DEPARTMENT OFB.COM(CA)

CHOICEBASEDCREDITSYSTEM(CBCS)&

LEARNINGOUTCOMES-BASEDCURRICULARFRAMEWORK(LOCF)

BACHELOROFCOMMERCEWITHCOMPUTERAPPLICATIONS 2023

– 2026 BATCH

PROGRAMMELEARNINGOUTCOMES(PLO's)

Aftercompletion oftheprogramme,thestudent willbeableto

PLO1: Acquire knowledge and skills specific to Accounting, finance, taxation, marketing and computer applications to contribute towards innovative business and environment sustainability.

PLO2: Assess the scope of commerce, computer applications and other relevant professional courses (CA, CMA, ACS, ACCA) for inter disciplinary and Trans disciplinary studies

PLO3: Imbibe new opportunities in emerging technologies including conceptual and creative thinking as an entrepreneur.

PLO4: Nurtureemployabilityskillsinallareasofbusinessbyequippingthemselves asaleaderindifferentsectorsofcommerceandinformationtechnology

PLO5: Get transformed into an empowered individual with ethical standards and moral values in societal and professional lives.

PROGRAMMESPECIFICOUTCOME(PSO's)

Thestudents atthe timeofgraduation will

PSO1: Applytheknowledgeandskillslearntinthisprogrammetowardsthe industrial scenarios of the real world.

PSO2: Apply the knowledge and skills gained in computer application softwareto meet the technological and creative requirements of the industry.

PSO3: Followethicalvaluesandprinciplesasaresponsiblecitizenandcontribute towards society''s development.

DEPARTMENTOFCOMMERCEWITHCOMPUTERAPPLICATIONS
CHOICEBASEDCREDITSYSTEM(CBCS)&LEARNINGOUTCOMES –BASEDCURRICULARFRAMEWORK(LOCF)
BACHELOR OF COMMERCE WITH COMPUTER APPLICATIONS - 2023 BATCH & ONWARDS

Sem	Part	Subject Code	TitleofthePaper	CourseType	Instruction hours/week	Contacthours	Tutorial	Durationof Examination	CA	ESE	TOTAL	Credits
I	I	TAM2301A/ HIN2301A/ FRE2301A	TamilPaperI/ Hindi Paper I/ FrenchPaperI	Language	4	58	2	3	25	75	100	3
	II	ENG2301A	EnglishPaperI	English	4	58	2	3	25	75	100	3
	III	CM23C01	PrinciplesofAccounting	CC	5	73	2	3	25	75	100	3
	III	BP23C02	E-businessApplications	CC	5	73	2	3	25	75	100	3
	III	TH23A07	Allied-Mathematicsfor Commerce	GE	6	88	2	3	25	75	100	4
	III	BP23CP1	ComputerApplication PracticalI–Office Package	CC	4	60	-	3	15	35	50	2
	IV	NME23B1/ NME23A1	**FoundationCourse** Basic Tamil I/ Advanced Tamil I	AEC	2	28	2	-	100	-	100	2
		NME23ES	**Foundation Course** Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100	2
	I	TAM2302A/ HIN2302A/ FRE2302A	Language II – TamilPaper II/ Hindi Paper II/ FrenchPaperII	Language	4	58	2	3	25	75	100	3
	II	ENG2302A	EnglishPaperII	English	4	58	2	3	25	75	100	3
	III	BP23C03	Object Oriented ProgrammingwithC++	CC	5	73	2	3	25	75	100	3
	III	CM23C04	FinancialAccounting	CC	5	73	2	3	25	75	100	3
	III	TH23A08	Allied-Statisticsfor Commerce	GE	6	88	2	3	25	75	100	4

II	III	BP23CP2	**ComputerApplication Practical II** – Programming with C++	CC	4	60	-	3	15	35	50	2
	IV		OnlineCourse	Selfstudy	-	-	-	-	-	-	-	Gr
	IV	NME23B2/ NME23A2	***FoundationCourse** Basic Tamil II/ AdvancedTamilII	AEC	2	-	-	-	100	-	100	Gr
			PersonalityDevelopment Programme		-	-	-	-	-	-	-	-
		NM23GAW	GeneralAwarenessself study		Self Study	-	-	Online test	100	--	100	Gr.
		23PECM1	ProfessionalEnglishfor Commerce and Management	AEC	2	25	5	-	100	-	100	2
III	I	TAM2303A/ HIN2303A/ FRE2303A	TamilPaper III/ Hindi Paper III/ FrenchPaperIII	L	4	58	2	3	25	75	100	3
	II	ENG2303A	EnglishPaperIII	E	4	58	2	3	25	75	100	3
	III	BP23C05	DigitalMarketing	CC	5	73	2	3	25	75	100	4
	III	EC23C06	Relational Database ManagementSystem	CC	4	58	2	3	25	75	100	3
	III	BP23A01/ BP23A02/ EC23A01	BusinessManagementand Ethics/ HumanResource Management/ Company Law	GE	5	73	2	3	25	75	100	4
	III	EC23CP3	DatabaseProgramming Practical	CC	3	45	-	3	15	35	50*	2
	III	BP22SBCE/ CS23SBGP	Coursera – Graphic DesignElementsfor Non-Designers/ Gen-AI	SEC	3	45/44	-/1	-	100	--	100	3
	IV	NM23DTG	DesignThinking	AEC	2	30	-	-	100	-	100	2
	IV	NM22UHR	UniversalHumanValues and Human Rights #	AECC	-	-	-	-	100	-	100	Gr.
I-IV	V	COM15SER	CommunityServices		-	-	-	-	-	-	-	-
I-V	VI	16BONL1 16BONL2	Online Course I OnlineCourse II	ACC	-	-	-	-	-	-	-	-
IV	I	TAM2304A/ HIN2304A/ FRE2304A	TamilPaperIV/ Hindi Paper IV/ FrenchPaperIV	L	4	58	2	3	25	75	100	3
	II	ENG2304A	EnglishPaperIV	E	4	58	2	3	25	75	100	3

