



College of Excellence,  2023-4th Rank
Autonomous and Affiliated to Bharathiar University

Reaccredited with A⁺⁺ grade by NAAC, An ISO 9001:2015 Certified Institution
Peelamedu, Coimbatore-641004

DEPARTMENT OF BCOM (PROFESSIONAL ACCOUNTING)

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES- BASED CURRICULAR FRAMEWORK (LOCF)

**I , II ,III, IV, V &VI-Semester
2023 – 2026
BATCH**



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PROGRAMME LEARNING OUTCOMES (PLO's)

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

- PLO1:** Acquire quality professional education to turn into outstanding business professional/career women/entrepreneur and a responsible citizen.
- PLO2:** fulfill the compliance requirements of business organizations in a professional way.
- PLO3:** develop communication skills, interpersonal and soft skills, to enable them to interact in a more constructive manner.
- PLO4:** apply critical thinking, cognitive skills and logical decision making as business professionals.
- PLO5:** develop an attitude to be a lifelong learner both personally and professionally to succeed in sustainable business environment.

PROGRAMME SPECIFIC OUTCOME (PSO's)

Students at the time of graduation will be able to

- PSO1:** gain thorough systematic and subject skills within various disciplines of finance, auditing and taxation, accounting, management, communication and computer.
- PSO2:** acquire practical knowledge to take up the task of accounting professionals.
- PSO3:** serve as a launch pad for professional programmes like CA, CMA and ACS.
- PSO4:** demonstrate progressive learning of various financial issues related to individuals and businessmen to setting up their own business start-up.
- PSO5:** do their higher education and can build their career as business professionals.



College of Excellence, **nirf** 2023-4th Rank

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DEPARTMENT OF BCOM (PA)

**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING
OUTCOMES BASEDCURRICULAR FRAMEWORK (LOCF)
BACHELOR OF COMMERCE (PROFESSIONAL ACCOUNTING)
2023-2026 BATCH**

Semester	Part	Subject Code	Title of paper	Course Type	Instruction hours / week	Contact hours	Tutorial hours	Duration of Examination	Examination Marks			Credits	
									C I A	ESE	Total		
I	I	TAM2301A/ HIN2301A/ FRE2301A	Language I - T/H/F	Lang	4	58	2	3	25	75	100	3	
I	II	ENG2301A	English Paper I	English	4	58	2	3	25	75	100	3	
I	III	PC23C01	Core I: Principles of Accounting	CC	5	73	2	3	25	75	100	4	
I	III	PC23C02	Core II : Business Law	CC	5	73	2	3	25	75	100	4	
I	III	PC23C03	Core III –Business Communication and Ethics	CC	4	58	2	3	25	75	100	3	
I	V	TH23A18	Allied Paper I: Quantitative Aptitude– Mathematics	GE	6	88	2	3	25	75	100	5	
	Non Tamil Students												
I	IV	NME23A1/ NME23B1/	Advance Tamil I/ Basic Tamil I	AECC	2	28	2	--	100	--	100	2	
	Students with Tamil as Language												
I	IV	NME23WS	Women Studies	AECC	2	30	-	--	100	--	100		
II	I	TAM2302 A / HIN2302 A/ FRE2302 A	Language II - T/H/F	Lang	4	58	2	3	25	75	100	3	
II	II	ENG2302A	English Paper II /	English	4	58	2	3	25	75	100	3	
II	III	PC23C04	Core – IV: Financial Accounting	CC	5	73	2	3	25	75	100	4	

II	III	PC23C05	Core – V: Business Economics	CC	5	73	2	3	25	75	100	4
II	III	PC23C06	Core – VI : Marketing	CC	4	58	2	3	25	75	100	3
II	III	TH23A19	Allied II: Quantitative Aptitude–Statistics	GE	6	88	2	3	25	75	100	5
II	IV		Open Course: (Self Study- Online Course)		-	-	-	-	-	-	-	Gr
	IV	NME23B2 / NME23 A 2	**Advance Tamil/Basic Tamil	AECC	2				100	-	100	Gr
II	IV	23PEAS1	Professional English for Commerce and Management		2	23	5	2	50	50	100	2
II	III	NM23GAW	General Awareness		Self Study	-	-	Online Test	-	-	-	Gr
III	I	TAM2303A / HIN2303A / FRE2303A	Language III – Tamil Paper III/ Hindi Paper III/ French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2303A	English Paper- III	E	4	58	2	3	25	75	100	3
	III	PC23C07	Core VII – Advanced Accounting	CC	4	58	2	3	25	75	100	3
	III	PC23C08	Core VIII– Corporate and Other Laws	CC	4	58	2	3	25	75	100	3
III	III	PC23C09	Core IX– Auditing and Assurance I	CC	4	58	2	3	25	75	100	3
	III	PC23A01	Allied I :Principles of Business Management	GE	5	73	2	3	25	75	100	5
	III	PC23A02	Human Resource Management									
III/ IV	III	PC23SCCS 23SBGP	Skill based subject: Course Era – International Business and e- Commerce / GEN- AI(practical)	SEC	3	45		-	-	100	100	3
						44	1					
III	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
	IV	NM22UHR	Universal Human Values and Human Rights #	AECC	-	-	-	-	100	-	100	Gr
I to V Se m	VI	16BONL1 16BONL2	Online Course– 1 Online Course – 2	ACC	-	-	-	-	-	-	-	

SEM	Part	Course Code	Title of the Course	Category	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Mark s			Credits
									CA	ESE	TOTAL	
I to Ise m	VI	COM15SER	Community service 30 hours	GC	-	-	-	-	-	-	-	Gr
IV	I	TAM2304A/ HIN2304A/ FRE2304A	Tamil Paper IV Hindi Paper IV French Paper IV	L	4	58	2	3	25	75	100	3
IV	II	ENG2304A	English Paper IV	E	4	58	2	3	25	75	100	3
IV	III	PC23C10	Cost Accounting	CC	4	58	2	3	25	75	100	3
IV	III	PC23C11	Auditing and Assurance II	CC	4	58	2	3	25	75	100	3
IV	III	PC23C12	Financial Management	CC	4	58	2	3	25	75	100	3
IV	III	PC23A03	Entrepreneurial Development	GE	5	73	2	3	25	75	100	4
		PC23A04	Modern Banking									
III / IV	III	PC23SCE1 / CS23SBGP	International Business And e-Commerce / GEN – AI (Practical)	SEC	3	45	-	-	-	100	100	3
IV	IV	NM23EII	Entrepreneurship and Innovation (Ignite X)	AECC	2	30	-	-	100	-	100	2
IV	IV	NM23EVS	Environmental Studies	AECC	SS	-	-	-	100	-	100	Gr
IV	V	COCOACT	Co – Curricular Activities	GC	-	-	-	-	100	-	100	1
I to IV	VI	COM15SER	Community Service 30Hrs	GC	-	-	-	-	-	-	-	-
I to V	VI	16BONL1 16BONL2	Online Course 1 Online Course 2	ACC	-	-	-	-	-	-	-	-
V	III	PC23C13	Corporate Accounting	CC	7	103	2	3	25	75	100	4
V	III	PC23C14	Accounting for Managerial Decisions	CC	6	88	2	3	25	75	100	4
V	III	PC23C15	Income Tax	CC	6	88	2	3	25	75	100	4
V	III	PC23E01/ PC23E02	Computer Applications in Business/ Forensic Audit	DSE	6	88	2	3	25	75	100	5
V	III	PC20AC1	Financial Services	ACC	-	-	-	3	25	75	100	5\$

V	IV	PC23INST	Fieldwork/ Institutional Training	DSE	-	-	-	-	100	-	100	2
V	IV	NM21CS1	Cyber security I	AEC C	2	30		-	100	--	100	Gr
V	VI	PC23COM	Comprehensive Examination	GC	-	-	-	-	100	-	100	Gr
V	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I to V	VI	16BONL1 16BONL2	OnlineCourse OnlineCourses	ACC	-	-	-	-	-	-	-	-
VI	III	PC23C16	Advanced Corporate Accountin g	CC	7	103	2	3	25	75	100	4
VI	III	PC23C17	Goods and Service Tax and Customs Duty	CC	5	73	2	3	25	75	100	3
VI	III	PC23E03 PC23E04	Strategic Management/ International Business	DS E	6	88	2	3	25	75	100	5
VI	IV	PC21SBP2	Enterpris e Resource Planning - Practical	AE C	3	41	4	-	100	--	100	3
VI	III	PC23PROJ	Project and Viva Voce	DS E	9	-	-	-	25	75	100	5
VI	III	PC20AC2	Advertising and Sales Promotion	AC C	SS	-	-	3	25	75	100\$	5\$
								TOTAL			4200	140

CC – Core Courses CA – Continuous Assessment

GE – Generic Elective ESE - End Semester Examination

AEC – Ability Enhancement Course SEC- Skill Enhancement Course

ACC-Additional Credit Course AECC - Ability Enhancement Compulsory Course,

- Self Study *CA conducted for 25 and converted into 15, ESE conducted for 75 and converted into 35

Self-study paper and credits applicable to candidates who take up ALC Exam

CC – Core Courses CA – Continuous Assessment, DSE – Discipline Specific Elective,

ESE - End Semester Examination ACC - Additional Credit Course, AEC- Ability enhancement cours

Examination System

One test for continuous assessment will be conducted on pre-determined dates i.e., commencing on the 50th day from the date of reopening. The Model exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows

Bloom's Taxonomy based Assessment Pattern

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL

ASSESSMENT

23-24 Batch onwards CA Question Paper Pattern and distribution of marks UG

CA Question from each unit comprising of

Two question with a weightage of 1 Marks : $6 \times 1 = 6$
One question with a weightage of 3 Marks (Internal Choice at the same CLO level) : $3 \times 3 = 9$
One question with a weightage of 10 Marks (Internal Choice at the same CLO level) : $3 \times 10 = 30$
Total : 45 Marks

ALC

Section A (Paragraph answer) (4 out of 6) $4 \times 4 = 16$ Marks
Section B (Essay type) 1 out of 2 : 9 Marks
Total : 25 Marks

End Semester Examination – Question Paper Pattern and Distribution of Marks

UG - Core and Allied courses:

ESE Question Paper Pattern: $5 \times 15 = 75$ Marks

Question from each unit comprising of
Four question with a weightage of 1 Marks : $20 \times 1 = 20$
One question with a weightage of 3 Marks (Internal Choice at the same CLO level) : $5 \times 3 = 15$
One question with a weightage of 8 Marks (Internal Choice at the same CLO level) : $5 \times 8 = 40$
Total : 75 Marks

ESE Question Paper Pattern:(for Accounts Paper) $5 \times 15 = 75$ Marks

Question from each unit comprising of
Four question with a weightage of 1 Marks : $20 \times 1 = 20$
One question with a weightage of 3 Marks : $5 \times 3 = 15$
One question with a weightage of 8 Marks (Internal Choice at the same CLO level) : $5 \times 8 = 40$
Total : 75 Marks

End Semester for UG / PG - Advance Learner Courses

Section A 5 questions out of 8 - open choice $5 \times 5 = 25$ marks
Section B 5 questions out of 8 - open choice $5 \times 10 = 50$ marks
Total : 75 marks

Continuous Internal Assessment Pattern Theory

CIA Test	:	5 marks (conducted for 45 marks after 50 days)
Model Exam	:	7 marks (Conducted for 75 marks after 85 days)
(Each Unit 15 Marks))		
Seminar/Assignment/Quiz	:	5 marks
Class Participation	:	5 marks
Attendance	:	3 marks
Total	:	25 Marks

Practical

Lab Performance	:	7 marks
Regularity	:	5 marks
Model Exam	:	10 marks
Attendance	:	3 marks
Total	:	25 marks

ESE Practical Pattern

The End Semester Examination will be conducted for a maximum of 75 marks respectively with a maximum 15 marks for the record and other submissions if any.

Project:**Evaluation of Individual / Group Project & Viva Voce**

I	Review	-	Selection of the field of study, Topic & literature collection	:	5 Marks
II	Review	-	Research Design: & Data Collection		10 Marks
III	Review	-	Analysis & Conclusion Preparation of rough draft	:	10 Marks
			Total	:	25 Marks

End semester examination:

Evaluation of the project	:	25 Marks
Viva Voce	:	50 Marks
Total	:	75 Marks

Part IV**Introduction to Entrepreneurship/ Women Studies/ Value education/ Environmental Studies /
Design Thinking**

Quiz	:	50 marks
Assignment	:	25marks
Project / Case study	:	25 marks
Total	:	100 Marks

Professional English

The course offered in alignment with TANSCH norms with 2 credits.

Quiz (5 x 20 Marks)	:	100 Marks
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Cyber Security I & II

Quiz	:	60 Marks
Case Study	:	20 Marks
Poster	:	20 Marks

RUBRIC ASSESSMENT TOOL
ASSIGNMENT/QUIZ/SEMINAR

Maximum - 20 Marks (Converted to 5 marks) – Scale 5 to 1

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows good awareness	Shows awareness	Shows little Awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported Throughout	connectivity to topic	Vague sense	No main idea
Organization: Overall	Well planned	Good overall organization	Fair overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Fair presented	Content is sound	Not good
Style: Details and Examples	Excellent amounts of specific examples and detailed Description	Better use of examples and detailed descriptions	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.

MAPPING OF PLOs WITH CLOs

COURSE LEARNING OUTCOMES	PROGRAMME LEARNING OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE –PC23C01					
CLO1	S	S	S	S	S
CLO2	S	M	M	S	S
CLO3	S	S	M	M	M
CLO4	S	S	S	M	M
CLO5	S	S	S	M	M
COURSE –PC23C02					
CLO1	S	S	S	M	S
CLO2	S	S	M	M	M
CLO3	S	S	M	M	S
CLO4	S	S	M	M	S
CLO5	S	S	M	M	S
COURSE –PC23C03					
CLO1	S	S	M	S	S
CLO2	S	S	S	L	M
CLO3	S	M	L	M	S
CLO4	L	L	L	L	L
CLO5	S	M	L	M	M
COURSE -PC23C04					
CLO1	M	S	M	M	M
CLO2	S	S	M	M	S
CLO3	S	S	M	S	S
CLO4	S	S	M	S	S

CLO5	S	S	M	S	S
COURSE -PC23C05					
CLO1	S	S	M	S	S
CLO2	S	S	M	S	S
CLO3	S	S	M	S	S
CLO4	S	S	S	S	S
CLO5	S	S	S	S	S
COURSE -PC23C06					
CLO1	S	L	L	S	L
CLO2	S	S	L	M	L
CLO3	M	S	S	M	L
CLO4	L	L	M	S	L
CLO5	S	S	S	M	M
COURSE –PC23C07					
CLO1	S	S	S	S	M
CLO2	S	S	M	S	S
CLO3	S	M	S	S	M
CLO4	S	S	S	M	S
CLO5	S	S	M	S	M
COURSE –PC23C08					
CLO1	S	S	S	M	L
CLO2	S	M	M	M	S
CLO3	S	M	S	M	S
CLO4	L	M	M	M	S
CLO5	S	S	M	S	S
COURSE –PC23C09					
CLO1	S	S	M	L	S
CLO2	S	S	S	L	M
CLO3	S	M	S	S	M
CLO4	S	M	S	S	M
CLO5	S	M	S	S	M
COURSE –PC23A01					
CLO1	S	L	S	L	L
CLO2	S	S	L	L	L
CLO3	S	M	L	L	L
CLO4	S	M	L	L	M
CLO5	S	M	L	L	M
COURSE –PC23A02					
CLO1	M	M	M	L	L
CLO2	M	L	M	M	M

