting (In Class Discussion & Interaction)			
23	65-68	Resolutions, Minutes, Quorum and Proxy (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Quiz	CLO3, CLO4
24	68-70	Winding up – Modes (Online Learning)	https://www.youtube.com/watch?v=_zDp-rNHaDk https://www.indiafilings.com/winding-up-of-a-company	Case study	CLO3, CLO4
25	71-73	Corporate Governance in Indian Scenario – need – importance – Clause 49(listing requirements) National Company Law Tribunal and Appellate Tribunal. (In Class Discussion & Interaction)	In Class Lecture using chalk and talk	Interaction and Discussion	CLO3, CLO4

Course Designers:

1.Dr.M.Deepalakshmi,

2. Mrs.R.LakshmiPriya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP22A01	PRINCIPLES OF MARKETING	CORE	73	2	-	4

Preamble

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

Prerequisite

- No prerequisite knowledge required.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Identify the concepts of Market, marketing and market driven enterprises	K1
CLO2	Examine the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives	K2
CLO3	Summarize the principles and strategies of advertising and promotion..	K3
CLO4	Analysing the essential skills for interpreting market research data, analysing consumer behaviour, and evaluating the effectiveness of marketing campaigns.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	M	S	M
CLO4	S	S	S	L	M

S- Strong; M-Medium; L-Low

Syllabus

PRINCIPLES OF MARKETING - BP22A01 (73 HOURS)

UNIT I (14Hrs)

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

UNIT II (14Hrs)

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

UNIT III (15Hrs)

Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages and *Kinds of Sales Promotion*. Advertising: - Meaning, Definition, Functions, Objectives, Advantages, Kinds of Advertising Media. Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels

of Distribution- Meaning, Definition, Importance, Types, E-Channels of distribution - ***Factors Determining Choice of Channel of Distribution.**

UNIT IV (15Hrs)

Rural Marketing: - Meaning, Definition, Nature and Types - Agricultural Marketing in India – Types of agricultural goods - Problems and Remedies,* **Regulated Markets-Functions and Advantages.** Organized Markets - Characteristics, Commodity Exchange - Future Contracts – Hedging. ***Co-operative Marketing - Objectives – Features – Functions** - Advantages and Limitations.

UNIT V (15Hrs)

E-Marketing – Difference between e-marketing and e-business – ***E-Marketing past, present and future.**–. E-Marketing plan: overview – Creating- Steps in E-marketing plan. Services Marketing-Meaning and definition of service – Characteristics of service and types of services. Relationship Marketing – International Marketing – Objectives, Importance and policies

Unit-I
- https://www.youtube.com/watch?v=COz1odgWajo
- https://youtu.be/gEhndR6dpQA
- https://youtu.be/C7lx5wVhicg
- https://youtu.be/Rf5IJYDAvUE
- https://www.youtube.com/watch?v=VrSsKeyR9PE
- https://www.youtube.com/watch?v=Ule8n6GgE1g

Unit-II
- https://youtu.be/8nTzFT51TXk
- https://youtu.be/TqczYbFPWnk
- https://study.com/academy/lesson/the-marketing-mix-product-place-price-promotion.html49489547
- https://www.slideshare.net/sriprasadnavulla/market-segmentation-ppt-7
- https://www.youtube.com/watch?v=AjxVqbyUDo8

Unit-III
- https://youtu.be/dWrmZN7qy94
- https://youtu.be/Qc0DW5gj7LY
- https://youtu.be/NCuznQ5o9g8
- https://www.youtube.com/watch?v=AjxVqbyUDo8
- https://www.youtube.com/watch?v=rIykQN1HPtU
- https://www.slideshare.net/FaHadHassanNooR/new-product-development-product-life-cycle-strategies-marketing
- https://edurev.in/studytube/Factors-Affecting-Choice-of-Distribution-Channels-/393a6f82-88aa-4878-ae44-3788f21b1736_