	Part	Course Code	Course Title	Category	Credit	Hours			Int.	Ext.	Total	Credit
	III	BP23C07/ CM23C10	Business Finance	CC	5	73	2	3	25	75	100	4
	III	BP23C08	Softwaredevelopment with Visual Basic.net	CC	4	58	2	3	25	75	100	4
	III	BP23A03 BP23A04 EC23A03	Business Law BankingTheoryLawand Practice Business Economics	GE	5	73	2	3	25	75	100	4
	III	BP23CP4	VisualBasic.Net Practical	CC	3	45	-	3	15	35	50*	2
III/ IV	III	BP22SBCE/ CS23SBGP	GraphicDesignElements for Non-Designers/ GEN-AI	SEC	3	45	-	-	100	--	100	3
	IV	NM23EII	Entrepreneurshipand Innovation(IgniteX)	AECC	2	30	-	-	100	--	100	2
IV	IV	NM23EVS	EnvironmentalStudies	AECC	SS	-	-	-	100	-	100	Gr.
	V	COCOACT	Co-Curricular Activities	GC	--	-	-	--	100	--	100	1
I-IV	VI	COM15SER	CommunityServices30 Hours	GC	--	--	--	--	--	--	--	.-
I-V	VI	16BONL1 16BONL2	Online Course1 Online Course2	ACC	-	-	-	-	-	-	-	-
	III	BP23C09	Programming with Python	CC	5	73	2	3	25	75	100	5
	III	BP23C10/ CM23C11	Management Accounting	CC	5	73	2	3	25	75	100	4
	III	BP23C11/ CM23C12	Direct Taxation	CC	6	88	2	3	25	75	100	4
	III	BP23E01/ BP23E02/ CM23E03	Research Methodology/ Software Engineering and OOAD/ Performance Management	DSE	5	73	2	3	25	75	100	5
V	III	BP23CP5	Programming with Python Practical	CC	4	60	-	3	15	35	*50	2
	III	BP23SBP1	Business intelligence with Machine Learning	SEC	3	41	4	-	100	-	100	3
	III	BP23AC1/ BP23AC2	Business Communication/ Introduction to Data Science	ACC	SS	-	-	3	25	75	100	5**
	IV	NM21CS1	Cyber Security I	AECC	2	30	-	-	100	-	100	Gr.
	IV	BP23INST	Field Work/Internship	DSE	-	-	-	-	100	-	100	2
	VI	BP23COM	Comprehensive Examination	GC	-	-	-	-	100	-	100	Gr.

| I –
IV | VI | COM15SER | Community Services
30 Hours | GC | - | - | - | - | - | - | - | - |
| I –
V | VI | 16BONL1
16BONL2 | Online Course
Online Course | ACC | - | - | - | - | - | - | - | - |

L – Language   **E-English**

CC–Core Courses   **CA– Continuous Assessment**

GE–GenericElective   **ESE-EndSemester Examination**

AEC – Ability Enhancement Course   **SEC-SkillEnhancementCourse**

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

 DSE-Discipline Specific Elective

 SS - Self Study   **Gr – Grade**

GC-GeneralCourse

*CAconductedfor25andconvertedinto15,ESEconductedfor75andconvertedinto35

 ** Credits applicable to candidates who take up Advanced Level Course Examination

ExaminationSystem

One test for continuous assessment will be conducted on pre-determined datesi.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

23-24Batchonwards

CAQuestionPaperPatternanddistributionofmarksUGLanguageandEnglish

SectionA	5x 1(No choice)	:	5 Marks
SectionB	4 x5 (4out of6)	:	20Marks(250words)
SectionC	2x10(2outof3)	:	20Marks(500words)

Total: **45**

MarksUG-CoreandAllied-(First3Units)

CAQuestionfromeachunitcomprisingof

Onequestionwithaweightageof2Marks:2x3=6 One question with a weightage of 5 Marks (InternalChoiceat thesameCLOlevel):5x3=15

One question with a weightage of 8 Marks (InternalChoiceatthesameCLOlevel):8x3=24

Total:45Marks

EndSemesterExamination–
QuestionPaperPatternandDistributionofMarksLanguage and English – UG

SectionA	10 x1 (10out of12):		10Marks
SectionB	5x5 (5 outof7)	:	25Marks(250words)
SectionC	4x10(4outof6)	:	40Marks(600-700words)
	Total	:	**75Marks**

UG-Core and Allied courses:

ESE Question Paper Pattern: 5x15=75 Marks Question from each unit comprising of

One question with a weightage of 2 Marks: 2x5=10 One question with a weightage of 5 Marks (Internal Choice at the same CLO level): 5x5=25 One question with a weightage of 8 Marks (Internal Choice at the same CLO level): 8x5=40

ESE Question Paper Pattern: (for Accounts Paper) 5x15=75 Marks Question from each unit comprising of

One question with a weightage of 2 Marks: 2x   5=10
One question with a weightage of 5 Marks: 5x5=25   One question with a weightage of 8 Marks (Internal Choice at the same CLO level): 8x5=40

Continuous Internal Assessment Pattern Theory (2023 Batch)

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**

Part IV

Introduction to Entrepreneurship / Women Studies / Value education /Environmental Studies / Design Thinking

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

Professional English

The course offered in alignment with TANSCHE norms with 2 credits. Quiz
(5 x 20 Marks)   : 100 Marks

Entrepreneurship and Innovation (IgniteX)
3 Quizzes (25 questions in each quiz): 50 marks
30 Venture Activities (Assignment): 30 marks
Milestone 3 (pitch deck presentation) : 20 marks
Total   : 100 Marks

Advanced Learners Course

Eligibility – The Students should secure 75% in Part III Subjects till IV Semester (Optional not included for grant total and total credits earned). Extra credit 5 per Paper.

CIA Test Pattern

Section A (Paragraph Answer) (4 Out of 6) 4*4 : 16 Marks

Section B: (Essay Type) (1 Out of 2)   1* 9: 9 Marks

Total   : 25 Marks

ESE Question Paper Pattern

Section A (Paragraph Answer) (5 Out of 8) 5*5:   25 Marks

Section B: (Essay Type) (5 Out of 8) 5* 10   : 50 Marks

Total   : 75 Marks

Core Practical

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

Skill Based Practical Courses

Test I	:	30 Marks (Conducted for 50 marks and Converted to 30 Marks)
Test II	:	50 Marks
Lab Performance	:	10 Marks
Regularity	:	10 Marks
Total	**:**	**100 Marks**

PartIV
Cyber Security I

Quiz	:	60marks
Casestudy	:	20marks
Poster	:	20 marks
Total	**:**	**100 Marks**

Field Work / Institutional Training

Internship for a period of 21 days at the end of the semester IV during the vacation and report to be submitted in Semester V which will be evaluated for 100 marks dividend as follows:

Evaluation

Attendance	:	10 Marks
Work dairy	:	15 Marks
Report	:	50 Marks
Viva Voce	:	25 Marks
Total	**:**	**100 Marks**

MAPPINGOFPLOsWITH CLOs

COURSE	PROGRAMMEOUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE – CM23C01					
CLO1	S	M	S	M	S
CLO2	S	M	S	M	M
CLO3	S	M	M	M	M
CLO4	S	M	S	M	S
COURSE – BP23C02					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	M	S
CLO4	S	S	M	S	S
COURSE–BP23CP1					
CLO1	S	S	S	S	M
CLO2	S	S	S	L	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – BP23C03					
CLO1	S	S	M	S	S
CLO2	M	S	S	M	S
CLO3	S	M	S	M	S
CLO4	S	S	M	L	L
COURSE – CM23C04					
CLO1	S	S	M	M	S
CLO2	S	S	M	M	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – BP23CP2					
CLO1	S	S	M	M	M
CLO2	S	M	S	M	M
CLO3	S	M	M	S	L
CLO4	M	S	M	S	L
COURSE-23PECM1					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
CLO5	S	S	S	S	M
COURSE -BP23C05					
CLO1	S	M	S	S	M
CLO2	S	S	S	L	S