CLO3	M	M	M	L	M
CLO4	M	L	M	M	M
CLO5	M	L	M	M	M
COURSE - PC23C10					
CLO1	S	S	S	M	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE -PC23C11					
CLO1	S	S	M	S	S
CLO2	S	S	M	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE -PC23C12					
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 - PC23A03					
CLO1	M	M	L	M	M
CLO2	M	M	M	M	M
CLO3	M	M	M	M	M
CLO4	M	M	M	M	M
COURSE - PC23A04					
CLO1	L	M	L	L	M
CLO2	M	L	L	M	L
CLO3	L	L	L	L	M
CLO4	L	M	L	L	L
COURSE –PC23C13					
CLO1	S	S	M	M	S
CLO2	S	M	S	M	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE –PC23C14					
CLO1	S	S	S	M	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE – PC23C15					
CLO1	S	S	M	S	S
CLO2	S	M	S	S	M

CLO3	S	S	S	S	M
CLO4	S	M	S	S	M
COURSE –PC23E01					
CLO1	M	S	L	S	S
CLO2	M	S	L	L	S
CLO3	M	S	L	S	S
CLO4	M	S	L	S	S
COURSE –PC23E02					
CLO1	S	S	L	M	M
CLO2	S	S	M	S	M
CLO3	S	M	M	S	M
CLO4	S	S	L	S	S
PC23C16					
CLO1	S	S	S	S	S
CLO2	S	S	M	S	S
CLO3	S	S	M	S	S
CLO4	S	S	S	S	S
PC23C17					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
PC23E03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
PC23E04					
CLO1	M	M	L	L	L
CLO2	M	M	M	M	L
CLO3	S	M	M	M	L
CLO4	S	M	M	M	L

S-Strong; M-Medium; L-Low

SEMESTER – I

PC23C01	PRINCIPLES OF ACCOUNTING	Category	L	T	P	Credit
		Core	73	2		4

Preamble

To give an insight into the basics of Accounting Concepts, Principles, standards and to develop an expertise in handling the accounts of specialized business and institutions through appropriate accounting techniques and policies

Course Learning Outcomes

On the successful Completion of the Course, students will be able to

CLO Number	CLO statement	Knowledge level
CLO 1	Define the concepts, conventions and accounting standards	K1
CLO2	Understand accounting statement using basic concepts	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports	K3
CLO4	Articulate the accounting concepts to interpret the performance of a Firm	K3
CLO5	Analyse and prepare financial accounting reports	K4

Mapping with Programme Learning Outcomes

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	S	S	S
CLO2	S	M	M	S	S
CLO3	S	S	M	M	M
CL04	S	S	S	M	M
CLO5	S	S	S	M	M

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(16 Hrs)

Meaning and scope of accounting - Accounting concepts, ***Principles and Conventions - Capital and Revenue items** - Accounting Standards - concepts and Objectives - Indian Accounting Standards - concepts and Objectives - Books of Accounts, Preparation of trial balance and final accounts of sole proprietor- ***Rectification of Errors**

UNIT II

(14 Hrs)

Bank Reconciliation Statement – ***Causes for difference between cash book and pass book** – Method of preparation of BRS

Inventories :*** Cost of Inventory, Net realizable value**, Basis and technique of inventory valuation and record keeping.

UNIT III

(15 Hrs)

***Depreciation accounting – meaning – characteristics – factors affecting depreciation** – methods of valuation- straight line method, written down value method, annuity method, sinking fund method, insurance policy method, depletion method, revaluation method.

Bills of exchange and promissory notes- ***Meaning of Bills of Exchange and Promissory Notes** and their Accounting Treatment; Accommodation bills.

UNIT IV

(14 Hrs)

***Average due Date: Meaning,** Calculation of average due date in various situations. Account Current:
***Meaning of Account Current,** Methods of preparing Account Current.

UNIT V

(14 Hrs)

Financial Statements of Not-for-Profit Organizations- ***Preparation of Receipt and Payment**

Account, Income and Expenditure Account and Balance Sheet.

80% Problems & 20% theory

Text books

S.No.	Title	Author	Publisher	Edition & Year of publishing
1.	Advanced Accountancy – Principles of Accounting	S.P.Jain and K.L.Narang	Kalyani Publishers	19 th Revised Edition and Reprint 2020
2.	Financial Accounting	T.S .Reddy and A.Murthy	Margham Publications	Reprint 2020

Reference books

S.No.	Title	Author	Publisher	Edition & Year of publishing
1.	Grewal's Accountancy	M.P.Gupta and B.M.Agarwal	S.Chand & CO.	4 th Revised Edition, 2015
2.	Advanced Accountancy	M.A.Arulanandam and K.S.Raman	Himalaya Publications	6 th Revised Edition, 2017
3	Cost Accounting	T.S.Reddy & Y Hari Prasad Reddy	Margham Publications	5 th Revised Edition 2020

Pedagogy

Chalk and talk , PPT , Discussion , Assignment , Seminar

Related Online Contents

1. Principles and Practice of Accounting by The Institute of Chartered Accountants of India, ICAI Bhawan, New Delhi.
2. Financial Accounting by Institute of Cost Accountants of India, CMA Bhawan, Kolkata.

Skill Development

1. Preparation of financial statements using trial balance of any Company
2. Study of a company's report which includes accounting policies and present a summary
3. Visit any manufacturing company and study the methods of maintaining books of inventory and its valuation.
4. Collect the brochure of non-profit organization and understand the structure and analyze the preparation of financial statement.

Course designer

1. Dr. S.Vijayalakshmi
2. Dr. L Prabha

PC23C02	BUSINESS LAW	Category	L	T	P	Credit
		Core	73	2		4

Preamble

To develop an understanding of significant provisions of select business laws and acquire the ability to address basic application-oriented issues

Course Learning Outcomes

On the successful Completion of the Course, students will be able to

CLO Number	CLO Statement	Knowledge level
CLO 1	Understand consequences of applicability of various laws on business.	K1

CLO2	Identify the fundamental legal principles behind contractual agreements	K2
CLO3	Analyse legal and ethical issues when making business decisions	K3
CLO4	Acquire problem solving techniques and to be able to present coherent, concise legal argument	K4
CLO5	Develop critical thinking through the use of law cases.	K4

Mapping with Programme Learning Outcomes

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

S- Strong. M-Medium; L-Low

Syllabus

UNIT I

(16 Hrs)

***Indian Contract Act 1872- an overview of section 1 – 75 covering the general nature of Contract** – Consideration - other essential elements of a valid contract - performance of contract - breach of contract - contingent and quasi contract

UNIT II

(12 Hrs)

The Sale of Goods Act 1930- ***formation of the contract of sale** - conditions and warranties - transfer of ownership and delivery of goods - unpaid seller and his rights

UNIT III

(16 Hrs)

The Indian Partnership Act of 1932- ***general nature of partnership** - rights and duties of partners - reconstitution of firms - registration and resolution of a firm

UNIT IV

(13 Hrs)

The Limited Liability Partnership Act 2008- introduction – covering nature and scope - ***essential features - characteristics of LLP** - incorporation and differences with other forms of organizations

UNIT V

(16 Hrs)

The Companies Act 2013- Introduction to Companies Act - ***Features of Companies** – Corporate veil theory.

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

S. No.	Title	Author	Publisher	Edition & Year of Publishing
1.	Mercantile law	P.P.S. Gogna	S. Chand & CO.	6 th Revised Edition, Reprint 2020
2.	Elements of Company Law	N.D.Kapoor	Sultan Chand & Sons (P) Ltd.	Reprint 2020
3.	Higher Education for Industry 4.0 and Transformation to Education 5.0	P.Kaliraj, T.Devi	Bharathiar Univerisity	2020

Reference books

S.No.	Title	Author	Publisher	Edition & Year of Publishing
1	Elements of Mercantile Law	N.D.Kapoor	Sultan Chand and Sons	37 th Revised Edition 2015
2	Principles of Business Law	S.N.Maheshwari S.K.Maheshwari	Himalayan Publishing House	2 nd Edition 2015

Pedagogy

Chalk and talk, PPT , Discussion , Assignment , Seminar.

Related Online Contents

1. Business Laws by The Institute of Chartered Accountants of India, ICAI Bhawan, New Delhi
2. A complete Guide to Industry 4.0-Udemy
3. Business Laws – P.C. Tulsian and Bharat Tulsian – Tata McGraw Hill Education Pvt. Ltd. – 2020

Skill Development

1. Case laws – involving points of Law of Contracts.
2. Study any two sale agreements with various conditions and warranties.
3. Study any partnership deed agreement and present same in the class.
4. Discuss any two case studies in formation of LLP.
5. Drafting Memorandum of Association and Articles of Association.

Course designers

1. Dr. S.Vijayalakshmi
2. Dr. L.Prabha

PC23C03	BUSINESS COMMUNICATION AND ETHICS	Category	L	T	P	Credit
		Core	58	2	-	3

Preamble

To give insight in improving the skills among students to enable them become a critical listener and to speak confidently interpersonally as well as in large groups and to write in clear, concise, persuasive and audience centered manner.

Course Learning Outcomes

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

CLO	CLO Statement	Knowledge Level
CLO1	Understand the elements of communication and planning and composing of business messages.	K1
CLO2	Acquire knowledge about group dynamics, inter personal skills and communication in business environment	K2
CLO3	Recognize environmental issues, business ethics and documentation relating to communication and business.	K3
CLO4	Apply the impact of various kinds of communication within an organization, ethical practices in business environment.	K4
CLO5	Demonstrate the verbal and non-verbal communication ability through presentations.	K4

Mapping with Programme Outcomes

Clos	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	S	S	M	S	S

CLO2	S	S	S	L	M
CLO3	S	M	L	M	S
CLO4	S	M	L	M	M
CLO5	S	M	L	M	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I

(12 Hrs)

Elements of Communication – ***Forms of Communication: Formal and Informal, Interdepartmental, Verbal and non-verbal***, Active listening and critical thinking – Public speaking - Presentation skills including conducting meeting, press conference and business letters and reports. Planning and Composing Business messages - ***Communication channels - *Communication ethics**

Unit II

(12 Hrs)

Groups' dynamics, **handling group conflicts***, consensus building; influencing and persuasion skills; Negotiating and bargaining - Emotional intelligence - Emotional Quotient -Soft skills – personality traits.

Unit III

(12 Hrs)

Communication in Business Environment - Business Meetings - Notice, Agenda, Minutes, Chairperson's speech - Press releases – Corporate announcements by stock exchanges -Reporting of proceedings of a meeting.

Basic understanding of legal deeds and documents - (a) ***Partnership deed** (b) Power of Attorney (c) **Lease deed*** (g) Memorandum and articles of association of a company (h) **Annual Report of a company.***

Unit IV

(12 Hrs)

Introduction to Business Ethics- The nature, purpose of ethics and morals for organizational interests- Ethics and Conflicts of Interests ***Ethical and Social Implications of business policies and decisions-** Corporate Social Responsibility- **Ethical issues in Corporate Governance***.

Unit V

(10 Hrs)

Ethics in Workplace – Individual in the organization, discrimination, harassment, gender equality. Ethics in Marketing and Consumer Protection –Ethics in Accounting and Finance – Importance, issues and common problems.

Text book

S.No	Title	Authors	Publishers	Edition & Year of Publication
1.	Law ethics and Communication for CA IPC	CA Munish Bhandari	Bestword publications Private Limited	14th edition, 2015

Reference Books

S.No	Title	Authors	Publishers	Edition & Year of Publication
1.	Business Law Ethics and Communication	M.P. Vijayakumar	Snow White Publications Pvt. Ltd	10 th edition 2016
2.	Padhuka's Law Ethics and Communication	G.Sekar	CA Sunny Jain	9 th Edition 2016
3.	CA – Inter Study Material	ICAI	ICAI	2023

Skill Components

- Planning and Composing Business messages and the various types of agreements are framed by the students as specimen of a company.
- The sender of a personal or business communication message encodes and transmits it through one or more media to the receiver, who decodes it and responds by providing feedback
- Problem solving strategy is taught through activities.
- Model business is set with the legal components.
- Basic understanding of legal deeds and documents.

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz, Case study, Through Online

Course Designers

DR. S. VIJAYALAKSHMI

DR . L.PRABHA

PC23C04		FINANCIAL ACCOUNTING		Category	L	T	P	Credit
				Core	73	2	-	4
Preamble								
To develop an understanding of the basic concepts of the partnership accounts and acquire the ability to infer interpretations as per standards.								
Course Learning Outcomes								
On the successful completion of the course, students will be able to								
	CLO No.	CLO Statement					Knowledge Level	
	CLO1	understand the principles and procedures					K1	
	CLO2	gain proficiency in recording transactions in trading environment					K2	
	CLO3	evaluate intricate aspects while demonstrating expertise in accounting practices					K3	
	CLO4	analyze complex scenarios and apply advanced techniques to draw interpretations					K3	
	CLO5	justify accounting techniques by ensuring accurate financial reporting in accordance with relevant standards.					K4	
Mapping with Programme Outcomes								
	CLOs	PLO1	PLO2	PLO3	PLO4	PLO5		
	CLO1	M	S	M	M	M		
	CLO2	S	S	M	M	S		
	CLO3	S	S	M	S	S		
	CLO4	S	S	M	S	S		
	CLO5	S	S	M	S	S		
S- Strong; M-Medium; L-Low								
Syllabus								
UNIT I						(15 hrs)		
Fundamentals of partnership- Definition of partnership, partnership deed , interest on capital, interest on drawings, profit and loss appropriation account, capital accounts of partner-fixed capital and fluctuating capital, Final accounts of partnership								
UNIT II						(14 hrs)		

Admission of partner- Calculation of new profit sharing ratio, sacrificing ratio , valuation of goodwill, adjustment for goodwill, revaluation of assets, adjustment of capital, comprehensive problems in admission				
UNIT III				(14 hrs)
Retirement of partner- Gaining ratio, treatment of goodwill , adjustment of capital after retirement, comprehensive problems in retirement				
UNIT IV				(15 hrs)
Death of partner- Items requiring special treatment, Ascertainment of deceased partner's share of profit , mode of payment to deceased partner and comprehensive problems				
UNIT V				(15 hrs)
Dissolution of a firm – Insolvency of a partner or partners (Garner Vs Murray) - Piecemeal Distribution				
80% Problems & 20% theory				
*Highlighted Content offered in Blended Mode (Link Provided)				
Links				
UNIT I				
1	https://www.youtube.com/watch?v=QkATjAtImk0&t=18s			
UNIT II				
1	https://www.youtube.com/watch?v=enrTniZKx4s			
2	https://www.youtube.com/watch?v=Kz26mpguJww			
UNIT III				
1	https://www.youtube.com/watch?v=S0QHx_dA0I			
2	https://www.youtube.com/watch?v=-4WCvPAJP_4			
UNIT IV				
1	https://www.youtube.com/watch?v=zvoFPJ4arUU			
UNIT V				
1	https://www.youtube.com/watch?v=TsY0y_Z9Urs&t=200s			
Text Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Financial Accounting	S.P.Jain and K.L.Narang	Kalyani Publishers	11 th Revised Edition, Reprint 2020
2	Financial Accounting	T.S. Reddy and A.Murthy	Margham Publications	Edition 2021
Reference Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Grewal's Accountancy	M.P.Gupta and B.M.Agarwal	S.Chand	4 th Revised Edition, Reprint 2020
2	Advanced Accountancy	M.A.Arulanandam and K.S.Raman	Himalaya Publishing House	6 th Revised Edition, Reprint 2020
Skill Development				
1	Collection of partnership agreements and draft dummy partnership deed with imaginary information.			
2	Create different partnership scenarios (e.g., admission of a new partner, withdrawal of an existing partner) and analyze the financial impact on the partnership's financial statements.			
3	Preparation of final accounts of partnership with imaginary figures.			
4	Prepare piecemeal distribution statement with imaginary figures.			
Pedagogy				
Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz, Case study, Through Online				

Related Online Contents	
1	ICAI - Foundation Course - Paper-1: Accounting - New Scheme of Education and Training - https://www.icaai.org/post.html?post_id=19138
2	ICMAI – Foundation Course – Paper 2 : Fundamentals of Financial and Cost Accounting - https://icmai.in/upload/Students/Syllabus2022/Fdn_Stdy_Mtrl/P2_Revised_1409_22.pdf
Course Designers	
1.	Dr. S.Vijayalakshmi
2.	Mrs Lakshmi Narendran