Unit-IV
- https://youtu.be/YgjuI6pcrHI
- https://youtu.be/ShoD-FOlMUY
- https://www.youtube.com/watch?v=jQBdrZle2t8

- https://www.youtube.com/watch?v=rIykQN1HPtU
- https://youtu.be/h_HHtzH4avk
- https://youtu.be/_STEyi0dwNU
- https://www.slideshare.net/AlmaszabeenBadekhan/regulated-markets-system-in-india
- https://study.com/academy/lesson/cooperative-advertising-definition-examples-quiz.html

Unit-V
- https://youtu.be/4kuzYOiGs38
- https://youtu.be/k_wjzE4UcXU
- https://youtu.be/_lEgpK9SjFo
- https://youtu.be/t3Yf75xtDNg
- https://youtu.be/t3Yf75xtDNg

Text Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Pillai R.S.N. and Bagavathi	Modern Marketing Principles and Practices	S.Chand& Co. New Delhi	4th Revised Edition (Reprint 2017)
2.	J P Mahajan	Principles of Marketing	Vikas Publishing House Pvt Ltd	2nd Edition,2017.

Reference Books

S. No.	Author Name	Book Name	Publisher	Year and edition
1.	Gupta C.B., Rajan Nair N.	Marketing Management	Sultan Chand and Sons, New Delhi	2018 Edition
2.	Philip Kotler, Gary Armstrong, Lioys C. Harris	Principles of Marketing	Pearson	8th Edition, 2020

Pedagogy
- Chalk and talk Seminar, Group Discussion, Assignment, Power point presentation.

Skill Components
- Critical thinking and problem-solving.
- Study the key marketing functions.
- Construct a standing plan for a new business venture.
- Demonstrate different promotional strategies through role play.
- Study the ethical policies in E-Marketing.

Pedagogy

- Lecture, PPT presentation , Quiz, Group Discussion, Seminar, Assignment, Activity based learning

Contents and Presentation Schedule

S. No.	Lectu re	Topic	Contents	Activity	CLOs
		UNIT I (14 hrs)			
1	1	Market: - Meaning, Definition	Lecture, PPT	Quiz	CLO1, CLO2
2	2	**Classification of Markets.(Online Learning)**	https://www.youtube.com/watch?v=VrSsKeyR9PE	Think, pair and share	CLO1, CLO2
3	3-4	Marketing: - Meaning, Definition, Features, Importance, Evolution	Interaction and discussion	Assignment	CLO1, CLO2
4	5-7	Functions of Marketing- Difference between Marketing and Selling	Lecture, PPT	Interaction and discussion	CLO2, CLO3
5	8-9	**Marketing Environment: -Micro and Macro Marketing Environment(Online Learning)**	https://www.youtube.com/watch?v=Ule8n6GgE1g	Seminar	CLO3, CLO4
6	10-12	Controllable and Uncontrollable Factors- Modern Marketing Concept.	Lecture, PPT	Group Discussion	CLO1, CLO2, CLO3
7	13-14	**Marketing Mix – Definition and Elements Market Segmentation (Online Learning)**	Other Website Link https://study.com/academy/lesson/the-marketing-mix-product-place-price-promotion.html https://www.slideshare.net/sriprasadnavulla/market-segmentation-ppt-49489547	Pros &cons Grid	CLO2 CLO3
		UNIT II (14 hrs)			
9	15	Product: - Meaning, Definitions	Lecture, PPT	Brainstorming	CLO1, CLO2
10	16-18	Elements of Product Policy and Branding Strategies	In Class Lecture using chalk and talk	Interaction and discussion	CLO2, CLO3
11	19-20	**Product Life Cycle (Online Learning)**	https://www.slideshare.net/FaHadHassanNooR/new-product-development-product-	Quiz	CLO2, CLO3