CLO3	S	M	S	L	M
CLO4	S	S	S	M	S
COURSE-EC23C06					
CLO1	M	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	S	L	M
CLO4	M	S	M	M	M
COURSE -BP23A01					
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	S	M	S	S
CLO4	S	S	M	M	M
COURSE -BP23A02					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE-EC23A01					
CLO1	S	L	S	S	M
CLO2	M	S	M	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE -EC23CP3					
CLO1	S	S	S	S	L
CLO2	S	S	S	S	L
CLO3	S	S	S	S	L
CLO4	S	S	S	S	L
COURSE -CS23SBGP					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	S
CLO3	S	S	M	S	S
CLO4	S	M	S	M	S
COURSE-NM23DTG					
CLO1	S	M	M	S	S
CLO2	M	S	S	M	M
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S
COURSE-BP23C07/CM23C10					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	S
CLO4	S	S	S	M	M
COURSE -BP23C08					
CLO1	S	S	S	S	M

CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE -BP23A03					
CLO1	S	M	S	S	M
CLO2	S	S	S	L	S
CLO3	S	M	S	L	M
CLO4	S	S	S	M	S
COURSE -BP23A04					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE -EC23A03					
CLO1	S	M	S	S	S
CLO2	S	S	S	S	L
CLO3	S	M	S	M	S
CLO4	S	M	S	M	S
COURSE -BP23CP4					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE - BP23C09					
CLO1	S	S	M	S	S
CLO2	M	S	S	M	M
CLO3	S	M	S	M	S
CLO4	M	S	M	L	L
COURSE - BP23C10					
CLO1	S	S	S	M	S
CLO2	S	S	M	S	S
CLO3	S	M	S	M	S
CLO4	M	S	S	S	M
COURSE –BP23C11					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	M	M
COURSE – BP23E01					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	L

COURSE – BP23E02				
CLO1	M	S	S	S	M
CLO2	S	M	S	S	M
CLO3	S	S	S	L	M
CLO4	M	S	M	M	M
COURSE – CM23E03				
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – BP23CP5				
CLO1	S	S	M	M	M
CLO2	S	M	S	M	M
CLO3	M	M	M	S	S
CLO4	M	S	M	S	L
COURSE – BP23SBP1				
CLO1	M	S	M	S	M
CLO2	S	M	S	S	S
CLO3	S	S	S	L	S
CLO4	M	S	M	S	M
S–Strong;M–Medium;L-Low				

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
CM23C01	**PRINCIPLESOF ACCOUNTING**	THEORY	73	2	-	3

Preamble

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

Prerequisite

- BasicKnowledgein FinancialStatements

CourseLearningOutcomes

Onthesuccessful completion ofthecourse, studentswill beable to

CLOs	CLOStatement	KnowledgeLevel
CLO1	Definetheconceptsandconventionsin accounting.	K1
CLO2	Interpretaccountingstatementusingbasic concepts.	K2
CLO3	Applytheproceduresofrecordingtransactionsand preparationof Reports.	K3
CLO4	Articulatetheaccountingconceptstointerpretthe performance of a Firm.	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

PRINCIPLES OF ACCOUNTING-CM23C01

UnitI **(14Hrs)**

BasicAccountingConcepts(AS-1)-Rectificationoferrors- FinalAccounts -

BankReconciliation Statement.

UnitII **(14Hrs)**

Averageduedate-Billsofexchange(tradebillsonly)-JointVenture(AS-27).

UnitIII **(15Hrs)**

Departmental Accounts - Basis for allocation of expenses. Branch Accounts (Dependent

Branches-DebtorsandStock&DebtorsSystem-IndependentBranchesonly).

UnitIV **(15Hrs)**

Hire purchaseAccounts:DefaultandRepossession-Hire purchaseTrading Account-

Installment purchase system.

UnitV **(15Hrs)**

Depreciation(excludingchangeinmethodofdepreciation)-InvestmentAccount(AS-13).

TextBook

S. No	Authors	Title	Publishers	Year of Publication
1.	ReddyTS&A Murthy	FinancialAccounting	Margham Publications	Reprint 2021

ReferenceBooks

S. No	Authors	Title	Publishers	Year of Publication
1.	RLGupta& Radhasamy	AdvancedAccountancy (Vol I)	SultanChand&Sons.	2018, 13th ed.
2.	JainS.P &NarangK.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal&S.C.Gupta	Advanced Accountancy	S.Chand &sons	2016

SkillComponents

- Identifyingconceptsandconventionsadoptedbyafirmintheirfinancialstatement.

- PrepareaBankReconciliation Statementforthebusiness concern.

- Study a firm‟s financial statement and present a report on the accountingpoliciesfollowed.

- Tocalculatetheduedateandamount ondiscountingofbills forafirm.

- Analyzingthefinancialstatementofahirepurchasecompanyandpresentareporton the collection system.

- Analysethetreatmentofdepreciationfordifferentfirms.

Pedagogy

Lecturethroughpowerpoint presentations,Discussion,Assignment,Quiz,andSeminar

CourseDesigners

1. Dr.S.Sujatha,DepartmentofCommerce

2. Dr.G. Indrani,DepartmentofCommerce

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23C02	E-BUSINESS APPLICATIONS	THEORY	73	2	-	3

Preamble

Toenablethestudents
- ➤ Tounderstandaboutthefundamentals ofcomputersandprogramminglanguages
- ➤ Toprovidein-depthunderstandingaboutComputerbasedInformationsystem
- ➤ ToimpartknowledgeaboutE-Commerceworkingmodels

Prerequisite

- ➤ BasicKnowledgeinE-commerce

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the fundamental concepts of computer applications, Programming languages and functioning of various types of e-Business models	K1
CLO2	Explain the basics of E-Commerce, features, needs and the role of computer application in a bridging e-Business technology, E-tailing.	K2
CLO3	Develop and interpret the technical framework required for ane-Business, E-commerce in Internet, Ethics in E-commerce.	K3
CLO4	Analyze e-Business strategies, business transformation process and applications relevant to industry4.0, E-banking and Threats in Computer System.	K4

MappingwithProgrammeOutcomes

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

S-Strong;M-Medium;L-Low

E-BUSINESS APPLICATIONS – BP23C02 (73 Hrs)

UNITI (14Hrs)

Computer- Characteristics- Importance – ***Computer applications in various areas of Business – General applications of computers in various fields***. Data and Information –-Data processing – ***Steps of data processing***.*Programming Language* - Machine language, Assembly language, High Level Languages - Programming tools-Steps in developing a computer Program - Computer networks- Features-Network Structure-***Types of networks*-*Multimedia tools***

UNITII (15Hrs)

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-***Types of E-Commerce-Levels***-Need forE-commerce-ApplicationsofE-Commerce-***Challengesin E-Commerce application***-E-CommerceandE-Business-***FutureofE-Commerce***-EDI-Featuresof EDI-Introductiontocloudandgridcomputing-Androidapplications.*E-tailing*:Traditional retailinganderetailing,Benefitsoferetailing,***Modelsoferetailing,Featuresof eretailing***.