PC23C05	BUSINESS ECONOMICS	Category	L	T	P	Credit
		Core	73	2		4

Preamble

To evolve comprehensive exploration of business economics covering a wide array of economic concepts and theories, from market dynamics to global economic phenomena.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the core economic principles.	K1
CLO2	Interpret various tools and techniques for production and cost dynamics.	K2
CLO3	Illustrate the concept of various economic theories	K3
CLO4	Analyze and critically evaluate the different market structures.	K4
CLO5	Explore the intricacies of financial and international economics	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT I	(14 hrs)
Introduction to Business Economics: Meaning and scope of Business Economics– *Basic Problems of an Economy and Role of Price Mechanism - Theory of Demand and Supply: *Meaning and determinants of demand , Law of demand and Elasticity of demand – Price, income and cross elasticity. Theory of consumer’s behavior – Indifference curve approach. Meaning and determinants of supply, Law of supply and Elasticity of supply – *Market Equilibrium and Social Efficiency.	
UNIT II	(15 hrs)
Theory of Production and cost: Meaning and *Factors of production , Short run and Long run – Law of Production–The Law of Variable Proportions and Law of Returns to Scale, Producer’s equilibrium - Concepts of costs - Short-run and long-run costs, *Average and marginal costs, Total, fixed and variable costs.	
UNIT III	14 hrs)
Price Determination in Different Markets: *Market Structures: Perfect competition, Monopoly and Monopolistic competition. Using Game Theory to study Oligopoly - Price determination in these markets. Price-Output Determination under different Market Forms. *Business Cycles – Meaning –	

Phases – Features - Causes behind these Cycles.				
UNIT IV			(15 hrs)	
Determination of National Income: Macro Economic Aggregates and *Measurement of National Income - Determination of National Income: Keynes’ Two Sector basic model , Three Sectors and Four Sectors Models. *Public Finance – Fiscal Functions: An Overview, Centre and State Finance – Market Failure/ Government intervention to correct market failure – Process of budget making: Sources of Revenue, Expenditure Management and Management of Public Debt – *Fiscal Policy .				
UNIT V			(15 hrs)	
Money Market: Concept of Money Demand - Important theories of Demand for Money - Concept of Money Supply, *Cryptocurrency and other new terminology - Monetary Policy. International Trade: Theories of International Trade including theories of intra-industry trade by Krugman – Trade Policy – The instruments of Trade Policy – Trade Negotiations – *Exchange Rates and its economic effects . International Capital Movements: *Foreign Direct Investment . Indian Economy(Before 1950 – Chanakya and Nand Vansh, OECD Paper(1950 – 1991), Basic Knowledge 1991 onwards.				
*Highlighted Content offered in Blended Mode (Link Provided)				
Links				
UNIT I				
1	https://youtu.be/bZr2VTLQE9U			
2	https://youtu.be/GwXypq9CR2E			
3	https://youtu.be/ducr0_LoL_M			
UNIT II				
1	https://youtu.be/RSyvcANRaOE			
2	https://youtu.be/hftAj5Gt63g			
3	https://youtu.be/UfmfgPLcpA			
4	https://youtu.be/m3a3tvJ7ryc			
UNIT III				
1	https://youtu.be/9Hxy-TuX9fs			
2	https://youtu.be/VwRJzVEUclA			
UNIT IV				
1	https://youtu.be/DeFH585iBWI			
2	https://youtu.be/4FNdUTN4cHY			
3	https://youtu.be/DAF81UKWCOI			
4	https://youtu.be/m7wMDzkMhIs			
UNIT V				
1	https://youtu.be/1YyAzVmP9xQ			
2	https://youtu.be/QI8zEypIFn4			
3	https://youtu.be/NO050D2o1g8			
Text Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Business Economics	CA. G. Sekar	Commercial Law Publishers (India) Pvt. Ltd.	1 st Edition 2023
Reference Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Managerial Economics	Ahuja H.L	S Chand and Company Limited	Nineth Edition 2020
2	Business Economics	K. Rajagopalachari	Atlantic Publishers and Distributors Pvt. Ltd.	1 st Edition 2020
Skill Development				
1	Prepare personal and family budget for one/six/ twelve month on imaginary figures.			

2	Study the supply and demand theory of a product as your choice
3	Group Discussions on India's trade policies and trade agreements
4	Compiling a comprehensive report on the global landscape of crypto currency adoption and its associated trends across various countries.
Pedagogy	
Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz, Case study, Through Online	
Related Online Contents	
1	ICAI - Foundation Course - Paper-4: Business Economics - New Scheme of Education and Training - https://www.icaai.org/post.html?post_id=19141
2	ICMAI – Foundation Course – Paper 4 : Fundamentals of Business Economics and Management - https://icmai.in/upload/Students/Syllabus2022/Fdn_Std_Mtrl/P4_Revised_1409_22.pdf
Course Designers	
1	Dr.S.Vijayalakshmi
2	Dr..R.Judith Priya

PC23C06		MARKETING		Category	L	T	P	Credi
				CORE	58	2	-	3
Preamble								
To familiarize students with the basic concepts and techniques of marketing, to understand consumer behavior, and to develop their awareness of marketing mix elements and recent trends in marketing.								
Course Learning Outcomes								
On the successful completion of the course, students will be able to								
	CLO No.	CLO Statement					Knowledge Level	
	CLO1	define the core concept and principles of marketing.					K1	
	CLO2	analyze and understand the consumer behavior and its impact on Marketing Strategies					K2	
	CLO3	develop marketing strategies based on the marketing mix, market segmentation, targeting strategies and products and service positioning in the market					K3	
	CLO4	explore digital marketing tools and techniques & understand the impact of technology on marketing practices					K4	
	CLO5	apply critical thinking and analytical skills to marketing scenarios					K5	
Mapping with Programme Outcomes								
CLOs	PLO1	PLO2	PLO3	PLO4	PLO5			
CLO1	S	L	L	S	L			
CLO2	S	S	L	M	L			
CLO3	M	S	S	M	L			
CLO4	L	L	M	S	L			
CLO5	S	S	S	M	M			
S-Strong; M-Medium; L-Low								
Syllabus								
UNIT I							(12 hrs)	
Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets- - Green marketing- Online marketing- Neuro marketing. Career opportunities in marketing								
UNIT II							(12 hrs)	

Marketing functions- Buying- Selling- Transportation- Storage- Financing- Risk Bearing- Standardization - Market Information- Market Segmentation – Concept – Benefits – Basis and Levels.				
UNIT III				(9 hrs)
Consumer behaviour – Meaning – Need for studying consumer behaviour – Factors influencing Consumer behaviour – Customer relations marketing. Buying motives.				
UNIT IV				(14 hrs)
Marketing mix - Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates. Importance of retailing in today’s context				
UNIT V				(11 hrs)
Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research and Marketing Regulations- Marketing in the New Millennium Innovations in marketing; De-marketing- Over Marketing- Meta Marketing- Virtual marketing, green marketing, Global marketing, Services marketing- Social media promotion techniques				
*Highlighted Content offered in Blended Mode (Link Provided)				
Links				
UNIT I				
1	https://youtu.be/U7hjYEE69mI?feature=shared			
2	https://youtu.be/IjRdVZjf0_g?feature=shared			
UNIT II				
1	https://youtu.be/luEOUFWJ6oY?feature=shared			
2	https://youtu.be/INkUUpzimzE?feature=shared			
3	https://youtu.be/ABIG55orpB8?feature=shared			
UNIT III				
1	https://youtu.be/UL6imegssbO?feature=shared			
2	https://youtu.be/olGibImwXu0?feature=shared			
UNIT IV				
1	https://youtu.be/C_JTI7-T8lk?feature=shared			
2	https://youtu.be/bP1S0nea0UY?feature=shared			
3	https://youtu.be/mzXF7NbWOtg?feature=shared			
4	https://youtu.be/xWk-rjW99qk?feature=shared			
UNIT V				
1	https://youtu.be/x0MyTasxvp4?feature=shared			
2	https://youtu.be/IKFU6SHkOCc?feature=shared			
3	https://youtu.be/IIU4JMtuzP0?feature=shared			
4	https://youtu.be/ReeO5P58BPo?feature=shared			
5	https://youtu.be/1TO-JohpXPY?feature=shared			
Text Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Modern Marketing	R.S.N. Pillai Bhagavathi	S Chand & Company	3 rd Edition, 2013
Reference Books				
S.No	Title	Authors	Publishers	Edition & Year of publication
1	Principles of Marketing	Philip Kotler	Pearson	19 th Revised Edition, 2023
2	Marketing Management	Rajan Saxena	Mc Graw Hill	6th Edition, 2019
3	Marketing Management	Dr Rakesh Kothari, Dr Anil Mehta, Dr Ashok Sharma	RBD Publications	4th Edition, 2020

Skill Development						
1	Name any five FMCG companies in India and identify the pricing strategy used by each one of them.					
2	Select any three stores in retail industry and identify the promotional methods used by each of the stores.					
3	Identify any two products that failed in the market and identify the causes of failure for each of the products.					
4	Select any two products and identify the various channels of distribution used for each of them.					
5	Identify a product in the growth stage and write about 4Ps of marketing in it.					
Pedagogy						
Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz, Case study, Through Online						
Related Online Contents						
1	Principles of Marketing IGNOU self-learning material https://egyankosh.ac.in/handle/123456789/78907					
2	Principles of Marketing https://open.lib.umn.edu/principlesmarketing/					
Course Designers						
1	Dr S.Vijayalakshmi					
2	Dr S.Nithya					
PC23C07	ADVANCED ACCOUNTING	Category	L	T	P	Credit
		Theory	58	2		3

Preamble

To enable the students to apply the conceptual principles and to develop an expertise in handling accounts and thereby increase their proficiency in financial statements relating to Partnership firms, Insurance claims, Branch Accounting, Hire Purchase & insolvency

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the concepts of accounting practices in organizations.	K1
CLO2	Learn advanced accounting concepts relating to business.	K2
CLO3	Interpret the concepts learned in the theoretical aspects into execution level.	K3
CLO4	Analyze the understanding of accounting practices in a practical level.	K4
CLO5	Examine and apply the effect of the closing process on the elements accounting practices.	K4

Mapping with Programme Learning Out Comes

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

S-Strong;M-Medium;L-Low

Syllabus

UNIT I

(13 hrs)

Sale of Business to a company*-Amalgamation of firms

UNIT II

(10 hrs)

Hire purchase–Installment purchase system-***Distinction between hire purchase and Installment system***–Accounting treatment from the point of view of various parties.

UNIT III

(13 hrs)

Branch accounts: meaning –***Types of branches***-Branch accounts-Debtors system, Stock & Debtors system

UNIT IV

(12 hrs)

Insurance claims for loss of stock and loss of profit.***Accounts from incomplete records**

UNIT V

(10 hrs)

Accounting Standards - Working knowledge of: ***AS 1: Disclosure of Accounting Policies.* AS 17: Segment Reporting. *AS 18: The Related party disclosures. *AS 24:Discontinuing Operations.* AS 25: Interim Financial Reporting**

80% Problem and 20%Theory

*** Highlighted Content offered in Blended Mode (Link Provided)**

Text Books				
S.No.	Title	Author	Publisher	Edition & Year of Publication
1	Financial Accounting	S.P.Jain and K.L.Narang	Kalyani Publishers	11 th Revised Edition, Reprint 2020
Reference Books				
S.No.	Title	Author	Publisher	Edition & Year of Publication
1	Financial Accounting	T.S.Reddy and A.Murthy	Margham Publications	Edition 2021
2	Grewal's Accountancy	M.P.Gupta and B.M.Agarwal	S.Chand	4 th Revised Edition, Reprint 2020
3	CA–Inter Study Material	ICAI	ICAI	Current Year
Course Designers				
1. Dr.S,Vijayalakshmi 2. Dr.L.Prabha				

PC23C08	CORPORATE AND OTHER LAWS	Category	L	T	P	Credit
		Theory	58	2		3

Preamble

To provide concise overview of Company Law under the Companies Act 2013, covering incorporation, meetings, dividends, and the Negotiable Instruments Act 1881, offering students a comprehensive understanding of corporate governance and financial regulations.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Acquire knowledge regarding the laws pertaining to various kinds of companies	K1
CLO2	Gain effective knowledge in Provisions and framing of the legal documents.	K2
CLO3	Demonstrate the various provisions relating to Company Law & Negotiable Instruments Act	K3
CLO4	Analyze and interpret the rules in the Companies Act in the within the scope of legal frame work.	K4
CLO5	Examine the uses and application of various documents in Corporate Sector	K4

Mapping with Programme Learning Out Comes

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

S-Strong; M-Medium; L-Low

Syllabus

UNIT I

(13 hrs)

Company under companies act 2013- Board of Company law Administration – National Company Law Tribunal and Appellate tribunal-***Classes of companies***– Registration/incorporation of company- **conversion of public company into a private company***- Concept of capital – Shares – Variation of shareholders rights – voting rights of member -Directors and women directors – qualification, disqualification and removal – Current affairs of Ministry of corporate finance - Concept of Debentures.

UNIT II

(12 hrs)

Incorporation of Company and Matters Incidental thereto,***Memorandum of association***-***Articles of association***– Prospects meaning and role : matters relating to issue of prospectus – ***powers of SEBI relating to issue of prospectus***– allotment of securities by company – securities to be dealt with in stock exchanges.

UNIT III

(11 hrs)

Meetings – ***Types of meetings***–Quorum, Proxies, Resolution, postal Ballot, Minutes – Meeting of debenture holders – Company law in a computerized environment- preliminary contracts–promoters– service of documents- Transfer and transmission of securities

UNIT IV

(11hrs)

Declaration and payment of Dividend. Doctrine of indoor management–***Private placement offer*** – application of premium received on issue of shares - buyback of securities – membership, Registers and returns.

UNIT V

(11 hrs)

The Negotiable Instrument ACT 1881 :Meaning of Negotiable ***Characteristics***- ***Classifications of Instrument***–Different provisions relating to Negotiation- Rights and obligations of parties – presentment of instrument, rules of compensation-Insolvency and Bankruptcy.

*** Highlighted Content offered in Blended Mode (Link Provided)**

Text Books

S.No.	Title	Authors	Publishers	Edition & Year of Publication
1	N.D.Kapoor	Elementsof Company Law N.D.Kapoor, Dr.Rajni Abbi	Bharat Bhushan,& Rajiv Kapoor.	Sultan Chand & Sons Revised edition,2020
2	A Handbook on Corporate and Other Laws	CA C Munish Bhandari	Best word Publications Pvt Ltd	23 rd Edition, 2020

Reference Books

S.No	Title	Author	Publisher	Edition & Year of Publication
1	Corporate and Other Laws	CAPankaj Garg	Taxmann Publications Pvt Ltd	2 nd Edition,2022
2	CA – Inter Study Material	ICAI	ICAI	Current year

Course Designers

1. Dr.S,Vijayalakshmi
2. Dr.L.Prabha

PC23C08	Auditing And Assurance	Category	L	T	P	Credit
		Theory	58	2		3

Preamble

To educate the concept of auditing and its relationship with other disciplines and enhance the practical knowledge relating the procedures of auditing practices with ethics.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the basic principles of Auditing and the related Standards	K1
CLO2	Develop an understanding of scope of engagements.	K2
CLO3	Interpret procedural aspects with emphasis on auditing functionalities.	K3
CLO4	Acquire a critical approach in the application of auditing skills with in the professional settings.	K4
CLO5	Demonstrate the use of Auditing, Assurance Standards and the Code of Ethics for professional Accountants	K4

Mapping with Programme Learning Out Comes

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

S-Strong;M-Medium;L-Low

Syllabus

UNIT I

(10 hrs)

Auditing concepts: Nature, objective and scope of audit. ***Relationship of auditing with other disciplines***., ethical requirements relating to an audit of financial statements. Inherent limitations of an audit, preconditions for an audit.

UNIT II

(11 hrs)

Standard setting process: overview, standard- setting process, ***Role of International Auditing and Assurance Standards Board (IAASB) and Auditing & Assurance Standards Board (AASB)***. Standards on Auditing, Engagement Standards: Qualities of auditor, Elements of system of quality control.