S. No.	Lecture	Topic	Contents	Activity	CLOs
			life-cycle-strategies-marketing		
12	21-22	New Product Planning	Lecture, PPT	Group Discussion	CLO1, CLO3, CLO4
13	23-26	Price: Meaning, Definition, Importance, Factors affecting pricing decisions	In Class Lecture using chalk and talk	Seminar	CLO2, CLO3
14	27-28	**Kinds of Pricing(Online Learning)**	https://www.youtube.com/watch?v=PeyCVpijO-0	Discussion	CLO1 CLO3, CLO4
		UNIT III (15 hrs)			
15	29-31	Promotion Mix: - Sales Promotion, Meaning, Definition, Objectives, Advantages	Lecture, PPT	Quiz	CLO1 CLO2
16	32-33	**Kinds of Sales Promotion.(Online Learning)**	https://www.youtube.com/watch?v=AjxVqbyUDo8	Role play	CLO2, CLO3
17	34-36	Advertising: - Meaning, Definition, Functions, Objectives, Advantages- Kinds of Advertising Media	In Class Discussion using PPT	Assignment	CLO3, CLO4
18	37-40	Personal Selling: - Meaning, Definition, Objectives, Importance, Qualities of a Good Sales Man, Features and Process of Personal Selling. Channels of Distribution- Meaning, Definition, Importance, Types, E-Channels of distribution	Lecture, PPT	Seminar	CLO1, CLO3, CLO4
19	41-43	**Factors Determining Choice of Channel of Distribution.(Online Learning)**	ICSI Link https://edurev.in/studytube/Factors-Affecting-Choice-of-Distribution-Channels-/393a6f82-88aa-4878-ae44-3788f21b1736_t	Just a Minute	CLO2, CLO3
		UNIT IV (15hrs)			
20	44-46	Rural Marketing: - Meaning, Definition, Nature and Types	Lecture, PPT	Assignment	CLO1, CLO2, CLO3
21	47-49	Agricultural Marketing in India – Types of agricultural goods - Problems and Remedies,	In Class Lecture using chalk and talk	Seminar	
22	50-52	**Regulated Markets-Functions and Advantages.**	https://www.slideshare.net/AlmaszabeenBadekhan/regulated-markets-system-in-india	Quescusion	CLO2, CLO3
23	53-55	Organized Markets - Characteristics,	Interaction and	Group	CLO1,

S. No.	Lecture	Topic	Contents	Activity	CLOs
		Commodity Exchange - Future Contracts – Hedging	Discussion	Discussion	CLO3
24	56-58	**Co-operative Marketing - Objectives – Features- Functions- Advantages and Limitations.**	https://study.com/academy/lesson/cooperative-advertising-definition-examples-quiz.html	Quiz	CLO2, CLO3, CLO4
		**UNIT V(15 hrs)**			
28	59-61	E-Marketing – Difference between e-marketing and e-business	In Class Discussion using PPT	Quiz	CLO1, CLO2
29	62-64	**E-Marketing past, present and future.– E-Marketing plan: overview**	https://youtu.be/k_wjzE4UcXU	Interaction and discussion	CLO2, CLO3
30	65-67	Creating- Steps in E-marketing plan. Services Marketing-Meaning and definition of service	Lecture, PPT	Quiz	CLO1, CLO3, CLO4
31	68-70	Characteristics of service and types of services. Relationship Marketing	In Class Discussion using PPT	Assignment	CLO2, CLO3
32	71-73	International Marketing – Objectives, Importance and policies	Lecture, PPT	Case study	CLO3, CLO4

Course Designers:

1. Dr.R.Jayasathya
2. Dr.R.Eswari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP22A02	**HUMAN RESOURCE MANAGEMENT**	**ALLIED**	73	2	-	4

Preamble

➢ To emphasize the skill, knowledge, ability and ethics required for the work force to work efficiently.