UNITIII (15Hrs)

E-commerceovertheInternet-Conceptofnetworking-Advantagesofnetworking-****classification of networking***.Electronic payment methods-overview of EPS-****modes of E-payment*.***Ethics in E-Commerce* Issues in E Commerce Understanding Ethical,SocialandPoliticalissuesinE-Commerce:AmodelforOrganizingtheissues, ****Basic Ethical Concepts**, **Analyzing Ethical Dilemmas***, Candidate Ethical principles Privacy and Information Rights: ****Information collected at E-Commerce Websites***

UNIT-IV (15Hrs)

E-Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated teller machine - ****Electronic Fund Transfer – Uses***-Computerizationinclearinghouses-Telebanking-Computerbankbranches- ****E-Cheque-MICR Cheque*-**e-Banking in India. *Threats in Computer Systems*: Virus, CyberCrimeNetworkSecurity:Encryption,ProtectingWebserverwithaFirewall, ****FirewallandtheSecurityPolicy***,NetworkFirewallsandApplicationFirewalls, ****ProxyServer***

UNIT-V   **(14Hrs)**

E-Businesscommunication-ImportanceofE-TechnologyIntroductionto Industry 4.0
- ***Need – Reasons for Adopting Industry 4.0*** - Definition – Goals and
DesignPrinciples-Technologiesof Industry 4.0-Skillsrequiredfor Industry4.0-
Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business,
Government and People - ***Introduction to 5.0.***

TextBooks

S.No	AuthorName	BookName	Publisher	Yearand edition
1.	R.SaravanaKumar, R.Parameswaran T.Jayalakshmi(unitI)	A text bookof Information Technology	S.Chand&Coltd New Delhi	16^{th}Edition 2016
2.	RayuduC.S (unit II- V)	ECommerce– E-Business	Himalaya PublishingHouse.	1^{st}Edition2015
3	Whitley,David	e-Commerce Strategy, Technologies &Applications.	TataMcGraw Hill.	IndianEdition 2017.
4.	P.Kaliraj,T.Devi	Industry4.0	Bharathiar University	Edition 2020

ReferenceBooks

S.No	AuthorName	BookName	Publisher	Yearand edition
1.	JosephPT,	ECommerce,an Indian Perspective	Margham Publications	5^{th}Edition2015
2.	MurthyCSV	E Commerce –Concepts, Models, Strategies	Himalaya PublishingHouse.	1^{st}Edition2016

SkillComponents

PreparearecordforthefollowingTopics

1. BankingProcedure(DirectandOnlineBanking):　　　Account Opening form, Demand Draft, Cheque, Withdrawal

2. EducationalLoan

3. PermanentAccount Number

4. OnlineReservation

5. Insurance:Application

6. OnlineMoneyTransfer

7. OnlineRationCard

8. OnlineAadharCard

9. OnlineVoterID

10. OnlinePassport

Pedagogy

Lecturethroughpowerpointpresentations,Discussion,Assignment,Quiz,andSeminar

CourseDesigners

1. Dr.A.Meenakshi
2. Dr.J.RiniMercy

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23CP1	COMPUTERAPPLICATION PRACTICAL I- OFFICE PACKAGE	PRACTICAL	-	-	60	2

Preamble

To enable the students

- ➢ Togivehandsontraininginbasiccomputerapplications.
- ➢ Toinculcateprogrammingabilitytocomputedata.
- ➢ Toaim at makingexperts inthemost widelyused applicationpackages

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Definethevariouspractical applications usinglibre.	K1
CLO2	Demonstratepresentations usinglibreofficepackagetools	K2
CLO3	Developdocumentsusingthewordpackagetools.	K3
CLO4	Analyseworksheetsusingadvancedfunctionsinlibre.	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

OFFICE PACKAGE–BP23CP1(60Hrs)

WORD

1. TypeaparagraphandPerform:

   a. Fontsize,fontstyle,linespacingetc.

   b. Insertpagenumbersatthebottom rightalignment

   c. Insertheaderconsistingofdateandtime,insertfooterconsistingofpageNumbers.

   d. Changetheparagraphinto twoorthree columns

   e. Checkthespellingandgrammar

   f. Usebullets and numbering

   g. Usedrop cap

   h. Findandreplace a word

2. Prepare a class timetable using table option and merging cells. Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format

3. Prepareanapplication forajob withthebio-datausingauto text.

4. Prepareacollegedayinvitationusingbordersandshadingoption,wordartand pictures.

5. Usingmailmerge,draftashareholder‟smeetingletterfor5members.

6. Design an invoice and Account sales byusing Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.

7. CreateBusiness CardsusingShapes,textandcolours.

8. Createaletterheadofacompanyorinstitutionsandinsertthewatermarkofthe company name in the document.

EXCEL

9. Enterthedata with followingfields:

   a) Serial no

   b) Name

   c) Address

   d) City

e) DateofJoining

f) Salary

g) Course

h) Duration

i) Noofstudents

j) Total fees

Performthefollowing:

a. Changefontas bold

b. Arrangethealignmentascenter

c. Renamethe sheet

d. Insertanewsheet

e. Moveasheet

f. Deleteasheet

g. Hide/UnhideColumn

h. ChangeColumnWidth

10. DrawdifferentgraphsColumnChart,LineChart,PieChart,BarChart,AreaChart,

Scatter Chart, for a sample data.

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

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

13. Sort: SortbyColor,ReverseList,RandomizeList.

14. Filter: Number and Text Filters,Date Filters,Advanced Filter,Data Form, RemoveDuplicates,Outlining Data.

15. Basic concepts related with user defined Macros by automating andrecording Macros.

POWERPOINT

16. Design presentation slides for a product of your choice. The slides mustinclude name, brand name, type of product, characteristics, special features, price, special offer etc

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

18. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the followingtransactions: Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.

19. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.

20. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart

21. Designpresentationforcollegestudent‟scareerplan.

Pedagogy

➢ Lecture,Demoin System.

SkillComponent

➢ Askthestudents todesignaflyerforaneventora productusinglibre.

➢ Createbudgetspreadsheetusingexcel

➢ Assignthestudents tocreatemultimediapresentation

➢ Assignstudents ataskthatinvolvesanalyzingdatausinglibreExcel

➢ Encouragestudents tocollaborateona groupprojectusinglibreWord

➢ Assignstudents tocreateapresentationpitchinga businessidea.

CourseDesigners

1. Dr.R.Jayasathya

2. Dr.R.Eswari

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
NME23ES	INTRODUCTION TO ENTREPRENEURSHIP	THEORY	30	-	-	2

Unit 1 (6hrs)

Introduction

Entrepreneurship-Introduction-Factors-Barriers-EntrepreneurialTraitsandTypes-Steps for starting a Small Industry- MSMEs – Social entrepreneurship.

Unit2 (6Hrs)

EntrepreneurshipDevelopmentProgrammes-InstitutionalFramework(IFCI,ICICI,IDBI, IRBI,EXIMBank,NSIC,SIDBI,SFC,SIPCOTANDTIIC)-RoleofIncentivesand Subsidies

Unit3 (6Hrs)

Innovation - Types –Role- Creative ProblemSolving -Incubators - AngelInvestors-Venture Capital.

Unit4 (6Hrs)

IntellectualProperty-Meaning-CopyRightRegistration-Patents-Trademark-Designand Procedure for registration.

Unit5 (6Hrs)

ProjectPreparation

Project identification and Classification - Project Formulation- Project Appraisal-Project Report Presentation.