UNIT III

(12 hrs)

Audit engagement: agreement on audit engagement terms; terms of engagement in recurring audits, leadership responsibilities for quality on audits, ***concept of auditor's independence, threats to independence***; acceptance and continuance of client relationships and audit engagements.

UNIT IV

(12hrs)

Audit strategy, Plan and Programme: ***Overview of Audit Strategy, Audit planning, Audit programme, Development of audit plan and programme***, Control of quality of audit work-Delegation and supervision of audit work; Materiality and audit plan; Revision of materiality; Documenting the materiality; Performance materiality.

UNIT V

(13 hrs)

Audit documentation: **Nature, purpose, form, content & extent of audit documentation**; completion memorandum; ownership and custody of audit documentation; Audit procedures for obtaining audit evidence. Sources of evidence, relevance and reliability of audit evidence, written representations, Obtaining evidence of existence of inventory: audit procedure to identify litigation & claims, external confirmation procedures, audit evidence about opening balances, accounting policies and reporting with regard to opening balances, ***nature of related party relationships and transactions***

Text Books

S.No.	Title	Authors	Publishers	Edition & Year of Publication
1.	Principles and Practice Of Auditing	Dinkar Pagare	Sultan Chand & Sons, New Delhi.	13 th Revised Edition 2020
2.	CA-Inter Study Material	ICAI	ICAI	Current year

Reference Books

S.No.	Title	Author	Publisher	Edition & Year of Publication
1	Auditing and Assurance	CA Pankaj Garg	Taxmann Publications Pvt. Ltd	11 th Edition, 2022
2	Systematic Approach to Auditing and Assurance	CA Kamal Garg	Bharat Law House Pvt Ltd	19 th Edition 2020

Course Designers

1. Dr.S,Vijayalakshmi
2. Dr.L.Prabha

PC23A01	PRINCIPLES OF BUSINESS MANAGEMENT	Category	L	T	P	Credit
		Theory	73	2	--	5

Preamble

To enrich the knowledge in the fundamental principles of management in alignment with the foundational theories of management and demonstrate managerial skills in an organizational set up.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the basic meaning and functions of management.	K1
CLO2	Gain knowledge regarding the importance of functions of management.	K2
CLO3	Explore the various techniques to incorporate the management functions into business	K3
CLO4	Applications of the principles and theories of management in different Hierarchies	K4
CLO5	Demonstrate the techniques for controlling, coordination and individual and group decision-making.	K4

Mapping with Programme Learning Out Comes

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

S-Strong;M-Medium;L-Low

Syllabus

UNIT I

(15 hrs)

Definition and meaning of management- ***functions of management*** – ***managerial skills*** – ***levels of management*** – roles of manager, management as a science or art – approaches to management – contribution to management by F.W.Taylor, Henry Fayol, Elton Mayo and Peter. F.Drucker.

UNIT II

(15 hrs)

Planning – importance – ***process of planning*** – ***types of planning methods*** – objectives – policies – procedures – strategies & programmes - ***obstacles to effective planning***. Decision making – steps – types-decision tree.

UNIT III

(15 hrs)

Organization – importance- ***principles of organizing*** – delegation & decentralization- departmentation – span of management, organizational structure- line & staff and functional – organizational charts and manual- making organizing effective- ***staffing*** – ***recruitment*** – ***selection*** – training – promotion and appraisal.

UNIT IV

(14 hrs)

Directing- functions – motivation – theories of motivation – Maslow, Herzberg theories, communication – process- ***barriers to effective communication***. ***Leadership*** – ***definition*** – theories and approach to leadership – styles of leadership – types.

UNIT V

(14 hrs)

Co-ordination: Nature – ***problems of effective co-ordination***. Control – nature – basic control process– control techniques (traditional and non-traditional) – ***use of computers in managing information***.

*** Highlighted Content offered in Blended Mode (Link Provided)**

Text Books										
S.No.		Title		Authors		Publishers		Edition & Year of Publication		
1		Principles and practice of Management		Prasad L M		Sultan Chand & Sons		10th Edition, 2020		
Reference Books										
S.No.		Title		Author		Publisher		Edition & Year of Publication		
1.		Principles of Management		PC Tripathi, PN Reddy, Ashish Bajpai		MC Graw Hill		7th Edition, 2021		
2.		Essentials of Management		Koontz, O'Donnell &Weirich		Tata McGraw Hill		11th Edition, 2020		
	Course Designers									
1. Dr. S, Vijayalakshmi 2. Dr. L. Prabha										
PC23A02		HUMAN RESOURCE MANAGEMENT				Category	L	T	P	Credit
						Theory	73	2		5

Preamble

To enhance knowledge of management issues pertaining to staffing, training, performance, compensation and compliance with human resource requirements.

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Relate the concepts of HR management.	K1
CLO2	Gain understanding of functions, acquisition, training, performance appraisal, compensation, and challenges	K2
CLO3	acquire proficiency in HR management, encompassing strategic understanding, implementation skills, and problem-solving capabilities .	K3
CLO4	Apply expertise in HR management for better organizational performance and adaptability.	K4
CLO5	Demonstrate strategic foresight, and transformative problem-solving for sustained competitive advantage.	K4

Mapping with Programme Learning Out Comes

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

S-Strong;M-Medium;L-Low

Syllabus

UNIT I

(15 hrs)

Human Resource Management: Concept and functions - Role, status, and **competencies of HR**

manager- Organization of HR Department - HR Policies - **Evolution of HRM** - Emerging challenges of human resource management like workforce diversity - downsizing, work life balance -etc.

UNIT II (16 hrs)

Acquisition of Human Resource: Human resource planning - Job analysis – job description and job specification - **Recruitment – Concept and sources** - Selection – Concept and process - Testing and interview - **Placement and induction.**

UNIT III (15 hrs)

Training and Development: Concept and importance - Identifying training and development needs - Designing training programmes - **Training and development methods** – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, coaching and mentoring - management development programs - **Evaluating training effectiveness.**

UNIT IV (14 hrs)

Performance Appraisal: Nature and objectives - **Performance appraisal process** - Methods of performance appraisal - Job changes - transfers and promotions - Potential appraisal.

UNIT V (13 hrs)

Compensation: Concept and policies - Job evaluation - **Methods of wage payments and incentive plans** - Fringe benefits - Performance linked compensation - Employee health and safety - Employee welfare - Social security (excluding legal provisions) - **Grievance handling and redressal.**

* **Highlighted Content offered in Blended Mode (Link Provided)**

Text Books				
S.No.	Title	Authors	Publishers	Edition & Year of Publication
1	Human Resource Management	K.Aswatha p pa	McGraw Hill Education	8th Edition, 2017
2	Human Resource Management	Gupta C.B	Sulthan Chand & Sons	8th Edition, 2017
Reference Books				
S.No.	Title	Author	Publisher	Edition & Year of Publication
1.	Human Resource Management	Gary Dessler	Pearson Education Limited	15 th Edition, 2017
2	Human Resource Management	David A. Decenzo and Stephen Robbins	Wiley	8 th Edition, 2007
Course Designers				
1. Dr. S. Vijayalakshmi 2. Dr. L. Prabha				

CS23SBGP	SBS I - Gen-AI	Category	L	T	P	Credit
		Practical		1	44	2

Preamble

The objective of this course is to understand the breadth and depth of Generative Artificial Intelligence (Gen AI) and to impart knowledge on its ethical implications, practical applications, and emerging trends

Course Learning Outcomes

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

CLOs	CLO Statement	KnowledgeLevel
CLO1	Understand the fundamental concepts and ethical considerations of Generative AI..	K2
CLO2	Apply AI principles in practical settings using basic AI tools and platforms	K3
CLO3	Develop advanced skills in specialized AI applications such as text analysis, natural language processing, and image recognition.	K3
CLO4	Explore emerging trends in AI, integrating advanced AI tools into diverse professional practices.	K4

Mapping with Programme Learning Out Comes

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

S-Strong;M-Medium

Syllabus

Unit 1: Introduction to Gen AI

(9 hours)

Understanding Gen AI: Definition and scope of Gen AI - Overview of its applications in various fields - Introduction to essential skills needed for Gen AI. Ethical Considerations: Discussion on ethical guidelines and responsible use of AI - Understanding the impact of AI on society and individuals.

Hands-on Activity: Exploring AI Tools

- Working with appropriate content creation Gen-AI tools to engage with ChatGPT to explore various subjects, simulate interviews, or create imaginative written content.
- Working with appropriate writing and rephrasing Gen-AI tools to drafting essays on designated topics and refining the content with improved clarity, coherence, and correctness

Unit 2: Basic AI Concepts

(8 hours)

Introduction to AI: Basic concepts and terminology of artificial intelligence - Examples of AI in everyday life - Real-world examples of AI applications in different domains. Machine Learning Basics: Understanding the principles of machine learning - Overview of supervised and unsupervised learning.

Hands-on Activity: Simple AI Projects

- Working with appropriate educational content creation Gen-AI tools to generate quizzes and flashcards based on classroom material.
- Working with appropriate language learning Gen-AI tools to practice and enhance language skills

through interactive exercises and games across multiple languages.

Unit 3: AI in Practice

(9 hours)

Text Analysis and Natural Language Processing (NLP): Introduction to NLP concepts and techniques - Hands-on exercises analyzing text data and extracting insights. Image Recognition and Processing: Basics of image recognition algorithms and techniques - AI Tools for Text and Image Processing

Hands-on Activity: Text and Image Projects

- Working with appropriate image processing Gen-AI tools to experiment with AI-generated images.
- Working with appropriate object recognition Gen-AI tools to identify various objects such as text, images, products, plants, animals, artworks, barcodes, and QR codes.

Unit 4: AI for Productivity and Creativity

(9 hours)

AI-enhanced Productivity and creativity Tools: Overview of productivity and creativity tools enhanced with AI capabilities - Tips for integrating AI into daily tasks and workflows. AI and Jobs: Exploring how AI impacts jobs and industries - Discussion on opportunities and challenges
- Exploration of AI-powered creative tools and applications.

Hands-on Activity: Productivity and Creativity

- Working with appropriate content creation Gen-AI tools to generate interactive videos / blog posts / art / drawing / music and storytelling experience.
- Working with appropriate resume generation Gen-AI tools to create professional resumes efficiently.

Unit 5: Future of Gen AI and Final Project

(9 hours)

Emerging Trends in Gen AI - Applications of Generative AI - Ethical and Societal Impact of GenAI - Future Directions and Challenges - Case Studies in Generative AI.

Hands-on Activity: Trends in Gen AI

- Working with appropriate speech generation Gen-AI tools to customize synthetic speech for virtual assistance across different applications.
- Working with appropriate data analysis Gen-AI tools to perform data analysis, visualization, and predictive modeling tasks.
- Working with appropriate Gen-AI design tools to simplify the creation of visually appealing presentations.
- Working with appropriate website builder Gen-AI tools to develop professional websites with AI assistance

PC23C10	COST ACCOUNTING	Category	L	T	P	Credit
		Theory	58	2	-	3

Preamble

To outline conceptual framework, preparing cost accounts using various costing techniques, and acquiring key concepts for decision-making.

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	develop an understanding of the basic concepts and applications to establish the cost associated with the production of products and provision of services and apply the same to determine prices.	K1
CLO2	Calculate employee cost, labour cost, overhead cost.	K2
CLO3	apply costing methods to determine the costs for different purposes.	K3
CLO4	acquire the ability to apply information for cost ascertainment, planning, control and decision making.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

Syllabus

UNIT I	(10 hrs)
Introduction to Cost Accounting – Objectives and scope of Cost Accounting, Relationship of Cost Accounting, Financial Accounting, Management Accounting and Financial Management – Cost terms and concepts - Elements of Cost - Methods of Costing. – Techniques of costing - Preparation of Cost Sheets for manufacturing sector and for Service sector	
UNIT II	(12 hrs)
Material Cost: Introduction to procurement procedures. Valuation of receipts, issue and closing stock of Material, Stock verification. Techniques of fixing level of stocks- minimum, maximum, re-order point, safety stock, determination of optimum stock level. Determination of Optimum Order quantity- Economic Order Quantity (EOQ)	
UNIT III	(12 hrs)
Employee Cost - Attendance and Payroll procedures -Elements of wages- Basic pay, Dearness	

Allowance, Overtime, Bonus, Holiday and leave wages, Allowances and perquisites - Employee Cost Control, Employee Turnover- Methods of calculating employee turnover, **causes of employee turnover** - Remuneration systems and incentive schemes- Time Rate System, Piece Rate System, Differential piece rate system, Halsey plan, /Rowan plan, Merrick plan, Beadux method, Merrick plan.

UNIT IV		(12 hrs)
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location and Apportionment of overheads using Absorption Costing Method. **Factory Overheads- Primary and secondary distribution.**Administration Overheads- Method of allocation to cost centers or products. Selling & Distribution Overheads- Analysis and absorption of the expenses in products

UNIT V		12 hrs)
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Process cost recording, Process loss, Abnormal gains and losses, Equivalent units of production, Inter-process profit, Valuation of work in process.

80% Problem 20% Theory

Text Books

S.No	Title	Authors	Publishers
1	Cost Accounting	Agarwal Simmi Jain, K.L.Narang	Kalyani Publishers

Reference Books

S.No	Title	Authors	Publishers	Edition & Year of publication
1	Cost Accounting	R.S.N.Pillai & V.Bagavathi	S.Chand	Reprint 2013, 7 th Edition
2	Cost Accounting principles and Practices	M.N.Arora	Vikas Publisher	2013 , 12 th revised edition,
3	CA –Inter Study Material	ICAI	ICAI	Current year

Course Designers

1	Dr.L.Prabha
2	Dr R. Judith Priya

PC23C11		AUDITING AND ASSURANCE II		Category	L	T	P	Credit
				Theory	58	2	-	3

Preamble				
To educate the concept of auditing and its relation to internal control system and enhance the practical knowledge relating the procedures of auditing by handling risks in a digital environment.				
Course Learning Outcomes				
On the successful completion of the course, students will be able to				
	CLO	CLO Statement	Knowledge Level	
	CLO1	Understand the basic principles of Auditing in organizations	K1	
	CLO2	Demonstrate proficiency in preparing audit reports and providing recommendations	K2	
	CLO3	Make inference from auditing in organizational processes in compliance with relevant regulations	K3	
	CLO4	Critically evaluate complex audit environments by utilizing advanced analytical techniques	K4	

Mapping with Programme Learning Outcomes						
	CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
	CLO1	S	S	M	S	S
	CLO2	S	S	M	S	S
	CLO3	S	S	S	S	S
	CLO4	S	S	S	S	S
S- Strong; M-Medium						

Syllabus		
UNIT I		(10 hrs)
Audit risk- Identifying and assessing the risk of material misstatement, Risk assessment procedures; Understanding the entity and its environment. Internal control- Basics of Internal Control, documenting the risks; evaluation of internal control system; testing of internal control; internal control and it environment; Internal audit - Basics of standards on internal audit (SIAs) issued by the ICAI.		
UNIT II		(11 hrs)
Internal financial control and reporting requirement - Distinction between internal financial control and internal control over financial reporting, Responsibility for the prevention and detection of fraud - fraud risk factors; risks of material misstatement due to fraud; communication of fraud; provisions of the companies Act 2013 relating to fraud and rules there under including reporting requirements under CARO.		
UNIT III		12 hrs)
Audit in an automated environment: Digital Audit, Key features, Impact of IT related risks, Impact on controls, Internal financial controls as per regulatory requirements, Types of controls, Audit approach, Understanding and documenting automated environment, Testing methods, Data analytics for audit.		
UNIT IV		(12 hrs)
Audit sampling: Meaning of audit sampling, Designing an audit sample, Types of sampling. Sample size and selection of items for testing, Sample selection method. Analytical procedure: Meaning, Nature, Purpose and Timing of analytical procedures, Substantive analytical procedures, Designing and performing analytical procedures prior to audit; Investigating the results of analytical procedures.		
UNIT V		(13 hrs)

Audit Report- Forming an opinion on the Financial Statements, **Basic elements (SA 700 Forming an Opinion and Reporting on Financial Statements), Communicating key Audit Matters in the Independent Auditor's Report (SA 701),** Types of Modified Opinion, Circumstances When a Modification to the Auditor's Opinion is Required, Qualified, Adverse Disclaimer of Opinion (SA 705 Modification to the Opinion in the Independent Auditor's Report), SA 706 Emphasis of Matter Paragraphs and Other Matter Paragraphs in the Independent Auditor's Report.