Prerequisite

● No Basic Knowledge required

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the basic concepts of human resource management, framework, analysis, evaluation, performance appraisal and placement induction play a key role in effective business administration.	K1
CLO2	Interpret the elements relate to various aspects of HRM, such as recruitment, placement, evaluation, compensation and employee welfare.	K2
CLO3	Identify the importance of HRM and organizational outcomes, recruitment, appraisal and stress management system to outline the practical situations.	K3
CLO4	Analyze the issues, strategies and welfare, performance, induction and incentives to develop manpower resources for effective human resource.	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

S- Strong; M-Medium

HUMAN RESOURCE MANAGEMENT- BP22A02 (73 HRS)

Syllabus

Unit I (14hrs)

Human Resource Management - Introduction - Characteristics - scope of HRM- Objectives -***System approach to HRM- Importance and Functions of HRM - Qualities of human resource manager*** – Role of human resource manager. Human Resource Planning – Concept – Objective-Need and Importance – Process – Levels – Problems- ***Guidelines for effective human resource planning.***

Unit II (14hrs)

Job analysis- introduction, objectives - Significance– Process – techniques – Job description – Job specification – Role analysis. Job Design – Concept – Approaches - Methods. ***Recruitment: Introduction – Process – Policy - Sources of Recruitment*** – Techniques – Recruitment practices in India. Selection – Introduction – Steps – ***Testing and Competency Mapping.***

Unit III (15hrs)

Placement and induction-Concept of placement and induction – objectives – advantages- induction in Indian industries – Contents – Steps to make induction effective. ***Employee Training – Concept –Need –Importance- Types*** –Objective –Design – Methods –Evaluating training effectiveness. Career Planning and Development – Meaning –Objective – Process – Advantages – Limitations **– *Making career planning successful – Career Development**. * Case Studies.

Unit IV(15hrs)

Performance Appraisal– Concept – Objective – Importance – Process – Problems – Essentials – Methods – ***Performance appraisal through MBO – 360 degree appraisal techniques- Performance Management.*** Job Evaluation – Concept – Objectives – Process – Advantages – Limitations – Essentials – Methods. Incentive Compensation – Meaning **– *Essentials – Types – wages incentives in India.** * Case Studies

Unit V (15hrs)

Employee Welfare- Meaning –Significance – Agencies – Types –Statutory provisions for employee welfare. Social Security – Concept –Scope – ***The workmen's compensation – State insurance – Provident fund – Maternity benefit* –** Payment of Gratuity – Group life insurance. Job Satisfaction – Concept – Measurement – Determinants. Quality of work life – Concept –Measure – Dimension – Principles. Management of Stress – Concept – Sources – ***Consequences – Coping with stress – Methods of stress management.***

Text Book				
S.No	Author Name	Book Name	Publisher	Year and Edition
1	Gupta C.B	Human Resource Management	Sultan Chand & Sons	16th Edition 2017

S.No	Author Name	Book Name	Publisher	Year and edition
1	Dwivedi R.S	Human Resource Management	Vikas Pub House – Noida	6th Edition 2009
2	Gary Dessler	Human Resource Management	Prentice Hall Of India	16h Edition 2020
3	Rao V.S.P	Human Resource Management	Excel Books	4 th Edition 2020

Skill Component

- ➢ Gain basic understanding of human resource management and its essential role in contemporary organizations
- ➢ Plan a role play on job analysis for placing right candidate at the right place
- ➢ Creation of ideas for induction and retention of employees
- ➢ Preparation of a sample framework for awarding and rewarding the employees based on performance appraisal
- ➢ Analyse the various strategies to cope up stress among employees in an organisation.

Pedagogy

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

Contents and Presentation Schedule

S. No.	Lecture	Topic	Contents	Activity	CLOs
		UNIT I (14 hrs)			
1	1	Human Resource Management - Introduction	Lecture, PPT	One Minute Paper	CLO1, CLO2
2	2	Characteristics - scope of HRM	In Class Discussion using PPT	Interaction and Discussion	CLO1, CLO2
3	3-4	Objectives -**System approach to HRM**	https://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf	Quiz	CLO1, CLO2
4	5-7	**Importance and Functions of HRM**	https://commercemates.co	Quescussion	CLO2, CLO3