TextBooks

Sl. No.	Author(s)	TitleoftheBook	Publisher	Year of Publication
1.	Gupta.C.Band Srinivasan.N.P	Entrepreneurial Development	SultanChand and Sons	2020
2	SauhariVinnieand BhushanSudhashu	InnovationManagement	Oxford	2014

ReferenceBooks

Sl. No.	Author(s)	TitleoftheBook	Publisher	Year of Publication
1.	KolbBonitaM	Entrepreneurshipforthe creative and cultural industries	Routedge	2015
2.	P.T.Vijayashree& M.Alagammai	Entrepreneurshipand Small Business Management	Margham	2020

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23C03	**OBJECT ORIENTED PROGRAMMING WITH C++**	**CORE**	**73**	**2**	**-**	**3**

Preamble

The course provides an introduction to object-oriented programming using C++ language.It enables the students to apply C++ featuresin program design and implementation.

Prerequisite

- BasicComputerSkills,BasicMathSkills

CourseLearningOutcomes

Onthesuccessfulcompletionofthe course,studentswillbeableto

CLOs	CLOStatement	Knowledge Level
CLO1	Define the fundamental syntax of C++, including variables, data types,and basic input/output operations.	**K1**
CLO2	Explain the control structures such as loops and conditional statements and Develop and use functions in C++ to modularize code, pass parameters, and return values.	**K2**
CLO3	Apply the core concepts of OOP, including classes, objects, inheritance, and encapsulation.	**K3**
CLO4	Examinefileinput/outputoperationsforreadingandwritingdatatoand from external files.	**K4**

MappingwithProgrammeLearningOutcomes

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

S- Strong;M-Medium;L–Low

OBJECTORIENTEDPROGRAMMINGWITHC++-BP23C03   (73 Hrs)

Syllabus   **UNITI**
(14Hours)

Object Oriented Programming: A New Paradigm – Evaluation of Programming Paradigm- *Principles of Object Oriented Programming*: *__Basic concepts of object oriented programming__ – __Benefits of OOPs__– __ApplicationsofOOPs*__– *Beginning with C++:* What is C++ **– *Applications of C++*** – C++ statements **–** Structure ofC++program.

UNITII   (15Hours)

Token, Expressions and Control Structure: Tokens – Keywords – Identifiers–Constants– *__Expressionsandtheirtypes*__–Basicanduserdefineddatatypes–operatorsin   C++**–**Operator overloading – *__Operator precedence__ –-__ScopeResolutionOperator*__ – Expressions and Implicit Conversions- *__Control structures*__. *Functions in C++*: TheMain Functions – Function Prototyping – *__Call By Reference – Return By Reference*__ – Inline Functions–*__FunctionOverloading–Friend&Virtual Functions*__.

UNITIII   (15Hours)

Classes and Objects: Specifying A Class– Defining Member Function– *__Nesting of Member Functions*__– Private Member Functions– Arrays within aClass–*__Staticdata members – Static member functions__*– Array of objects – *__Objects as function arguments – Friendly functions*__ – Constructors **– *__Parameterized constructors*__** – Multiple constructors in a class – *__Constructors with default arguments*__

UNITIV   (15Hours)

Operator overloading: Definition – Overloading Unaryand BinaryOperators. *Inheritance*: Defining derived classes – Single Inheritance – *__Multilevel Inheritance__ *– Multiple Inheritance – *__Hierarchical Inheritance*__ – Hybrid Inheritance – *Virtual Functions and Polymorphism*: *__Virtual Base Classes__ *– Abstract classes –*__Constructors in Derived Classes*__**.**

UNITV   (14Hours)

Managing Console I/O Operations: C++streams – *__C++ stream classes*__ – Unformatted I/Ooperations **– *__Formatted console I/O operations*__** – Managing output with manipulators. *Working with files:* Classes for file stream operations – *__opening andclosing a file__*– Detecting End – of - File – sequential I/O operations–*__Error handling during file operations*__.

__*HighlightedContentofferedinBlendedMode__

Text Books

S.No	Author	TitleoftheBook	Publisher	Year of Publication
1	E.Balagurusamy	Object Oriented Programmingwith C++	TataMcGraw Hill Publications.	6th Edition,2013

ReferenceBooks

S.No	Author	TitleoftheBook	Publisher	Year of Publication
1	BjarneStroustrup	TheC++ Programming Language	PearsonEducation.	4th Edition, 2014
2	RajeshK.Shukla	Object Oriented ProgramminginC++	WilseyIndia Pvt.Ltd.,	1st Edition,2008
3	RobertLafore	Object Oriented Programming inC++	Galgotia Publications, PvtLtd.,	4th Edition, 2001
4	TonyGaddis, Judy Walfers, GodferyMuganda	Starting Out with C++:EarlyObjects	Addison-Wesley Publication.	8th Edition,2013

SkillComponents

➢ Understandingthefundamentalsyntax, datatypes,variables,and operatorsinC++is crucial.

➢ Masteryofcontrolstructureslikeloops(for,while,do-while)andconditionalstatements(if, else, switch) is important for writing logic in programs.

➢ Knowinghowtodeclare,define,andusefunctions,includingfunctionparametersand return types, is essential.

➢ UnderstandingOOPconceptslikeclasses,objects,inheritance,polymorphism,and encapsulation is a core aspect of C++.

Pedagogy

Lecturethroughpowerpointpresentations,Discussion,Assignment,Quiz,and Seminar

CourseDesigners

1. Dr.A.Meenakshi
2. Mrs. A.Sasikala

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
CM23C04	FINANCIALACCOUNTING	CORE	73	2	-	3

Preamble

> Toenablethestudentstoapplytheconceptualprinciples infinancial Accounting

> To develop an expertise in handling the accounts and thereby to increase their level of understanding about the financial statements relating to partnership firms, insurance claims & insolvency.

> Toenhanceknowledgein partnership,insurance and insolvencyaccounting

Prerequisite

BasicKnowledgeinaccountancy

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLOs	CLO Statement	KnowledgeLevel
CLO 1	DefinetheconceptsofPartnership Firms,FireInsurance Claims and InsolvencyAccounts	K1
CLO 2	Describetheaccountingtreatment ofPartnershipFirms, Fire InsuranceClaimsandInsolvencyAccounts	K2
CLO 3	Applytheproceduresrelated topartnershipfirms,calculation of insurance claimsandInsolvencyAccounts	K3
CLO 4	Analyze andpreparefinancialaccountsforpartnershipfirms in differentsituations, Insuranceclaimsand InsolvencyAccounts	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium

FINANCIALACCOUNTING-CM23C04(73HRS)

Syllabus

UNITI   **(15 Hours)**

*Partnership Accounts:*Division of Profits – Fixed & Fluctuating Capital – Past Adjustments – Guarantee of Profits –Admission of a partner - **Limited Liability Partnership**: Introduction- Definition – LLP Act 2008 - Features – Advantages and Disadvantages (Theory Only)

UNITII   **(14   Hours)**

*Retirement of a Partner***:** Retirement Cum Admission -Death of a partner- Joint Life Policy – Accounting Treatment

UNITIII   **(15Hours)**

*DissolutionofaFirm***:** Insolvency–RuleinGarnerVsMurray –Piece–Meal Distribution.(Maximum Loss Method only).Sale of Partnership to a Limited Company.