Text Books

S.No	Title	Authors	Publishers	Year of publication & Edition
1	Principles and Practice of Auditing	Dinkar Pagare	Sultan Chand & Sons, New Delhi.	2020 ,13 th Revised Edition
2	CA – Inter Study Material	ICAI	ICAI	Current year

Reference Books

S.No	Title	Authors	Publishers	Year of publication & Edition
1	Auditing and Assurance	CA Pankaj Garg	Taxmann Publications Pvt. Ltd	2022 ,11 th Edition,
2	Systematic Approach to Auditing and Assurance	CA Kamal Garg	Bharat Law House Pvt Ltd	2020 ,19 th Edition

Course Designers

1	Dr.L.Prabha
2	Mrs Lakshmi Narendran

PC23C12	FINANCIAL MANAGEMENT	Category	L	T	P	Credit
		Theory	58	2	--	3

Preamble

To equip with the essential knowledge and skills to effectively manage financial resources, make informed investment decisions, and optimize financial performance in various business contexts.

Course Learning Outcomes

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

CLO	CLO Statement	Knowledge level
CLO1	Gain a solid understanding of the foundational concepts in Financial Management.	K1
CLO2	Utilize principles, techniques, and models to make decisions that maximize the firm's value.	K2
CLO3	Evaluate how financial decisions influence the long-term valuation of the company	K3
CLO4	Assess financial information and choose the most optimal decision alternative	K4

CLO	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

(10 hrs)

Financial Management- Importance and its Scope – Objectives of Financial Management – role of Finance Executive – **Sources of Finance of a Business**

(11 hrs)

UNIT II

Cost of Capital –Significance and determination – Cost of Long Term Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Cost of Retained Earnings

(11 hrs)

UNIT III

Capital Structure –**Theories of capital structure:** Net Income Approach, Traditional Approach, Net Operating Income Approach and Modigliani-Millar approach

(14 hrs)

UNIT IV

Leverages – Types of Leverages : Operating, Financing and Combined Leverages Capital budgeting – Meaning – Non-discounting and Discounting Cash Flow Techniques

(12 hrs)

UNIT V

Dividend – **Forms of Dividend** – Significance of Dividend Policy – Irrelevance and Relevance Theories of Dividend

Text Books

S.No	Title	Authors	Publishers	Year of publication & Edition
1	Financial Management	Sashi K. Gupta, R.K.Sharma & Neeti Gupta	Kalyani Publishers	2018 , 9 th revised Edition

Reference Books

S.No	Title	Authors	Publishers	Year of publication & Edition
1	Financial management	IM Pandey	Pearson	2021 , 12 th Edition
2	Financial management	Dr S N Maheshwari	Sultan Chand & Sons	2019 , 15 TH Edition
3	CA - IPCC study material	ICAI	ICAI	Current Year

Course Designers

1	Dr.L.Prabha
2	Dr. S.Nithya

PC23A03	ENTREPRENEURIAL DEVELOPMENT		Category	L	T	P	Credit																														
			Theory	73	2	-	4																														
Preamble																																					
To cultivate core entrepreneurship concepts and promote business opportunity awareness among individuals with foundational business knowledge, enabling collaborative initiation of new ventures																																					
Course Learning Outcomes																																					
On the successful completion of the course, students will be able to																																					
	CLO	CLO Statement				Knowledge Level																															
	CLO1	understand the concepts and theories in entrepreneurship				K1																															
	CLO2	generate ideas in innovative business and evaluate their potentials				K2																															
	CLO3	Explore to adapt the changing market conditions and continuously innovate to stay competitive entrepreneur				K3																															
	CLO4	explore strategies for securing funding resources and support for entrepreneurial endeavors				K4																															
Mapping with Programme Learning Outcomes																																					
<table><tr><td>CLOs</td><td>PLO1</td><td>PLO2</td><td>PLO3</td><td>PLO4</td><td>PLO5</td></tr><tr><td>CLO1</td><td>M</td><td>M</td><td>L</td><td>M</td><td>M</td></tr><tr><td>CLO2</td><td>M</td><td>M</td><td>M</td><td>M</td><td>M</td></tr><tr><td>CLO3</td><td>M</td><td>M</td><td>M</td><td>M</td><td>M</td></tr><tr><td>CLO4</td><td>M</td><td>M</td><td>M</td><td>M</td><td>M</td></tr></table> M-Medium								CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	CLO1	M	M	L	M	M	CLO2	M	M	M	M	M	CLO3	M	M	M	M	M	CLO4	M	M	M	M	M
CLOs	PLO1	PLO2	PLO3	PLO4	PLO5																																
CLO1	M	M	L	M	M																																
CLO2	M	M	M	M	M																																
CLO3	M	M	M	M	M																																
CLO4	M	M	M	M	M																																
Syllabus																																					
UNIT I						(14 hrs)																															
Entrepreneur : Meaning of entrepreneurship – Types of Entrepreneurship Intrapreneur - Difference between Entrepreneur and Intrapreneur– Traits of entrepreneurship –Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Factors promoting entrepreneurship.																																					
UNIT II						(15 hrs)																															
Entrepreneurial Motivation: Meaning – Motivational Cycle or Process–Entrepreneurial Motivating Factors, Changes in Entrepreneurial Motivation - Achievement Motivation - Entrepreneurial Motivational Behaviour – Entrepreneurial Competencies - Entrepreneurship Development Programs: Need, Objectives - Phases and Evaluation of EDPs.																																					
UNIT III						(15 hrs)																															
Start-Up: Micro and Small Enterprises – Definition, Characteristics - Role of Micro Enterprises in Economic Development - Opportunity Identification and Selection: Business Opportunities in Various Sectors, Identification of Business Opportunity, Opportunity Selection- Steps in Setting up Small Business Enterprise. Formulation of Business Plan – Preparing a model project report for starting a new venture (Team-based project work)- Project Appraisal.																																					
UNIT IV						(15 hrs)																															
Institutional Finance for Entrepreneurs - Need – Commercial Banks, Other Financial Institutions. Institutional Support to Entrepreneurs: NSIC- SIDO – SSIB – SSID- SISIs – DICs and specialized institutions																																					

UNIT V		(14 hrs)		
Sickness in Small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures. Rural Entrepreneurship – Need, Problems, NGOs and rural entrepreneurship. Women Entrepreneurship – Concept, Functions, Growth and Problems- SHG				
Text Books				
S.No	Title	Authors	Publishers	Year of publication & Edition
1	“Entrepreneurship Development”	Sangeeta Sharma	PHI Learning Pvt. Ltd.	2016 , 1 st Edition
2	“Entrepreneurial Development”	Khanka. S.S	S.Chand& Co. Ltd.	2020 , Revised Edition
Reference Books				
S.No	Title	Authors	Publishers	Year of publication & Edition
1	“Entrepreneurship Development”	Vasant Desai	Himalaya Publishing House	2019 , First Edition,
2	„Entrepreneurship“	Rajeev Roy	Oxford University Press	2011 , 2 nd Edition,
3	“Entrepreneurship – Theory, Process and Practice”	Donald FKuratko	Cegage learning	2014 , 9 th edition,
Course Designers				
1	Dr.L.Prabha			
2	Dr.S. Nithya			

PC23A04	MODERN BANKING	Category	L	T	P	Credit
		Theory	73	2	-	4
Preamble						
To impart students with a profound understanding of banking, acquaint them with fundamental banking concepts and regulations, and equip them with a comprehensive grasp of E-banking techniques						
Course Learning Outcomes						
On the successful completion of the course, students will be able to						
	CLO	CLO Statement				Knowledge Level
	CLO1	Understand the fundamental concepts of banking activities				K1
	CLO2	Study the risk management strategies, loan policies and credit evaluation techniques of various aspects of banking.				K2
	CLO3	Apply the knowledge and skills acquired in the course to effectively utilize electronic banking technologies and e-banking practices and practical applications in the banking sector.				K3

	CLO4	Evaluate the impact of technology including regulatory guidelines, monetary policies, technological advancements and innovation on the banking industry.	K4	
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Mapping with Programme Learning Outcomes

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

M-Medium; L-Low

Syllabus

UNIT I				(15 hrs)
Banking - Meaning, Introduction, Nature, Role, Features and Functions of banking - Banking Structure in India - Evolution of Banks, Different types of Banks - Banking Regulation Act 1949, RBI Constitution, Management and Functions - Overview of Commercial Banking in India Role and Functions of Commercial Banks – Commercial bank Vs Central bank- Creation of Credit –Balance Sheet –Investment Policies –Bank Asset				
UNIT II				(15 hrs)
Risk Management in Banking – Types of Risk - Risk rating - RBI guidelines for personal loan and digital lending - Principles of sound bank lending – Formulating loan policy – Policy development, Objectives and elements - Factors influencing loan policy- contents of loan policy – Evaluating credit applicant – Loan supervision credit approving authority- prudential limits - Credit Scoring by CIBIL.				
UNIT III				(15 hrs)
RBI guidelines for new bank licenses - Function of RBI - Printing of securities and minting in India, Issue of Plastic Notes, Revised priority sectors lending norms. Credit control- essential steps of a credit control process – Pros and Cons of Credit control - objectives and methods of credit control - Credit policy of RBI - RBI’s first Bi-monthly monetary policy, objectives and evaluating monetary policy, Repo rate.				
UNIT IV				(14 hrs)
Banking technology – Evolution of Banking in Technology – E- Banking, Types of e-banking services in India - Home Banking, Internet Banking, Mobile Banking, Core Banking Anywhere Banking - Automated Teller Machine (ATM), Personal Identification Number(PIN), I F S C C o d e , Debit Cards, Credit Cards, Smart Cards, Electronic Cheque, Electronic Cash.				
UNIT V				(14 hrs)
Introduction to Electronic payment and clearing systems, Methods, Pros and Cons - Emerging trends in Electronic payments - Payment Gate ways online payment systems- MICR Clearing System, Cheque Clearance System - RTGS (Real Time Gross Settlement) - NEFT(National Electronic Fund Transfer) - Electronic Clearing Service (ECS).				
Text Books				
S.No	Title	Authors	Publishers	Edition & Year of Publication
1	Banking Law Theory and Practice	K P M Sundharam & P N Varshney	Kalyani Publications	Reprint 2021

Reference Books				
S.NO	Title	Authors	Publishers	Edition & Year of publication
1	Banking-Theory, Law and Practice	E Gordon and K Natrajan	Himalaya Publishing House	30th Edition 2023
2	Banking Theory and Practice	Dr. P.K. Srivastava,	Himalaya Publishing House, Mumbai.	Reprint 2020
3	Principles & Practices Of Banking	Indian Institute of Banking & Finance	Macmillan Publication	5 th Edition 2021
Course Designers				
1	Dr.L.Prabha			
2	Dr.S.Duraieswari			

PC23C13		CORPORATE ACCOUNTING		Category	L	T	P	Credit
				Theory	103	2	--	4
Preamble								
To equip the students with accounting standards, gain working knowledge of company accounting procedure from incorporation till the time of liquidation and to gain ability in solving the advanced problems								
Course Learning Outcomes								
On the successful completion of the course, students will be able to								
	CLO No.	CLO Statement						Knowledge Level
	CLO1	Understand and to acquire knowledge in passing journal entries in bonus issue, right issue, Buy back of securities. and working knowledge of accounting standards.						K1
	CLO2	Procure knowledge in preparation of profit prior to incorporation, Redemption of debentures and underwriting of shares						K2
	CLO3	Analyze the facts relating to accounting for employee stock option plan, business acquisition and amalgamation						K3
	CLO4	Apply the concepts of reconstruction, liquidation of companies to solve comprehensive problems and working knowledge of accounting standards.						K4
Mapping with Programme Learning Outcomes								
	CLOs	PLO1	PLO2	PLO3	PLO4	PLO5		
	CLO1	S	S	M	M	S		
	CLO2	S	M	S	M	M		
	CLO3	S	S	S	S	M		
	CLO4	S	S	S	S	M		
S-Strong; M-Medium; L-Low								
Syllabus								
UNIT I						(18 hrs)		

Accounting Standards - Working knowledge of: *AS 4: Contingencies and Events occurring after the Balance Sheet Date.* AS 5: Net Profit or Loss for the Period, Prior Period Items and Changes in Accounting Policies. AS 11: The Effects of Changes in Foreign Exchange Rates (Revised 2003). *AS 12: Accounting for Government Grants.* AS 16: Borrowing Costs. AS 19: Leases. AS 20: Earnings per Share. AS 26: Intangible Assets. AS 29: Provisions, Contingent Liabilities and Contingent Assets.				
UNIT II		(22 hrs)		
Profit (Loss) prior to incorporation of companies, *Conversion of fully paid shares into stock and stock into shares* , accounting for bonus issue, Accounting for employee stock option plan, *Buy back of securities.*				
UNIT III		(22 hrs)		
Equity shares with differential rights, *Underwriting of shares and debentures* , Redemption of debentures, *Redemption of preference Shares* , Company Final Accounts.				
UNIT IV		(23 hrs)		
Absorption, amalgamation and external reconstruction – meaning and difference - Accounting for business acquisition, *Amalgamation and reconstruction* (excluding problems of amalgamation on inter-company holding)				
UNIT V		(18 hrs)		
Alteration of share capital , Accounting involved in liquidation of companies, Statement of Affairs (including deficiency/surplus accounts) and liquidator’s statement of account of the winding up.				
80% Problem and 20% Theory				
* Highlighted Content offered in Blended Mode (Link Provided)				
Text Books				
S.No	Title	Author	Publisher	Edition & Year of Publication
1	Advanced Accounting Volume II	S.P Jain K.L.Narang Simmi Agarwal Monika Sehgal	Kalyani publishers	22 nd Edition, 2019 – reprint 2021
Reference Books				
S.No	Title	Author	Publisher	Edition & Year of Publication
1	Corporate Accounting	T.S.Reddy & Dr.A.Murth	Margham Publications	2020, 6 th revised edition - reprint
2	Advanced Accounting Volume II	M Hanif & A.Mukherje	Tata McGraw Hill Publishing	2020, 2 nd edition – reprint
3	CA – Inter Study Material	ICAI	ICAI	Current Year
Skill development				
1. Analyze real-world scenarios involving bonus issues and stock buybacks, identifying accounting treatments and presenting solutions. 2. Assigning roles such as company executives and shareholders, students negotiate terms for debenture redemption, considering interest rates and payment schedules. 3. Analyze financial statements of companies with differential rights, assessing impacts on performance and shareholder equity. 4. Panel Discussion with industry professionals on mergers and acquisitions, gaining insights into accounting for business combinations. 5.				
Pedagogy				

Chalk and talk , PPT, Discussion, Assignment, Seminar
Course Designers
1. Dr.L.Prabha 2. DR.G.Lakshmi