S. No.	Lecture	Topic	Contents	Activity	CLOs
			m/function-and-importance-of-human-resource-management/		
5	8-9	**Qualities of human resource manager** – Role of human resource manager.	https://www.vedantu.com/commerce/qualities-of-hr-manager& In Class Discussion using PPT	Quescussion& Assignment	CLO2, CLO4
6	10-12	Human Resource Planning – Concept – Objective-Need and Importance	In Class Discussion using PPT	Chain Notes	CLO3
7	13-14	Process – Levels – Problems-**Guidelines for effective human resource planning.**	https://www.scribd.com/presentation/424968034/Problems-of-Hrp-and-Guidelines-for-Effective-Hrp-Ppt	Quiz	CLO2, CLO3
UNIT II (14 hrs)					
8	15	Job analysis-introduction,-objectives	Lecture, PPT	Group Discussion	CLO2,
9	16-17	Significance- Process – techniques	Lecture, PPT	Think, Pair and Share	CLO2, CLO3
10	18-19	Job description – Job specification – Role analysis	Lecture, PPT	One Minute Paper	CLO2, CLO3
11	20-21	Job Design – Concept – Approaches - Methods.	In Class Discussion using PPT	Assessment	CLO1, CLO2, CLO3
12	22-23	**Recruitment: Introduction – Process – Policy - Sources of Recruitment**	https://www.slideshare.net/AshokBishnoi1/ppt-on-human-resources-management-recruitment	Quiz	CLO2, CLO3
13	24-25	Techniques – Recruitment practices in India.	Lecture, PPT	Interaction and discussion	CLO1 CLO3, CLO4
14	26-28	Selection – Introduction – Steps – **Testing and**	In Class Discussion using PPT &https://www.geektonight.com/competency-	Quescussion	CLO3, CLO4

S. No.	Lecture	Topic	Contents	Activity	CLOs
		Competency Mapping.	mapping/		
**UNIT III (15 hrs)**
15	29-30	Placement and Induction-Concept of placement and induction	In Class Lecture using PPT & Chalk and Talk	Group Discussion	CLO1, CLO2
16	31-33	Objectives - advantages-Induction in Indian industries	In Class Discussion using PPT	Think, Pair and Share	CLO2, CLO3
17	34-35	Contents – Steps to make induction effective.	Lecture, PPT	Chain Notes	CLO3, CLO4
18	36-37	**Employee Training – Concept –Need –Importance- Types** – Objective –Design	https://www.scribd.com/presentation/172684561/HRM-Training-Methods-and-Techniques	Quiz Activity	CLO2, CLO3, CLO4
19	38-40	Methods –Evaluating training effectiveness. Career Planning and Development – Meaning – Objective – Process	In Class Lecture using PPT & Chalk and Talk	Case Study	CLO2, CLO3
20	41-43	Advantages – Limitations – **Making career planning successful – Career Development**	https://dcomm.org/wp-content/uploads/2019/05/career-planning-and-development-ppt2.pdf	Quescussion	CLO3, CLO4
**UNIT IV (15 hrs)**
21	44-47	Performance Appraisal– Concept – Objective	Lecture, PPT	Think, Pair and Share	CLO1 CLO3 CLO4
22	48-49	Importance – Process – Problems – Essentials – Methods	In Class Discussion using PPT	Real time action	CLO4
23	50-51	**Performance appraisal through MBO – 360 degree appraisal techniques**	https://www.researchgate.net/publication/322931827_Using_Management_by_Objectives_as_a_performance_appraisal_tool_for_employee_satisfaction	Quiz Activity	CLO3 CLO4
24	52-53	**Performance Management.** Job Evaluation – Concept – Objectives – Process	https://www.spiceworks.com/hr/performance-management/articles/what-is-performance-	Quiz & Brain Writing	CLO1 CLO3