UNITIV   **(15Hours)**

*Fire Insurance Claims:*Computation of Claim for Loss of Stock and loss of profit (excluding normal & abnormal loss)

UNITV   **(14Hours)**

Insolvency Accounts: Relevant Act- Statement of Affairs – Deficiency Accounts - The Insolvency & Bankruptcy code 2016

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	ReddyT S&AMurthy	FinancialAccounting	Margham Publications	Reprint 2023

ReferenceBooks

S. No	Authors	Title	Publishers	Year of Publication
1.	RLGupta&Radhasamy	Advanced Accountancy (VolI)	SultanChand & Sons.	2018, 13th ed.
2.	JainS.P&NarangK.L	PrinciplesofAccountancy	KalyaniPublishers	2018
3.	MCShukla, T.S. Grewal&S.C.Gupta	Advanced Accountancy	S. Chand &sons	2019

Skill Component

- Workingonpracticalaspectsofadmissionandretirementwithpartners"capital
- Preparationofpartnershipdeedwithimportanttermsand conditions
- Preparationofdeficiencystatementfora realtime partnershipfirm
- Calculationof Insuranceclaimsforrealtime losses
- Casestudyanalysis onInsolvencyandBankruptcycode

CourseDesigners:
1. Dr.S.Sujatha,DepartmentofCommerce
2. Dr. L.Nithya,DepartmentofCommerce

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23CP2	COMPUTER APPLICATION PRACTICAL II – PROGRAMMINGWITHC++	CORE PRACTICAL	-	-	60	2

Preamble

Toenablethestudents toenhancepractical knowledgeinC++Programming.

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLOSTATEMENT	Knowledge Level
CLO1	RelatestrongunderstandingofC++syntaxandfundamentaldatatypes, includingvariables,constants,andbasicinput/outputoperations.	K1
CLO2	Demonstratecontrolstructureslikeloopsandconditionalstatementsto writelogicinC++ programs.	K2
CLO3	Apply functions with appropriate parameters and return values, as well as demonstrate good coding practices for function development.	K3
CLO4	Analyzecodingconventionsandbestpracticestowriteclean,maintainable and efficient C++ code.	K4

MappingwithProgrammeLearningOutcomes

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

S- Strong;M-Medium;L–Low

PROGRAMMINGWITHC++-BP23CP2(60Hrs)

Syllabus

1. DevelopaC++programtoperform additionoftwo numbers.

2. CreateaC++programto determinewhetheragiven numberisevenor odd.

3. Implement aC++programthatexchanges (Swap) thevaluesoftwonumbers.

4. CraftaC++program toidentifythelargest numberamongthreeinput values.

5. Constructa C++program toverifythegiven numberis primeor not.

6. DesignaC++program tocomputethe resultof raisinganumber toaspecifiedpower.

7. FormulateaC++programtodeterminetheaverageofelementswithinanarray.

8. CreateafunctioninC++ to ascertainthelengthof astring.

9. DevelopaC++programtoprinttheFibonacciseries.

10. DesignaC++programtocheck if anumberisapalindromeornot.

11. Designaclassrepresentinga"Student"withattributeslikename,rollnumber,andage. Include member functions to set and display the student information.

12. Constructaprogramusingclassesandobjectswithsingleinheritance.

13. WriteaC++program toimplement theUnaryOperator Overloading.

14. Developa programutilizingconstructorsand destructorsin C++.

15. WriteaC++program thatreads and prints the content ofatext file.

Pedagogy

➢ Lecture,Demoin System

SkillComponent

➢ TheabilitytoanalyzeaproblemanddesignaC++programtosolveit effectively.
➢ Writingclean,well-structured,andefficientC++codethatiseasy toreadand maintain.
➢ Skillinusingdebuggingtoolsandtechniquestoidentify andresolveissuesin C++ programs.
➢ DesigningandimplementingC++classesandobjectstomodelreal-world entities and solve problems using object-oriented principles.
➢ UnderstandingandusingthefeaturesandfunctionsprovidedbytheC++ Standard Library for various tasks.

CourseDesigners
1. Dr.A.Meenakshi
2. Mrs. A.Sasikala

COURSE NUMBER	COURSENAME	CATEGORY	L	T	P	CREDIT
23PECM1	**PROFESSIONALENGLISH FOR COMMERCE AND MANAGEMENT**	**AEC**	**25**	**5**	**-**	**2**

Objectives

1. Todevelopthelanguageskillsofstudentsbyofferingadequatepracticein professional contexts.

2. To enhance the lexical, grammatical and socio-linguistic and communicativecompetence of first year commerce and management students

3. Tofocusondevelopingstudents‟knowledgeofdomainspecificregistersandthe required language skills.

4. Todevelopstrategiccompetencethatwillhelpinefficientcommunicatio n

5. Tosharpenstudents‟critical thinkingskills and makestudents culturallyawareof the target situation.

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO	CLO Statement	Knowledge Level
CLO1	Recognizetheirown abilityto improvetheir owncompetencein usingthe language	**K1**
CLO2	Uselanguageforspeakingwithconfidenceinanintelligible and acceptable manner	**K2**
CLO3	Readindependentlyunfamiliartextswithcomprehensionand understand theimportanceof readingfor life	**K3**
CLO4	Understandtheimportanceof writinginacademiclife	**K3**
CLO5	Writesimplesentences withoutcommittingerror ofspellingor grammar	**K3**

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium

UNIT 1: COMMUNICATION   5 hours

Listening:Listeningtoaudiotextandansweringquestion

Listeningto Instructions

Speaking:Pairworkandsmallgroup work.

Reading: Comprehensionpassages–Differentiatebetweenfactsand opinion

Writing: Developingastorywithpictures**.**

Vocabulary:Registerspecific– IncorporatedintotheLSRWtasks

UNIT2: DESCRIPTION   5 hours

Listening: Listeningtoprocessdescription.-Drawingaflow chart.

Speaking: Role play(formal context)

Reading: Skimming/Scanning-Readingpassagesonproducts,equipmentandgadgets.

Writing: ProcessDescription–CompareandContrastParagraph-SentenceDefinitionandExtended definition- Free Writing.

Vocabulary: Registerspecific-Incorporatedinto theLSRWtasks.

UNIT3:NEGOTIATIONSTRATEGIES   5 hours

Listening: Listeningtointerviewsofspecialists/Inventorsinfields(Subject specific)

Speaking: Brainstorming.(Mindmapping).

Smallgroupdiscussions(Subject-Specific)

Reading: Longer Reading text.

Writing: EssayWriting(250words)

Vocabulary:Registerspecific– IncorporatedintotheLSRWtasks

UNIT4:PRESENTATIONSKILLS   5 hours

Listening:Listeningtolectures.

Speaking: Shorttalks.

Reading: ReadingComprehensionpassages

Writing: Writing Recommendations

Interpreting Visuals inputs

Vocabulary: Registerspecific– Incorporatedinto theLSRWtasks

UNIT5:CRITICALTHINKINGSKILLS   **5 hours**

Listening: Listeningcomprehension- Listeningfor information.

Speaking: Makingpresentations (with PPT-practice).

Reading: Comprehensionpassages–Note making.