PC23C14	ACCOUNTING FOR MANAGERIAL DECISIONS	Category	L	T	P	Credit
		Theory	88	2	--	4
Preamble						
To understand and analyse the financial data for decision-making, including techniques like ratio analysis, fund flow analysis, cash flow analysis, marginal costing, budgeting, and standard costing.						
Course Learning Outcomes						
On the successful completion of the course, students will be able to						
	CLO No.	CLO Statement				Knowledge Level
	CLO1	Basic concepts of management accounting, calculation of basic ratios, make or buy decision and preparation of comparative and common size Profit and Loss and Balance sheet				K1
	CLO2	Drafting balance sheet with given ratios and preparation of fund flow and cash flow statements.				K2
	CLO3	Analyze the make or buy decision and preparation of various budgets and standard costing.				K3
	CLO4	Apply the technique of marginal costing like accepting foreign order or not, sales mix				K4
Mapping with Programme Learning Outcomes						
	CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
	CLO1	S	S	S	M	S
	CLO2	S	S	S	S	S
	CLO3	S	S	S	S	S
	CLO4	S	S	S	S	S
S-Strong; M-Medium; L-Low						
Syllabus						
UNIT I						(17 hrs)
Management Accounting – *Meaning, Objectives and Scope* – Need and Significance of Management Accounting – *Functions of Management Accounting* - Financial Statement Analysis – Objectives – *Techniques of Financial Statement Analysis* : Comparative and Common size statement. Ratio analysis: Importance – Ratio Analysis for performance evaluation and financial health – Application of Ratio Analysis in decision-making						
UNIT II						(18 hrs)
Fund flow and Cash flow Analysis: Concept of fund – *Meaning of flow of fund, Techniques and preparation* – Uses and Limitations of fund flow statement. *Cash flow statement* : meaning, preparation, uses and Limitations of Cash Flow statement.						
UNIT III						(19 hrs)

Standard Costing - Setting up of Standards, Types of Standards, and Standard Costing as method of performance measurement - Calculation and Reconciliation of Cost Variances - *Material and employee Cost Variances* , Variable and Fixed Overheads Variances				
UNIT IV			(17 hrs)	
Marginal Costing -Basic concepts of marginal costing, Contribution margin, *Break-even analysis* , *Cost-Volume-Profit Analysis (CVP)* , Consideration of Limiting factor (key factor), *Comparison of Marginal costing with absorption costing method* - Reconciliation of profit under the both methods, Make or buy decision, accepting foreign order or not, Decision making regarding sales mix .				
UNIT V			(17 hrs)	
Budget and Budgetary Control - Meaning of Budget, *Essentials of Budget* , Budget Manual, *Budget setting process* , Preparation of Budget and monitoring procedures. The use of budget in planning and control and types of Budgets. Introduction to Principal/ Key budget factor, *Zero Based Budgeting (ZBB)*				
80% Problem and 20% Theory				
* Highlighted Content offered in Blended Mode (Link Provided)				
Blended learning links				
Text Books				
S.No.	Title	Author	Publisher	Edition & Year of Publication
1	Management accounting	R.S.N. Pillai & Bagavathi.	S. Chand	4th Edition 2020
Reference Books				
S.No.	Title	Author	Publisher	Edition & Year of Publication
	Management Accounting principles and practices	Gupta Shashi K. Sharma R.K.	Kalyani Publishers	Thirteenth Revised Edition 2016
2	Management Accounting - Principles & Practice	Dr. S.N. Maheshwari Dr. S.N. Mittal	Mahavir Publications	Seventh Edition, 2017
3	CA – IPCC Group I Study Material	ICAI	ICAI	Current Year
Skill Components				
- Students will analyze real financial statements using techniques such as comparative and common size analysis, gaining insights into the financial performance and position of companies. - Through calculating and interpreting financial ratios, students will assess the performance and financial health of businesses, enabling them to make informed decisions. - By preparing fund flow and cash flow statements for hypothetical scenarios, students will understand the uses and limitations of these statements in financial analysis and decision-making. - Through analyzing break-even points and profitability under marginal costing, students will grasp the concept of cost-volume-profit analysis and its application in decision-making.				
Pedagogy				
Chalk and talk , PPT, Discussion, Assignment, Seminar				
Course Designers				

- | |
|----------------------|
| 1. Dr.L.Prabha |
| 2. Dr.S.Durai Eswari |

PC23C15	INCOME TAX	Category	L	T	P	Credit
		Theory	88	2	--	4

Preamble

To acquaint the knowledge on Income Tax Act 1961 basics, total income computation, advance tax, TDS procedures, and return filing.

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

	CLO No.	CLO Statement	Knowledge Level	
	CLO1	To secure knowledge about the basic concepts and	K1	
		Important definitions of income tax act		
	CLO2	To acquire knowledge in different heads of incomes and losses	K2	
	CLO3	To compute the taxable income of the assessee from all sources and setting off of losses	K3	
	CLO4	To analyze the facts of income set off and carry forward of losses	K4	

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT I		(16 Hrs)
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Important definitions in the Income-tax Act, 1961 - Basis of charge; Rates of taxes applicable for different types of assesses - Concepts of previous year and assessment year - Residential status and scope of total income ; Income deemed to be received / deemed to accrue or arise in India - Incomes which do not form part of total income		
UNIT II		(24 hrs)
Income from salary- Income from House Property		
UNIT III		(16 hrs)
Income from Business or Profession		

UNIT IV				(16 hrs)
Income from Capital Gains -Income from other sources				
UNIT V				(16 hrs)
Income of other persons included in assesses total income -Aggregation of income; Set-off or carry forward and set-off of losses. - Deductions from gross total income - Computation of total income and tax payable – Provisions concerning advance tax and tax deducted at source – Provisions for filing of return of income –Provisions Related to belated Returns and Revised returns.				
70% Problem and 30% Theory				
Text Books				
S.No.	Title	Autho r	Publisher	Edition & Year of Publication
1	Income Tax Lawand practices	V.P Gaur and .B.nara ng	Kalyani Publishers	Current year edition
Reference Books				
S.N o.	Title	Author	Publisher	Edition & Year of Publication
1	Income Tax and Practice	H.C. Mehrothra and S.P. Goyal	Sultan chand & Sons	Current year edition
2	Direct Tax Law andPractice	Dr.Vinod and K.Singha nia	Tax Mann PublicationPvt Ltd.,	Current year edition
3	CA – Inter Study Material	ICAI	ICAI	Current year
Skill Components				
- Enhance the ability of students to understand E- filing of returns of the Individuals and the students are explored to the income tax India e-filing portal. - Provide a strong foundation in calculation of residential status and scope of income by asking the students to do a field survey and list three individuals in each status with their particulars of stay particulars in India. - The students are instructed to collect the Income particulars of 10 persons belonging to different groups. Classifying each in case head wise, their exempted income and deductions under sec 80 for each assesses. - The students are asked to collect the sample Salary Income of 5 government employees and 5 private sector employees for calculation of salary income				
Pedagogy				
Chalk and talk , PPT, Discussion, Assignment, Seminar				
Course Designers				
1. Dr.L.Prabha.				
2. Mrs. Deena Magdaline				

PC23E01	COMPUTER APPLICATIONS IN BUSINESS	Category	L	T	P	Credit																														
		Theory	88	2	--	5																														
Preamble																																				
To learn the fundamentals of computer and its components, to understand about Database Management System and Computing Technologies and to learn about Telecommunication Network System																																				
Course Learning Outcomes																																				
On the successful completion of the course, students will be able to																																				
	CLO No.	CLO Statement				Knowledge Level																														
	CLO1	Understand about the basics of computer, components of computers, components of telecommunication systems				K1																														
	CLO2	Learn about computers software and specialized systems				K2																														
	CLO3	Know about Database Management Systems, E- Commerce Techniques and Network Securities.				K3																														
	CLO4	To apply the procedure in online payment mechanism and usage of new technologies				K4																														
Mapping with Programme Learning Outcomes																																				
<table><tr><td>CLOs</td><td>PLO1</td><td>PLO2</td><td>PLO3</td><td>PLO4</td><td>PLO5</td></tr><tr><td>CLO1</td><td>M</td><td>S</td><td>L</td><td>S</td><td>S</td></tr><tr><td>CLO2</td><td>M</td><td>S</td><td>L</td><td>L</td><td>S</td></tr><tr><td>CLO3</td><td>M</td><td>S</td><td>L</td><td>S</td><td>S</td></tr><tr><td>CLO4</td><td>M</td><td>S</td><td>L</td><td>S</td><td>S</td></tr></table>							CLOs	PLO1	PLO2	PLO3	PLO4	PLO5	CLO1	M	S	L	S	S	CLO2	M	S	L	L	S	CLO3	M	S	L	S	S	CLO4	M	S	L	S	S
CLOs	PLO1	PLO2	PLO3	PLO4	PLO5																															
CLO1	M	S	L	S	S																															
CLO2	M	S	L	L	S																															
CLO3	M	S	L	S	S																															
CLO4	M	S	L	S	S																															
S-Strong; M-Medium; L-Low																																				
Syllabus																																				
UNIT I						(16 hrs)																														
Introduction to Computers – *Classification of Computers* – Components of Computer – CPU, Mother Board, Input/ Output Devices, *Storage Devices* , *Latest Computing Devices/Technologies* – i5, Bluetooth, Tablet, Wi-Fi, Touchpad, iPad, iPod, Laptop, Notebook, Smartphone, Ultra-Mobile PC etc., MS Office																																				
UNIT II						(18 hrs)																														
Data & Database Management Systems – Data & Information Concepts: Bits, Bytes, KB, MB, GB, TB – Data Organization and Access. *Storage Concepts* : Records, Fields, Grouped Fields, Special Fields like Data, Integers, Real, Floating, Fixed, Double Precision, Logical, Characters, Strings, Variable character fields.																																				
UNIT III						(18 hrs)																														
Computer Software: *System Software* – Operating System, *Translators (Compilers, interpreters & Assemblers)* , system utilities – * General Purpose Software/Utilities* – Word Processor, Spread Sheet, DBMS – Classifications – Need for database Application Software: Specialised systems: MIS, ERP, DSS, ES, BI, AI, KMS																																				
UNIT IV						(18 hrs)																														

Telecommunication Network System – Components & Functions – Networking Concepts – *Classification* : Area Coverage Based Classification, Functional Based Classification, ownership Based Classification - Network Computing – *Network Topology* – Digital Data Transmission - *Network Components and protocols* – NIC, Router, Switch, Hub, Repeater, Bridge, Gateway, Modem – OSI. TCP/IP – ISDN.				
UNIT V			(18 hrs)	
Internet & E-Commerce: *Internet Vs. Intranet* , Business use of Internet. Network Risks,Controls and Securities – Threats and Vulnerabilities – Level of Security – *Network Security* – Techniques – Payment Mechanism: EDI, EFT, Payment portal. E-Commerce – Nature –Types.				
* Highlighted Content offered in Blended Mode (Link Provided)				
Text Books				
S.No	Title	Author	Publisher	Edition & Year of Publication
1.	Introduction to Information Technology	Rajaraman B	PHI Learning Private Limited	3 rd Edition 2018
2.	CA - IPCC Group II Study Material	ICAI	ICAI	2015 and Current Year
Reference Books				
S.No	Title	Author	Publisher	Edition & Year of Publication
1	Information Technology theory and practice	Pradeep K Sinha, Priti Sinha	PHI Learning Private Limited	1 st Edition 2016
2	Fundamentals of IT	Chetan Srivatsava	Kalyani Publishers	2007
3	A Text Book of Information Technology	R.Saravana Kumar R. Parameshwaran T. Jayalakshmi	S.Chand & Co. Pvt. Ltd.	Reprint 2014
Skill Components				
- Engage students in hands-on activities to understand computer components like CPU, motherboard, and storage devices. - Conduct practical sessions for installing and operating system software, including word processors and spreadsheets. - Present students with different online scenarios (e.g., receiving an unknown email attachment) and ask them to identify potential risks and appropriate actions to take to stay safe online. - Organize a role-playing activity where students act out buying and selling items online, emphasizing the importance of secure payment methods and protecting personal information.				
Pedagogy				
Chalk and talk , PPT, Discussion, Assignment, Seminar				
Course Designers				

1. Dr. L. Prabha
2. Dr. R. Judith Priya

PC23E02	FORENSIC AUDIT	Category	L	T	P	Credit
		Theory	88	2	--	5

Preamble

To equip students with in-depth knowledge of various types of frauds, the responsibilities of corporate professionals in fraud detection, and the tools and techniques used in forensic investigations.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the fundamental concepts and legal definitions of fraud and forensic audit as per Indian laws, including the Companies Act, 2013 and Criminal Procedure Code, 1973.	K1
CLO2	Analyze various types of corporate and financial frauds, and evaluate the roles and responsibilities of directors and company secretaries in fraud detection and forensic audit mechanisms.	K2
CLO3	Apply appropriate investigation techniques, identify red flags, and understand the forensic auditor's role in examining corporate frauds through practical audit methods and document analysis.	K3
CLO4	Demonstrate knowledge of relevant Indian laws, cyber forensics, and evidence handling techniques, and critically examine real-life case studies to assess legal and procedural compliance in forensic audits.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L-Low

Syllabus

UNIT I	(18 hrs)
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Introduction to Fraud and Forensic Audit - Concept and meaning of Fraud, Definitions under Companies Act, 2013 and Criminal Procedure Code, 1973, Elements of Fraud, **Meaning of Audit and Forensic Audit**, Need and objectives of forensic audit, Difference between Audit and Forensic Audit, Overview of Corporate Frauds, Introduction to Live Cases of Frauds in India.

UNIT II					(16 hrs)
Fraud and Audit Mechanism Modern-day scenario of frauds, Fundamentals of Forensic Audit, Kinds of Frauds – corporate and financial, Fraud-related concepts and terminology, Responsibilities of Directors in fraud detection, Role of Company Secretary in fraud monitoring, Basic investigation tools used in Forensic Audit.					
UNIT III					(18 hrs)
Audit and Investigation Techniques Methods of Investigation – field investigations and internal reviews, Identifying Red Flags and Green Flags in audits, Investigation Mechanism in corporate environment, Role of Forensic Auditor in investigation process , Importance of preliminary checks and documents, Company Secretary’s role in handling fraud audits					
UNIT IV					(18 hrs)
Forensic Audit & Applicable Indian Laws Overview of Indian Laws relevant to forensic audit , Information Technology Act, 2000 – essentials, Business Laws supporting forensic audit, ICSI Anti-Bribery Code – key points, Legal Provisions under Companies Act related to fraud, Importance of regulatory compliance during audits					
UNIT V					(18 hrs)
Evidence, Cyber Forensics and Case Studies Indian Evidence Law and its relevance to forensic audit, Facts and Evidence – relevant and admissible facts, Methods to Prove a Case, Introduction to Cyber Forensics, Digital Forensics, data extraction, and incident response, Basics of Cyber Crime and Cyber Laws,Case Studies – Indian judicial precedents in cyber and forensic audit * Highlighted Content offered in Blended Mode (Link Provided)					
Text Books					
S.No.	Title	Author	Publisher	Edition & Year of Publication	
1	Forensic Accounting & Fraud Examination.	Albrecht, Chad O., Albrecht, Conan C., Albrecht, W. Steve & Zimbelman, Mark F.	Cengage Learning (India Edition).	2015	
Reference Books					
S.No.	Title	Author	Publisher	Edition & Year of Publication	
1	Fraud Auditing and Forensic Accounting.	Bologna, Jack and Lindquist, Robert J.	American Management Association	1995	
2	Forensic Audit	ICSI study material	ICSI	Current edition	

- Enable students to interpret and apply provisions of Indian laws like the Companies Act, IT Act, and Indian Evidence Act in the context of forensic audits.
- Equip students with the skills to conduct field investigations, perform internal reviews, and detect red flags in audit processes.
- Train students to prepare clear, concise, and legally sound forensic audit reports and present findings effectively.
- Introduce students to the basics of cyber forensics, including digital evidence collection, data recovery, and cybercrime detection.

Pedagogy

Chalk and talk , PPT, Discussion, Assignment, Seminar

1. Dr. L. Prabha

2. Dr. G.Lakshmi

PC23BP1	ACCOUNTING AUTOMATION – PRACTICAL I	Category	L	T	P	Credits
		Core	41		4	3

Preamble

To enable students to excel in auditing and automation using LibreOffice packages such as Writer (word processing), Impress (presentations), and Calc (spreadsheets), as well as computer-assisted audit tools (CAATs) and IDEA software equivalents available in open-source environments.