S. No.	Lecture	Topic	Contents	Activity	CLOs
			management/ & Lecture, PPT		
25	54-55	Advantages – Limitations – Essentials – Methods.	In Class Lecture using PPT & Chalk and Talk	Case Study	CLO2 CLO3 CLO4
26	56-58	Incentive Compensation – Meaning – Essentials – Types – wages incentives in India.	In Class Discussion using PPT &https://www.slideteam.net/types-wage-incentive-plans-ppt-powerpoint-presentation-infographics-show-cpb.html	Seminar &Quescussion	CLO1 CLO2 CLO3
			UNIT V(15 hrs)		
27	59-60	Employee Welfare- Meaning – Significance	Lecture, PPT	Interaction and discussion	CLO1 CLO2
28	61-62	Agencies – Types –Statutory provisions for employee welfare.	In Class Discussion using PPT	Brain writing	CLO2 CLO3
29	63-65	Social Security – Concept – Scope – The workmen's compensation	Lecture, PPT &https://www.slideshare.net/DeepthakJoshi/workmens-compensation-act-1923-47145972	Quiz	CLO1 CLO3 CLO4
30	66-67	State insurance – Provident fund – Maternity benefit – Payment of Gratuity – Group life insurance.	https://rajteachers.net/wp-content/uploads/2021/10/SIPFUserManual.pdf & In Class Discussion using PPT	Quiz Activity & Group Discussion	CLO2 CLO3
31	68-69	Job Satisfaction – Concept – Measurement – Determinants	In Class Discussion	Think, Pair and Share	CLO3 CLO4
32	70-71	Quality of work life – Concept – Measure-–Dimension – Principles.	Lecture, PPT	Case Study	CLO1 CLO3 CLO4
33	72-73	Management of Stress – Concept – Sources – Consequences – Coping with stress – Methods of stress management.	In Class Lecture using PPT & Chalk and Talk &https://www.diva-portal.org/smash/get/diva2:693132/FULLTEXT01.pdf	Case Study &Quescussion	CLO3 CLO4

Course Designers:

1. Dr.Rini Mercy
2. Mrs Sangeetha

Course Number	Course Name	Category	L	T	P	Credit
EC22CP3	**COMPUTER APPLICATION PRACTICAL III–DATABASE PROGRAMMING**	Practical	-	-	60	1

Preamble

➢ To enhance practical knowledge in Database Management

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Relate the access database application environment and queries using built-in functions and operators	K1
CLO2	Enumerate and demonstrate the database in Access using SQL	K2
CLO3	Illustrate data definition and manipulation languages in SQL	K3
CLO4	Analyse constraints on a database using RDBMS	K4

Mapping with Programme Learning Outcomes

CLOS	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	L
CLO2	S	S	S	S	L
CLO3	S	S	S	S	L
CLO4	S	S	S	S	L

S-Strong; M-Medium; L-Low

Syllabus

LIBRE -BASE

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 3-7 are to be worked out and executed using Oracle-SQL and SQL Server

Data Definition Language

3. Table: **Student**

Reg no	number(5) primary key
Stud name	varchar2(15)
Gender	char(6)
Dept name	char(25)
Address	char(25)
Percentage	number(4, 2)

Queries:

1. To create a table
2. To describe a table
3. To alter a table
4. To drop a table
5. To truncate a table

4. Data Manipulation Language

Table: **Student**

Reg no	number(5) primary key
Stud name	varchar2(15)
Gender	char(6)
Dept name	char(25)
Address	char(25)
Percentage	number(4, 2)

Queries:
1. To insert values
2. To retrieve records
3. To update records
4. To delete records

5. Create an Employee table with following field.

Table: **Employee**

Eno	number(5) primary key
Ename	varchar2(20) not null
Dep tno	number(2)not null

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

Queries:

1. Insert values and display the records
2. Display sum, maximum amount of basic pay
3. List the name of the clerks working in the department 20
4. Display name that begins with "G"
5. List the names having "I" as the second character
6. List the names of employees whose designation are "Analyst" and "Salesman"
7. List the different designation available in the Employee table without duplication (distinct)

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

Comp id	number(6) primary key
Comp name	varchar2(15)not null
Proprietor	varchar2(15)not null
Address	varchar2(25)not null
Sup name	varchar2(15)
No of empl	number(4)
GP Percent	number(6, 2)

Queries:

1. Display all the records of the company which are in ascending order of GP Percent.
2. Display the name of the company whose supplier name is "Telco".
3. Display the details of the company whose GP Percent is greater than 20 & order by GP Percent.
4. Display the details of the company having the employee ranging from 300 to 1000.
5. Display the name of the company whose supplier is same as the "Tata".