Comprehension:MotivationalarticleonProfessionalCompetence,ProfessionalEthicsandLife Skills)

Writing: ProblemandSolutionessay–Creative writing–Summarywriting

Vocabulary: Registerspecific– Incorporatedinto theLSRWtasks

Textbook

S. No.	Authors	Titleof theBook	Publishers	Year of Publication
1	TamilNaduStateCouncil for Higher Education (TANSCHE)	EnglishforCommerceand Management Semester 1	--	--

ReferenceBooks

S. No.	Authors	Titleof theBook	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai,GRadhakrishna,K Rajeevan,PBhaskaran Nair	SpokenEnglishforyou	Emerald	1998
3	Pillai, G radhakrishna, K Rajeevan,PBhaskaran Nair	WrittenEnglishforyou	Emerald	1998

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23C05	**DIGITAL MARKETING**	**THEORY**	**73**	**2**	**-**	**4**

Preamble

- To provide students with an comprehensive understanding of methodologies underlying digital marketing

- Toprovideinsightintodigitalmarketing channels

- Tofamiliarizewithethicalconsiderationsandtechnologicaladvancementsindigital marketing

CourseLearning Outcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Identifythekeyconceptsofdigitalmarketingandits terminology	**K1**
CLO2	Interprettheprinciplesof digitalmarketingstrategies	**K2**
CLO3	Applydiversedigital marketingtechniques inreal-world scenarios	**K3**
CLO4	Examine with practical skills and knowledge to plan, execute,andoptimizeeffectivedigitalmarketing campaigns	**K4**

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

DIGITALMARKETING-BP23C05(73HRS)

Syllabus

UNIT I (14 Hrs)

Digital Marketing - Origin & Development - Role - Strategy-P-O-E-M Framework - Factors ImpactingDigitalMarketPlace-ValueChainDigitalization-DigitalMarketingBusinessModels- *DigitalMarketingPlan*-EthicalandLegalFrameworkofDigitalMarketing-Skillsrequiredin Digital Marketing - *Careers in Digital Marketing*

UNITII (15Hrs)

Digital Ecosystem-The Rise of Digital marketing-Digital paradigm and marketing-Online consumer behaviour- Branding- Digital Brand Ecosystem-Brand Experience- **Search Engine Optimization**- SEO Phases - *Website Design and Hosting* - Blogs -Search Engine Advertising - Display Advertising - Types of Display Ads - Targeting in Digital Marketing- *Consumer persona*- Programmatic Digital Advertising

UNITIII (15Hrs)

E-Mail Marketing - Creating an E-Mail Campaign in Mail Chimp - Building Effective E-Mail Lists - *Campaign Design and Mail Delivery* – *Mobile Marketing* – Mobile Advertising - Mobile AdvertisingModels-*AdvantagesofMobileAdvertising* -MobileMarketingToolkit -MobileApps - Screen Analytics

UNITIV (15Hrs)

Social Media Marketing - Strategy- Listening-*Social Messaging Apps*- Social Entertainment- Gamification -*AI for Social Media Marketing*- Influencer Marketing- Video Marketing - Online Reputation Management- **Digital Marketing Services** - Online Retail Services - Online Travel Services- Online Career Services -*Online Publishing*

UNITV 14Hrs)

Technological Advancements in Digital Marketing -Voice Search- Beacon Technology-Micro Moment Marketing-Cross Device Marketing-*Artificial Intelligence*- Chatbots - Big Data-Virtual Reality-*Augmented Reality*- Block Chain Technology

*HighlightedContentofferedinBlendedMode

TextBook

S.No	Authors	Title	Publishers	Year&Edition
1.	Seema Gupta	DigitalMarketing	McGraw Hill Education	3rdEdition 2023

Books for Reference

S.No	Authors	Title	Publishers	Year&Edition
1.	PuneetSingh Bhatia	Fundamentals of DigitalMarketing	Pearson Education	2ndEdition 2019
2	Vandana Ahuja	DigitalMarketing	OxfordUniversity	2ndEdition 2018

Skill Component

- Developmultimediacontent,suchasblogposts,videos,anddatavisualizationsto target specific audiences

- Analyzereal-timecasestudiesrelatedtodigitalmarketing

- DesignandExecuteanemailmarketing campaign

- PerformaComprehensiveAuditofaBrand'sSocialMediaPresence

- Conduct market research to identify target segments, analyze competitors, and uncover market trends relevant to a chosen industry or product.

Pedagogy

Power point presentations, Group Discussion, Seminar, Quiz, Assignment,Brainstorming,

CaseStudy

CourseDesigners

1. Dr.R.Jayasathya
2. Ms.R.Sangeetha

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
EC23C06	**RELATIONALDATABASE MANAGEMENTSYSTEM**	THEORY	58	2	-	3

Preamble

➢ Toprovidecomprehensiveknowledge aboutrelationaldatabasemanagementsystem

➢ Toenlighten aboutprominentcommandsusedinstructuredquerylanguage

CourseLearningoutcomes

Onthesuccessfulcompletionofthecourse,studentswill beableto

CLO Number	CLOStatement	Knowledge Level
CLO1	InterpretaboutDBMS,Relationaldatabasemanagement concepts andnormalization	**K1**
CLO2	DevelopthetablesusingnormalizationandknowledgeaboutKey relationships,DemonstratePL/SQLbuiltinfunctions	**K2**
CLO3	Illustrate about the basic storage database structure, SQL commands,operatorsandPatternmatching	**K3**
CLO4	Demonstrate PL/SQL built in functions, know the basic storage databasestructureandextractdatabaseusingdatawarehouseand datamart.	**K4**

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium; L-Low

RELATIONALDATABASEMANAGEMENTSYSTEM-EC23C06(58Hours)

Syllabus

UNITI   (12 Hrs)

Data, Databases, Database Management System – *Components of Database* – Data Dictionary – Architecture:*Overall Architecture of DBMS*, Three level architecture. Data ModelsTypesofDatabasemodels:HierarchicalDatabaseModel,NetworkDatabaseModel. *Introduction Relational Database Management System*: Relational Database Model, E-R model: Entities - Attributes – Relationships – E-R diagram – Samples.

UNITII   (11 Hrs)

CODD"s rules **–** *Components of DBMS* – Table Structure – Records, rows, tuples, attributes. Keys: Primary key, foreign key, composite key. Meta data – Data Dictionary –Data Integrity – *Data constraints and validation* – Types of constraints.*Normalization Benefits* – Normal forms: 1st Normal form, 2nd Normal form, 3rd Normal form.

UNITIII   (12Hrs)

IntroductiontoSQL:SQLdatatypes   -DataDefinitionCommands–DataManipulation Commands – Data retrieval commands. *MySQL Operators and Expressions*Types of Operators – Arithmetic, Comparison and logical operators –*Pattern matching*.

UNITIV   (11Hrs)

Built-in Functions Single row functions – Aggregate functions – Conversion functions. Querying the table selecting rows using Where, Order by, group by &having clauses. *Sub-queries – correlated sub-queries*.