Course outcomes

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

CLO Number	CLO statement	Knowledge level
CLO 1	Proficiently use LibreOffice applications such as Writer, Calc, and Impress for document creation, data analysis, and presentations	K1
CLO 2	Create, format, and manage professional documents, spreadsheets, and presentations using LibreOffice applications such as Writer, Calc, and Impress.	K2
CLO 3	Master in creation of email and calendar management, and practice effective communication in a professional setting..	K3
CLO 4	Equip with essential LibreOffice skills for productivity and professionalism.	K4

Mapping with Programme Outcomes

CLOS	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
CLO 1	S	M	M	S	M
CLO 2	S	M	M	S	S
CLO 3	M	M	M	M	S
CLO 4	S	S	M	M	S

S-Strong M- Medium L –Low

LIBRE OFFICE WRITER

1. Create a project report with proper heading style and then insert the Automatic Table of Contents for it to make the document as a digital document.
2. Create table icons for designing of newspaper
3. Insert Mail merge to combine letter with different recipients' data which is inserted in excel spreadsheet.

4. Insert an organizational chart of company.
LIBRE OFFICE IMPRESS
5.Insert a excel chart, hyperlink a pdf document in to slide.
6.Insert notes for slides and use the presenter view (Rehearse in Dual Monitor(laptop))
LIBRE OFFICE CALC
7.Create EMI chart using PMT functions and also create the same using Template (loan Amortization)
8.Use the Vlookup Function and demonstrate to fetch the data from one sheet to another and also try to search Right to left direction using index and Match function.
9.Apply the Data validation and restrict the users / find the Sunday entries in the Invoice Date Column, and also try to restrict Saturday and Sunday.
10.Apply the conditional formatting to highlight the values highest 20 values, Color scales, Sunday in series of date (using the function Weekday ())
11.Create one variable and Two variable data Table to perform the sensitivity analysis
12.Create a simple Dashboard for a sales data
13.Generate a PIVOT TABLE REPORT and utilize the commands calculated field, show value as %on Grand total, Insert Slicer, Filter.
14.Find GAP in a series of numbers using IF function
15.Perform the Sampling from the population using Rand function and Data Analysis Tool Pak.
Course Designers
1. Dr.L.Prabha
2. Dr.S. Durai Eswari

ADVANCE LEARNERS COURSE - FINANCIAL SERVICES
COURSE CODE : PC20AC1

UNIT I

Introduction to Financial Services - Meaning and Types - Fund based Financial Service - Fee Based
Financial Services - Introduction to Merchant Banking Services in India - Role and Functions of Merchant Bankers

Unit II

Mutual Funds: Introduction to Mutual Funds - Types - structure - Mutual funds in India. Factoring: Meaning – Functions - benefit - Cost of factoring - types of factoring- Discounting Difference between factoring and discounting - Advantages and Disadvantages of factoring

Unit III

Portfolio Management and venture Capital: Portfolio management - Introduction- Principles - steps - qualifications and obligations. Responsibilities of portfolio manager Venture capital – introduction - scope - steps to provide venture capital - mode of funding

Unit IV

Mergers and Acquisition: Need, types of mergers; Financial, legal, and human consideration in merger and acquisitions; Effectiveness of mergers and acquisitions

Unit V

Secondary market – Stock exchange – functions -SEBI – Functions – Powers. Depository and custodial Services: Depository - introduction, concepts, constitution of Depository system; Functioning of depository system; Depository system in India; Custodial services - meaning; Registration; Obligation and responsibilities of custodians; Code of conduct

Text Book

S.No	Book Name	Author Name	Publisher	Year and Edition
1	Project Financing	Pahwa H.P.S	Bharat Law House	Seventh Edition 2015

Reference Books

S.No	Book Name	Author Name	Publisher	Year and Edition
1	Financial Management	M.Y.Khan and P.K. Jain	MC Graw Hill Publication	Eighth Edition 2018
2	Fundamentals of Financial Management	R.P. Rustagi	Taxmann's Publication	Sixteenth Edition 2021

Course Designers

1. Dr. L.Prabha
2. Dr.G. Lakshmi

VI SEMESTER

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
PC23C16	ADVANCED CORPORATE ACCOUNTING	Theory	103	2	-	4

Preamble

To lay down a foundation for drafting accounts for special corporate entities such as Banking Companies, Insurance Companies, Government and Statutory companies and preparation of Consolidated Balance sheet.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	To gain a comprehensive understanding of advanced accounting principles applicable to diverse corporate entities.	K1
CLO2	To proficiently illustrate the components of corporate financial transactions.	K2
CLO3	To analyse accounting principles and transaction recording procedures specific to corporate entities.	K3
CLO4	To apply statutory requirements effectively in the preparation of financial statements for corporate entities.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium;

Syllabus

UNIT I

(21 hrs.)

Valuation of goodwill and Valuation of Shares of Companies.

UNIT II

(21 hrs.)

Preparation of Consolidated Financial Statements of Holding companies (excluding inter-company holdings)

UNIT III

(23 hrs.)

Banking Company Accounts - Preparation of Profit and Loss Account and Balance Sheet (New format only) - Rebate on Bills Discounted - Classification of Advances - Classification of Investments – Non-Performing Assets (NPA).

UNIT IV

(23 hrs.)

Insurance principles and types – procedure for taking policies, policy conditions and settlement of claims (Theoretical aspects) - Insurance Company accounts: General Insurance and Life Insurance - Under IRDA 2000.

UNIT V

Accounts of Government Companies and statutory corporations – Preparation and presentation of the final accounts – forms and contents of statement of profit and loss, forms and contents of balance sheet. Accounts of statutory corporations – specimen of directions issued by the comptroller and auditor general of India – appointment, powers and duties Theoretical aspects.

Text Books

Title	Authors	Publishers	Year & edition
Advanced Accounting volume II	SP Jain and KL Narang	Kalyani Publishers	2019, 21 st edn

Reference Books

Title	Authors	Publishers	Year & edition
Corporate Accounting	T.S.Reddy & A. Murthy	Margham Publications	2020, 12 th edn
CA – Inter Study Material	ICAI	ICAI	Current Year

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz

1 Dr. L.Prabha

2 Dr.G.Lakshmi

S.NO.	LEARNING METHODS	PERCENTAGE
1.	Problem Solving	60
2.	Participatory Learning	40

COURSE CODE	COURSE TITLE	Category	L	T	P	Credits
PC23C17	GOODS AND SERVICE TAX & CUSTOMS DUTY	Theory	73	2	-	3

Preamble

To provide an in depth study of the various provisions of GST and Custom duty laws and their impact on business and to gain knowledge in GST Computation Process.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Understand the basic principles underlying the Indirect Taxation Statutes (with reference to Customs Act, and GST)	K1
CLO2	Understand the difference between forward charge, reverse charge mechanism and the difference between composite and mixed supply.	K2
CLO3	Record and analyze the transactions for compliance under GST, Time of supply (TOS) , place of supply (POS) and valuation of Customs	K3
CLO4	Apply the procedure for registration under GST, matching, reversal & reclaim of ITC and Export promotion scheme, with EOU – SEZ & claim of Duty drawback	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

Syllabus

UNIT I

(15 hrs.)

Indirect Tax: Meaning, Features, difference between direct & Indirect Tax, Types of indirect tax before GST, Shortcoming of Indirect Tax system during pre GST Era. GST: Meaning, advantages, disadvantages, Evolution of GST, Structure of GST: CGST/IGST/SGST/UTGST, Important definition under GST Act. Machinery under GST: GST council, GST network, GST Authority. Concept of Supply: Meaning, Features, Types: Inter -state, intra- state, mixed composite, exempt supply.

UNIT II

(15 hrs.)

Time of supply (TOS): Meaning, TOS of Goods & Services, TOS under Reverse Charge Mechanism, Invoicing provisions, provisions related with changes in GST rate. Place of Supply (POS): Meaning, POS of goods & service, intra state & Inter State supply. Value of Supply: Meaning, provisions related with determination of value of supply of goods & services, determination of GST liability.

UNIT III

(15 hrs.)

Input Tax credit (ITC): Meaning, manner of utilization of ITC, Block credit, supply not eligible for ITC, Matching, reversal & Reclaim of ITC. Payment under GST- Manner of Payment of GST liability,

concept of Electronic Cash, credit & liability ledger, refund of excess GST. Return: Meaning, purpose & Importance, different type of return, due date of filing return. Assessment under GST: Meaning, types - self assessment, provisional assessment, summary assessment, best judgment assessment.

UNIT IV

(14 hrs.)

Registration: Meaning, optional registration, compulsory registration, procedure for new registration, amendment & cancellation of registration. Composition Scheme: condition & restriction for composition scheme. Accounts & Records: manner of maintenance of accounts, period of retention of relevant records, Invoice: format, types- debit & credit note, vouchers. Audit: meaning, types-mandatory, departmental & special audit. Penalty under GST, E-way bill.

UNIT V

(14 hrs.)

Customs duty – basic concepts – types – valuation – customs procedure, import and export procedure – powers of officers – levy and exemption – penalties and offences – Export promotion scheme, EOU – SEZ – Duty drawback

Text Books				
S.No	Title	Authors	Publishers	Year & Edition
1	Textbook of GST and Customs Law	Balachandran V	Sultan Chand & Kalyani Publishers	2021 & 6 th edn.
2	GST – Laws and Practice	CA (Dr.) Arpit Haldia (Author), CA Mohd. Salim (Author)	Taxman's Publications, New Delhi	2021 & 5 th edn.

Reference Books				
S.No	Title	Authors	Publishers	Year & Edition
1	GST Comprehensive Guide On Indirect Tax Laws, GST, Customs & FTP	Dr. Yogendra Bangar and Dr. Vandana Bangar	Aadhya Prakashan,	2020
2	GST Ready Reckoner	Datey V.S	Taxman Publication, New Delhi.	2021 & 15 th edn
3	CA – IPCC Group I Study Material	ICAI	ICAI	2024

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz, Case study

REFERENCE LINKS	
UNIT	LINKS
I	1. https://youtu.be/eSV4jaHMSHg 2. https://www.taxmanagementindia.com/visitor/detail_article.asp?ArticleID=7394
II	1. https://cleartax.in/s/time-supply-goods-gst
III	1. https://cleartax.in/s/gst-input-tax-credit 2. https://cleartax.in/s/assessment-gst
IV	1. https://www.bcasonline.org/Referencer2018-19/part4/registration-under-gst.html
V	1. https://youtu.be/ICtrQ1B7jZQ?si=frCacg5V9QCC66hY 2. https://youtu.be/rJ7HIif-cOpo?si=tRWPwbSz2aC5il-L

Course Designers

- 1 Dr.L.Prabha
- 2 Mrs.F.Deena Magdeline

S.No	LEARNING METHODS	PERCENTAGE
1.	Participatory Learning	60%
2.	Problem Based Learning	40%

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
PC23E03	Strategic Management	Theory	88	2	-	5

Preamble

To develop the ability to engage in strategic planning, assess external and internal factors affecting organizational decisions, apply holistic and multi-functional perspectives in strategy formulation.

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Know about overview strategic management, Vision, Mission and strategic levels	K1
CLO2	Gain insights into strategic analysis and industry environment analysis	K2
CLO3	Explore about strategic choices and matrix	K3
CLO4	Apply various techniques of business strategies	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 Strategic Management: Meaning and Nature of Strategic Management – Importance and Limitations of Strategic Management – Strategic Intent ,Vision, Mission, Goals and Values – Strategic Levels in Organizations (Network, Corporate, Business and Functional)

UNIT II

(18 hrs)

Strategic Analysis: External Environment : International and Macro Environment: PESTLE Analysis – Defining the industry for analysis (Value Chain, PLC) – Porters Five Forces - Industry environment analysis – Understanding customers and markets – Competition in the industry.

UNIT III

(18 hrs)

Strategic Analysis: Internal Environment: Understanding key stakeholders (Mendelow's Model) – Strategic

drivers (Industry & markets, Customers, Channels, Product & Services, Competitive Advantage) The role of resources and capabilities – Combining external and internal analysis (SWOT Analysis) – Gaining competitive advantage (Michael Porter's Generic Strategies)

UNIT IV

(18 hrs)

Strategic Choices: Concentric, Conglomerate, Market Development, Product Development, Innovation, Horizontal integration, vertical integration, Turnaround, Divesture, Liquidation.

Strategic Options: Ansoff's Matrix, ADL Matrix, BCG Matrix, GE Matrix.

UNIT V

(17 hrs)

Strategy Implementation and Evaluation: Implementation: Formulation vs. Implementation Matrix, Linkages and Issues – Strategic Change through Digital Transformation Organisation Structure(hard) and Culture(soft) – Strategic Leadership –Strategic Control – Strategic Performance Measures.

Text Books				
S.No	Title	Authors	Publishers	Year & Ediction
1	Strategic Management and Business Policy	Thomas L Wheelen, David Hunger, Alan.N.Hoffman, Charles E Banford	Pearson Education India	I5th &edn., 2018
2	CA – Inter Study Material	ICAI	ICAI	Current Edition
Reference Books				
S.No	Title	Authors	Publishers	Year &Edition
1	Strategic Management and Business Policy	P.Subba Rao	Himalaya Publishing House	2015& 10 th edn.
2	Quality Management	Howard S.Gitlow, Alan J.Oppenheim Rosa Oppenheim David M.Levine	Tata McGraw Hill	2009& 3 rd edn.
3	Strategic Management Formulation Implementatio and control	John A Pearce II, Richard B Robinson Amita Mittal	McGraw Hill Education	2017& 12 th edn.
Reference Links				
1	https://youtu.be/FVhYO1cemyA?si=TH4TJQ751SsbRJsu			
2	https://youtu.be/bYn4CyL3r5w?si=aS9_WBbA_uT3fS0b https://youtu.be/bYn4CyL3r5w?si=aS9_WBbA_uT3fS0b			
3	https://youtu.be/17woh-zJmI?si=q6sZoA5BwwMXJ1pZ https://youtu.be/c_C_2aoEYW8?si=7snte8UKSnbPNPY			
4	https://youtu.be/hpT_eEGGLkU?si=a0L94o3_L45B_YXb			
5	tps://youtu.be/GT_NNu0JIMA?si=8CkF8PU1UGTujO6U			
Pedagogy				

Chalk and talk, PPT, Discussion, Assignment, Seminar, Quiz,

Course	Designer
1	Dr. L. Prabha
2	Dr.M.Yasodha

S.No	LEARNING METHODS	PERCENTAGE
1.	Participatory Learning	60%

2.	Problem Based Learning	40%
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COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
PC23E04	International Business	Theory	88	2	-	5

Preamble

To provide a comprehensive grasp of international business structures and operations, delve into a wide range of foreign exchange challenges and evolving trends, and acquaint them with fundamental concepts concerning import and export markets

Course Learning Outcomes

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

CLO No.	CLO Statement	Knowledge Level
CLO1	Gain an overview of the unique problems faced by firms engaging in international activities	K1
CLO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks	K2
CLO3	Explore the special problems of multi-national corporations, recent problems of the international economic system, as well as countries export analysis	K3
CLO4	Gain insight in developing the strategies to enter into other markets in the process of globalization	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

(18 hrs)

International Business - Meaning, Evolution, nature and Scope – need & importance - stages of internationalization, (EPRG) approaches to international business, theories of international business. Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Current Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP.

UNIT II

(18 hrs)

Modes of Entering International Business: Country Evaluation and Selection, Introduction to Political, Economic, Social-Cultural & technological environment of international business. International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Joint ventures- Mergers and Acquisitions- Foreign direct investment -Comparison of different modes of entry

UNIT III

(18 hrs)

Export marketing – Meaning – An overview of export marketing – Differences between export marketing and domestic marketing –salient features and basic functions of export marketing – export Tariff and non-tariff barriers. Export Market Analysis – Feasibility of market entry – Sources of market information – Assessing sale prospects – ECGC, EPG, Export receipts, MEIS and Duty Drawbacks. Important documents used in foreign trade.

UNIT IV

(17 hrs)

Globalization : Meaning- Definition and Features-Globalization, -Advantages and Disadvantages, Socio-Cultural, Political & Legal and Economic Implications, Globalization and

India. GATT and WTO. MNC, Global Company and TNC, Merits and Demerits, MNC s and India.