7. 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)
Rate per unit	Number (8,2)

Totamt	number(8, 2)

Queries:

1. Using update statements calculate the total amount and then select the record.
2. Select the records whose unit of measure is" Kg".
3. Select the records whose quantity is greaterthan10 and less than or equal to 20.
4. Calculate the entire total amount by using sum operation.
5. Calculate the number of records whose unit price is greater than 50 with count operation.

8.Create the table Payroll with the following fields and insert the values:

Table: **Payroll**

Empno	number(8)
Emp name	varchar2(8)
Dept	varchar2(10)
Basic pay	number(8, 2)
HRA	number(6, 2)
DA	number(6, 2)
Pf	number(6, 2)
Net pay	number(8, 2)

Queries:

1. Update the records to calculate the net pay.
2. Arrange the records of the employees in ascending order of their net pay.
3. Display the details of the employees whose department is "Sales".
4. Select the details of employees whose HRA>=1000 and DA<=900.
5. Select the records in descending order.

9.Create a table Deposit and Loan with the following fields:

Table: **Deposit**

Acc no	number(3)
Account Type	varchar2(6)
Branch Name	varchar2(15)
Cust name	varchar2(20)
Balance amt	varchar2 (10)

Table: **Loan**

Loan no	number(5)
Bname	varchar2(15)
Custname	varchar2(30)
Loanamt	number(10)

Queries:

1 Insert the records in to the table.
2 Describe the structure of the table.
3 Display the records of Deposit and Loan.
4 Find the number of loans with amount between 10000and 50000.
5 List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.
6 Find the average account balance at the Coimbatore branch.
7 Update deposits to add interestat5% to the balance.
8 Arrange the records in descending order of the loan amount.
9 Find the total amount of deposit in "Trichy" branch.

10. Create the course and batch table with following fields

Table: **Course**

Course no	number(5) primary key
Course name	varchar2(20)
Fees	Number (8,2)

Table: **Batch**

Batch no	number(5) primary key
Course no	number(5)foreign key
Start date	date
Duration	varchar2(15)

Queries:

1 Insert values and display the records
2 Display the records from batch table whose Course no is "9"
3 Display the Course no, Course name for the batch starting from "25June2000"
4 List Batch no for the batch starting before "30thJune2001" and after "December2001"
5 List the details of the batch who have joined before the end of "September 2001"

11. Create Employee and Department table with following fields

Table: **Employee**

E no	number(5) primary key
E name	varchar2(20)not null
Dept no	number(2)not null
Desig	char(10) not null
Sal	number(9, 2)not null
Comm.	number(7,2)null
PF	Number (9,2)

Table: Department

Dept no	varchar2 (15) primary key
Dept name	varchar2(15)

Queries:

1 Display the details of department table
2 List the name, salary and PF amount of all the employees(PF is calculated as 10% of salary)
3 List the department numbers and number of employees in each department (Group by)
4 List the average salary from each job excluding managers
5 List the jobs and the number of employees in each job. The result should be in descending order of the number of employees
6 List the employees who are eligible for 5% commission whose salary >25000
7 List the names of the employees who are not "managers"

12. Create Employee Salary and Department table with following fields

Table**: Employee_Salary**

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
Shift	Varchar2(15)

Table: Department

Deptno	varchar2 (15) primary key
Deptname	varchar2(15)

Queries:

1. List the department number and the total salary payable in each department
2. List the total salary, maximum and minimum salary and the average salary of employees designation wise
3. Display the emp no, name whose shift is "FN"
4. List average salary for all departments employing more than five people
5. List jobs of all the employees where maximum salary is greater than or equal to5000(having)
6. Raise employee salary by0.15 for the employees working as "programmers"
7. Delete the records where commission is "null"
8. List the average salary and number of employees working in the department "20"

13. 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:

1. Display the author name, price of tax book
2. Display the price of book banking
3. Display the count of category "commerce"
4. List the book details in ascending order of price (order by)
5. List the book details in descending order of book no and price (order by)

Pedagogy

➢ Lecture, Demo in System

Module No	Topics	Hours	Teaching Methods	CLO's
1	Normalize and form a table structure for Student, Employee and Product.	5	Lecture, Demo in System	CLO1, CLO2
2	Create a table using Design View and Table Wizard for Student Database and enter values.	5	Lecture, Demo in System	CLO1, CLO2

3	Data Definition Language using Oracle-SQL and SQL Server	4	Lecture, Demo in System	CLO2, CLO3
4	Data Manipulation Language using Oracle-SQL and SQL Server	4	Lecture, Demo in System	CLO2, CLO3
5	Create an Employee table using Oracle-SQL and SQL Server	4	Lecture, Demo in System	CLO1, CLO2,CLO3
6	Create a table "Company" using Oracle - SQL and SQL Server	4	Lecture, Demo in System	CLO2, CLO3
7	Create a table "Product" using Oracle - SQL and SQL Server	4	Lecture, Demo in System	CLO1, CLO2,CLO3
8	Create the table Payroll using SQL	5	Lecture, Demo in System	CLO1, CLO2, CLO3
9	Create a table Deposit and loan using SQL	5	Lecture, Demo in System	CLO2, CLO3
10	Create the course and batch table using SQL	5	Lecture, Demo in System	CLO2, CLO3
11	Create Employee and Department table using SQL	5	Lecture, Demo in System	CLO3, CLO4
12	Create Employee and Salary table using SQL	5	Lecture, Demo in System	CLO3, CLO4
13	Create Library details using SQL	5	Lecture, Demo in System	CLO3, CLO4

Course Designers:

1. Dr.M.Sumathi
2. Mrs.K.Ilavarasi

COURSE NUMBER	COURSENAME	Category	L	T	P	Credit
EC22SBP1	**SBS-DYNAMIC WEB APPLICATION PRACTICAL-I-PHP/MySQL**	**PRACTICAL**	-	**4**	**41**	**3**

Preamble

➢ To inculcate PHP/MySQL programming ability among students
➢ To provide knowledge about the implementation of PHP/MySQL concepts in to dynamic web pages
➢ To aim at making experts to design a webpage

Prerequisite

Basic Knowledge in HTML and CSS

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the basic coding for PHP/MySQL	K1
CLO2	Illustrate PHP Scripts to handle HTML forms	K2
CLO3	Construct PHP programs that use various PHP library functions and that manipulate files and directories	K3
CLO4	Analyze and solve common Web application tasks by PHP/MySQL programs	K4

Mapping with programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	M	S	S	M
CLO2	S	S	M	S	S
CLO3	M	S	S	S	S
CLO4	S	S	S	M	S

S-Strong; M-Medium

Syllabus

1. How to Install the Xampp Control.
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 to find the maximum value in a given multi-dimensional array.
5. Write a program to find the GCD of two numbers using user defined function.
6. Write a program to generate multiplication table forgiven number.
7. Write a program to find whether the given number is Palindrome or not.
8. Write a program to check if a person is eligible to vote or not.
9. Write a program that lets you try the various sorting functions on the same data.
10. Write a program to redirect a browser request to another webpage
11. Write a program to display an image.
12. Write a program to display a client browser and operating system.
13. Write a program to differentiate the GET and POST method.
14. Designing a Web site using PHP along with HTML.
15. Create a simple database using PHP and MySQL.

Pedagogy

➢ Lecture and Demo in System

Course Designers

1. Dr.M.Sumathi.
2. Mrs.K.Ilavarasi,