UNIT V

(17 hrs)

Foreign exchange – Theories of foreign exchange – Administration of foreign exchange –Factors influencing fluctuations in foreign exchange – Exchange control in India – components of International financial systems, Forex market, Euro currency market, IMF and International Monetary system. Exchange Rate determination (Concept only).

Text Books				
S.No	Title	Authors	Publishers	Year & Edition
1	International marketing management	Phillip R. Cateora, R. Bruce Money ,Mary C. Gilly	MC Graw Hill	2019 &18 th edn
2	International Business	Francis Cherunilam	PHI learning Pvt. Ltd-New Delhi.	2020 & 6 th edn
Reference Books				
S.N O	Title	Authors	Publishers	Year & Edition
1	Money Banking International Trade and Public Finance	M L Jhingan	Vrinda Publications	2020& 8 th edn
2	A Hand Book on Predominant aspects of global Business intelligence	Dr.T.Kiruthika	YGMRO Publishers	2020
3	International Business- Competing in the Global Marketplace	Charles W L Hill G Tomas M Hult	MC Graw Hill	Paperback –14 2021 &12 th edn
Reference Links				
1. https://www.bing.com/videos/riverview/relatedvideo?&q=short+video++for++Role++of++ Foreign++Trade++in++the+Economic++Development++of++India++&&mid=C45C047D 4B2 311B6D3FEC45C047D4B2311B6D3FE&&FORM=VRDGA 2. https://www.bing.com/videos/riverview/relatedvideo?&q=short+video++for++Balance++of++ +payment+in++the++context++of++Economic++Growth+Process++&&mid=9E004B4AF8 B7679A271B9E004B4AF8B7679A271B&&FORM=VRDGA 3. https://www.bing.com/videos/riverview/relatedvideo?&q=short+video++forMEIS+and+Du ty +Drawbacks+for+Indian+exports&&mid=2C8D0D39C740983BBCA52C8D0D39C740983B BCA5&&FORM=VRDGA 4. https://www.bing.com/videos/riverview/relatedvideo?&q=short+video++for+GATT+and+ WTO&&mid=24902673B53E104E404D24902673B53E104E404D&&FORM=VRDGA 5. https://www.youtube.com/watch?v=4gXs1zKECH				

Course Designers

Dr. L .Prabha
Dr. N. Nithya

S.No	LEARNING METHODS	PERCENTAGE
1.	Participatory Learning	60%
2.	Problem Based Learning	40%

COURSE CODE	COURSE TITLE	Category	L	T	P	Credit
PC20AC2	Advertising and sales promotion	Theory	Self-Study			5*

OBJECTIVES:

1. To understand the concepts, functions, and objectives of advertising and its significance in marketing communication.
2. To analyze different approaches, media types, and budgeting techniques used in effective advertising.
3. To explore the nature, forms, and tools of sales promotion and evaluate their role in influencing consumer and trade behavior.

UNIT I

Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;

UNIT II

Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)

UNIT III

Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice

UNIT IV

Nature and importance of sales promotion, its role in marketing, Forms of sales promotion: Consumer oriented sales promotion, trade-oriented sales promotion and sales force-oriented sales promotion.

UNIT V

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offer premium and free goods, Prince Packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialties and novelties, developing a sales promotion program, pre testing implementing, evaluating the results and making necessary modification

Text Book

S.No	Book Name	Author Name	Publisher	Year & Edition
1	Integrated Advertisements, Promotion and Marketing Communication	Kenneth Clow. Donald Baack	Prentice Hall of India	7 th edn.2014

Reference Books

S.No	Book Name	Author Name	Publisher	Year and Edition

1	Advertising and Sales Promotion	S.H.H. Kazmi, Satish.K.Batra,	Excel Books, New Delhi	3 rd edn.2008
2	Advertising and Promotion	George E. Belch, Michel A.Belch	MC Graw Hill Publication	7 th edn.2009

Course Designers

Dr. L.Prabha
Dr.G.Lakshmi

PC21SBP2	ENTERPRISE RESOURCE PLANNING - PRACTICAL	Category	L	T	P	Credits
		Practical		4	41	3

Preamble

To embark on a journey to learn and master the practical application of accounting and management of finance using Tally Prime

Course outcomes

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

CLO Number	CLO Statement	Knowledge level
CLO 1	Demonstrate the proficiency in passing necessary journal entries.	K1
CLO 2	Interpret the solid understanding of stock item management for inventory control.	K2
CLO 3	Comprehend the importance of statutory configuration for taxation purposes.	K3
CLO 4	Apply the principles of Goods and Service Tax (GST) for tax compliance	K4

Mapping with Programme outcomes

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

S- Strong M- Medium L -Low

1. Prepare accounting voucher entries in tally using the given transactions:

Create a company Robert Trade for the year 2020-21, and pass necessary Journal Entries

- Robert commenced a transport business with a capital of ₹ 1,00,000
- An account was opened with State Bank of India and deposited ₹ 30,000
- Purchased furniture by paying cash ₹ 10,000
- Goods purchased on credit from Mohaideen for ₹ 20,000
- Cash sales made for ₹ 8,000
- Goods purchased from Rathinam for ₹ 5,000 and money deposited in CDM
- Goods sold to Rony on credit for ₹ 60,000
- Money withdrawn from bank for office use ₹ 9,000
- Part payment of ₹ 10,000 made to Mohaideen by cheque
- Rony made part payment of ₹ 5,000 by cash
- Salaries paid to staff through ECS ₹ 6,000

12. Wages of ₹ 3,000 paid by cash
13. Purchased stationery from Pandian Ltd. on credit ₹ 4,000

2. Prepare final accounts for a given trial balance with adjustments.

Particulars	Rs.	Particulars	Rs.
Capital	20,000	Office Salaries	6,600
Debtors	8,000	Establishment expenses	4,500
Creditors	10,500	Selling expenses	2,300
Purchases	60,000	Furniture	10,000
Sales	80,000	Cash at bank	2,400
Income tax of Jain paid	500	Miscellaneous receipts	600
Opening stock	12,000	Drawings	4,800

Consider the following balances extracted from the books of Jain as on 31st December, 2016.
Prepare the final accounts.

Adjustments

- (a) Salaries outstanding for December, 2016 amounted to Rs. 600
- (b) Provide depreciation on furniture @ 10% p.a.
- (c) Provide interest on capital for the year @ 5% p.a.
- (d) Stock on 31st December, 2016 Rs.14,000

3. Prepare a company along with GST Configuration and TDS Configuration.

a) The Company Creation using the following Details

Name	Mr. White Champion Industries
Address	No 319/2, Waghere Colony, Pimpri Gaon, Pune,
Country	India
State	Maharashtra
Pin code	411017
e-Mail ID	accounts@whitechampion.com
Website	www.whitechampion.com
The Financial year begins from	1-Apr-2019
Books beginning from	1-Apr-2019

b) Statutory Configuration : i) GST Configuration

State	Maharashtra
Registration Type	Regular
GSTIN / UIN	27AAACD3069K1ZJ
Applicable From	01-Apr-2019
Periodicity of GSTR 1	Monthly
e-Way Bill Applicable	Yes
Set/Alter GST Rate Details	Yes

HSN Description	Erasers
HSN /SAC	4016
Taxability	Taxable
Integrated Tax	5%

- ii) TDS Configuration, TAN No. DELA02603G,
Set 'Ignore IT exemption limit for TDS deduction = Yes'

4. Prepare Stock Item Master using the following inventory details:

Stock Item	Stock Group	Unit of Measure	GST	HSN
Rubber	Raw Materials	Kg of 1000 gms (with 3 decimals)	5%	4001
Pigments	Raw Materials	Kg of 1000 gms (with 3 decimals)	18%	3212
Sulphur	Raw Materials	Kg of 1000 gms (with 3 decimals)	5%	2503
Mr. White Eraser – 1.5 Inch	Finished Goods	Nos	5%	4016
Mr. White Eraser – 2.5 Inch	Finished Goods	Nos	5%	4016

Note: Enable batches for Finished Goods stock items, not for Raw Materials

5. Create Bill of Materials using the following inventory details:

Finished Goods/ Raw Materials	Mr. White Eraser – 1.5 Inch (To manufacture 1 No)	Mr. White Eraser – 2.5 Inch (To manufacture 1 No)
BOM Name	BOM 1	BOM 1
Rubber	15 Grams	25 Grams
Pigments	3 Grams	5 Grams
Sulphur	2 Grams	3 Grams

6. Create Price List with the following inventory details.

The company offers a different price list for a different type of customers and addition to that gives a discount on bulk buying.

Stock Item Name	Price for Distributors	Slab Discount			
		0 to 50,000 Nos	50,001 to 1,00,000 Nos	1,00,001 to 1,50,000 Nos	1,50,001 and above
Mr. White Eraser – 1.5 Inch	Rs. 3 / No	Nil	2%	4%	6%
Mr. White Eraser – 2.5 Inch	Rs. 5 / No	Nil	2%	4%	6%

Stock Item Name	Price for Retailers	Slab Discount			
		0 to 50,000 Nos	50,001 to 1,00,000 Nos	1,00,001 to 1,50,000 Nos	1,50,001 and above
Mr. White Eraser – 1.5 Inch	Rs. 4 / No	Nil	2%	4%	6%
Mr. White Eraser – 2.5 Inch	Rs. 6 / No	Nil	2%	4%	6%

7. Create Accounts Masters with the following details.

Ledgers	Group Under	Additional Details
Plant and Machinery A/c	Fixed Asset	Is GST Applicable = Yes, GST Rate = 18% Integrated Tax, Nature of Transaction = Interstate Purchase Taxable, Nature of Goods = Capital Goods.

Input CGST	Current Assets	Type of Duty = GST / Central Tax Note: In Ledger Creation screen press F12 (Configure) and set 'Set ledgers to behave as Duties & Taxes = Yes', then you can enable GST for ledger created under Current Assets Group
Input SGST	Current Assets	Type of Duty = GST / State Tax
Input IGST	Current Assets	Type of Duty = GST / Integrated Tax
HDFC Bank A/c	Bank	Account Number = 151000987768222, IFS Code = HDFC0000039, Branch = Pune – Boat Club Activate cheque book – 000001 to 000100
St. George Rubber Traders	Sundry Creditors	Maintain balance bill by bill = Yes State = Kerala, PIN Code - 686578 GSTIN = 32AABCT3518Q1Z5
Polymer Colour Company	Sundry Creditors	Maintain balance bill by bill = Yes State = Maharashtra, PIN Code - 411014 GSTIN = 27AAQPA7642G1ZL
C. S. Industries	Sundry Creditors	Maintain balance bill by bill = Yes State = Odisha, PIN Code - 751007 GSTIN = 24ALOPR2210G1ZB
MAKS Distributors	Sundry Debtors	Price List = Distributors Maintain balance bill by bill = Yes Credit Period = 30 days Interest Calculation = Yes Set - 20% per Calendar Year State = Maharashtra, PIN Code - 411002 GSTIN = 27AAACB5343E1Z1
Orbit Solutions	Sundry Debtors	Price List = Retailers Maintain balance bill by bill = Yes Credit Period = 30 days Interest Calculation = Yes Set - 20% per Calendar Year State = Maharashtra, PIN Code - 411001 GSTIN = 27AAATI1446A1Z7
Office Mate Ghana Limited	Sundry Debtors	Maintain balance bill by bill = Yes Country = Ghana Price List = Not Applicable The currency of the ledger – Rs.
Secured Loan A/c	Secured Loans	Interest Calculation = Yes Set - 14% per the Calendar Year
Joshi & Kulkarni	Sundry Creditors	Deductee Type = Partnership Firm PAN = AABCJ8888G

8. Prepare various business transaction entries with GST,

Record the following transactions for Mr. White Champion Industries:

- On 1-Apr-2019, Mr Vimal Khelkar introduced capital Rs.30,00,000 and deposited into HDFC Bank A/c.
- On 3-Apr-2019, The Company purchased Plant & Machinery from C. S. Industries for manufacturing Erasers for Rs. 16,00,000 + 18% IGST. Bill No. CS-005
- On 5-Apr-2019, Rs. 10,00,000 paid through HDFC bank to C. S. Industries via Chq No000001 against Bill No. CS-005

- On 8-Apr-2019, took a secured loan of 10,00,000 and deposited in HDFC Bank A/c@ 14% per the Calendar Year, interest payable every month.
- On 10-Apr-2019, The Company purchased the following raw materials from PolymerColour Company via Invoice No. 658/2019-20. All prices are excluding GST.

Stock Item	Quantity	Rate
Pigments	5,000 Kgs	Rs. 75 / Kg
Sulphur	5,000 Kgs	Rs. 20 /Kg

- On 10-Apr-2019, The Company purchased the following raw materials from St.George Rubber Traders via Invoice No. 86. All prices are excluding GST.

Stock Item	Quantity	Rate
Rubber	20,000 Kgs	Rs. 101.60/ Kg

- On 20-Apr-2019, Mr. White Champion Industries manufactured finished goods asper the table below

Stock Item	Quantity	Batch No
Mr. White Eraser – 1.5 Inch	4,00,000 Nos	Batch 01
Mr. White Eraser – 2.5 Inch	2,00,000 Nos	Batch 01

- On 25-Apr-2019, received an order No. 112 from MAKS Distributors. All Price listrates are exclusive of GST, add GST wherever applicable.

Note: Enable F11 Feature ‘Use separate discount column in invoices = Yes’ under Inventory Features to calculate discount on Stock Items in Invoice.

Stock Item	Quantity	Batch No	Rate
Mr. White Eraser – 1.5Inch	1,25,000 Nos	Batch 01	As per pricelist
Mr. White Eraser – 2.5Inch	75,000 Nos	Batch 01	As per pricelist

9. Create a company accounts with inventory details:Create a company in the name of Asian Car Arcade for the year ending 2001.Prepare the required ledgers, stock group, category, items, godown and pass the transactions taking the following into consideration, entry to be done in invoice mode.

F11 Features to be activated:

Under Maruti	Maruti 800, Zen, Esteem, Baleno.
Under Hyundai	Ascent, Hyundai Deluxe, Hyundai Regular.

Under Premiere Fiat, Uno, Siena.
 Under Tata Indica, Sumo, Estate, Sierra.
 Under Hindustan Ambassador, Contessa.

Transaction

- Purchased the following on 01.06.2000, discount 2%

Quantity	Name	Rate	Godown
3	Zen	400000	Mumbai
2	Ascent	550000	Mumbai
2	Uno	375000	Pune
4	Siena	575000	Pune
2	Sumo	500000	Mumbai
5	Indica	400000	Mumbai

- On 02.06.2000 sold following cars to Patel Motors, discount 2%

Quantity	Name	Rate
1	Zen	475000
1	Siena	610000
1	Indica	450000

- On 01.07.2000 sold following cars to Dhruv Motors, discount 2%

Quantity	Name	Rate
1	Ascent	580000
1	Indica	430000

- On 02.07.2000 sold following cars to Gupta Car Arcade, discount 2%

Quantity	Name	Rate
1	Zen	460000
1	Siena	600000

- On 31.07.2000 sold following cars to Continental Motors, discount 2%

Quantity	Name	Rate
1	Sumo	550000
1	Zen	450000
1	Siena	600000

- Received on 01.08.2000 Rs. 1125000/- from continental Motors after deducting discount on total bill amount.
- Paid 50% bill amount from which 7.5% discount on bill amount has been paid for Hyundai motors on 02.08.2000.
- On 31.08.2000 received 75% bill amount after deducting 11.25% on net bill from Dhruv Motors.
- Paid full amount after deducting 15% discount to Premeiere 01.09.2000.
- Sold 1 Indica @ Rs. 450000 to Ramesh Motors (add 4% sales tax) on 02.09.2000.
- Sold 1 Siena @ Rs. 600000 and 1 Uno @ Rs. 400000 to Trilok Motors (add 4.8% sales tax) on 31.09.2000.

10. Prepare simple payroll voucher and to display payroll report for the given data.

Course Designers

- Dr.L.Prabha
- Dr. M.Yasodha