UNITV   (12 Hrs)

IntroductiontoPL/SQL-userdefinedfunctions-Triggers*Storedprocedures*. *Introduction to Data warehousing and Data mining* – Applications – Data marts. Big Data: Definition – Characteristics – *Various Technologies used – Application*

 *HighlightedContentofferedinBlendedMode(LinkProvided)

TextBook

S.No	AuthorName	Titleof theBook	Publisher	Year&Edition
1	RamonAMata-Toledo Pauline KCushman	Database Management System	Tata McGraw-Hill Publishing companylimited, NewDelhi.	2010,2nd Edition
2	RikteshSriVastava, Rajita Sri Vatsava	RelationalDatabase Management	New Age International Publications	January2014 IstEdition

ReferenceBooks

S.No	AuthorName	Titleof theBook	Publisher	Year&Edition
1	Ramakrishnan& Gehrke	DatabaseManagement Systems	TataMcGrawHill	2009,8th Edition
2	NileshShah	DatabaseSystemsusing Oracle	PHIlearningPvt Ltd	2014, 2ndEdition
3.	SpectrumallinOne	Relational Database ManagementSystem	SIAPublishersand Distributors	2021, 2ndEdition

Pedagogy

➢ Lecture, Assignment,GroupDiscussion,PowerPointPresentationandSeminar

CourseDesigners

1. Dr.M.Sumathi
2. Mrs. T. Subamathi

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23A01	BUSINESSMANAGEMENTAND ETHICS	THEORY	73	2	-	4

Preamble

- Toprovidethestudentswithanunderstanding*of*thebasicprinciplesofmanagementinthe functional areas of business to pursue careers in management with ethics

Prerequisite

- BasicKnowledgeonBusinessManagement

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLOs	CLO Statement	Knowledge Level
CLO1	Recognizethe fundamentalconceptsandprinciplesofmanagement, Planning,Organisation,leadershipandcontrolincludingthefunction and its nature.	K1
CLO2	Identifythe managementprocess anddecision makingin management functions	K2
CLO3	Applythe theories andidentifyvariouscasestudies forpractical applicationsofmanagementconcepts	K3
CLO4	Demonstratetheprocessofmanagementfunctionsandevaluatethe socialresponsibilityandethicalissuesinbusiness situations	K4

MappingwithProgrammeOutcomes

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

S-Strong;M-Medium

BUSINESSMANAGEMENTANDETHICS-BP23A01(73HOURS)

UNITI   (15Hrs)

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

UNITII   (15Hrs)

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

UNITIII   (15 Hrs)

Organization–Meaning-NatureandImportance–*Processoforganization–Organization structure–Organizationchart–Organizationmanuals*–TypesofOrganization-Departmentation-Span of Management - *Authority – Responsibility - Accountability* - Power – Delegation – Centralization -Decentralization-Staffing-Case study

UNITIV   (14 Hrs)

Leadership –Meaning and Importance –*Functions of Leadership–Leadership styles–Qualitiesofgoodleader*–Theories&ApproachesofLeadership-Directing-Functions-*Coordination–Meaning–Definition–Principles-Advantages&Disadvantages*-Case study

UNITV   (14 Hrs)

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

*HighlightedContentofferedinBlendedMode(LinkProvided)

Text Books

S. No	Authors	Title	Publishers	Year& Edition
1.	R K Sharma &ShasiKGupta	PrinciplesofManagement	KalyaniPublishers	2017 reprint– 1stEdition
2.	DinkarPagare	PrinciplesofManagement	SultanChand&sons	2018 reprint – 1st Edition

ReferenceBooks

S. No	Authors	Title	Publishers	Year& Edition
1.	Dr.C.NSonttakkai	Principlesof Management	KalyaniPublishers,	2016reprint – 1stEdition
2.	PCTripathi&PN Reddy	Principlesof Management	Tata Mcgraw HillPublishingCo Ltd	2017 ed. – 1stEdition
3.	Robbins,DeCenzo, & Coulter.	Fundamentalsof Management	arsonEducationLtd	10thEdition, 2017

SkillComponents

- Preparationofdifferenttypesoforganisation charts
- Constructa standingplanforanew business venture
- Demonstratedifferentleadershipstylesthrough roleplay
- Studytheethical practices followed in the organization
- Select anyonecompanyand prepareSWOTanalysis
- PrepareareportofCSRactivitiesfollowedinanorganisation

Pedagogy

- Lecture,PPTpresentation,Quiz,GroupDiscussion,Seminar,Assignment,Activitybased learning

CourseDesigners

1. Dr.A.Meenakshi-Department ofBCom(CA)
2. Dr.NithyaRamadass-DepartmentofBCom(CA)

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
BP23A02	HUMANRESOURCE MANAGEMENT	THEORY	73	2	-	4

Preamble

➢ Toemphasizetheskill,knowledge,abilityandethicsrequiredfortheworkforcetowork efficiently.

Prerequisite

NoBasicKnowledgerequired

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Definethebasicconcepts ofhumanresourcemanagement,framework, analysis,evaluation,performanceappraisalandplacementinduction play a key role in effective business administration.	**K1**
CLO2	Interpret the elements relateto various aspects of HRM, such as recruitment,placement,evaluation,compensationandemployee welfare.	**K2**
CLO3	Identify the importance of HRM and organizational outcomes, recruitment,appraisalandstressmanagementsystemtooutlinethe practicalsituations.	**K3**
CLO4	Analyzetheissues,strategiesand welfare,performance,inductionand incentivestodevelopmanpowerresourcesforeffectivehuman resource.	**K4**

MappingwithProgrammeLearningOutcomes

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

HUMANRESOURCEMANAGEMENT-BP23A02(73 HRS)

Syllabus

Unit I   **(14hrs)**

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

Unit II   **(14hrs)**

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

Unit III   **(15hrs)**

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

Unit IV   **(15hrs)**

Performance Appraisal– Concept – Objective – Importance – Process – Problems – Essentials–Methods–*PerformanceappraisalthroughMBO–360degreeappraisaltechniques-Performance Management.* Job Evaluation – Concept – Objectives – Process – Advantages – Limitations – Essentials–Methods.IncentiveCompensation–Meaning–*Essentials–Types–wagesincentivesin India.* Case Studies

Unit V   **(15hrs)**

Employee Welfare- Meaning –Significance – Agencies – Types –Statutory provisions for employee welfare. Social Security – Concept –Scope – *The workmen's compensation – State insurance – Provident fund – Maternity benefit* – Payment of Gratuity – Group life insurance. Job Satisfaction–Concept–Measurement–Determinants.Qualityofworklife–Concept–Measure–

Dimension–Principles.ManagementofStress–Concept–Sources–*Consequences–Copingwith stress –

Methods of stress management.

Text Book

S.No	Author Name	Book Name	Publisher	Year& Edition
1	GuptaC.B	HumanResourceManagement	SultanChand&Sons	16thEdition, 2017

ReferenceBooks

S.No	AuthorName	Book Name	Publisher	Year& Edition
1	DwivediR.S	HumanResource Management	VikasPubHouse– Noida	6thEdition, 2009
2	GaryDessler	HumanResource Management	PrenticeHallOfIndia	16^hEdition, 2020
3	RaoV.S.P	HumanResource Management	ExcelBooks	4thEdition, 2020

Skill Component

➢ Gain basic understanding of human resource management and its essential role in contemporary organizations

➢ Planaroleplayon jobanalysis forplacingright candidateattheright place

➢ Creationofideasforinductionandretentionofemployees

➢ Preparationofasampleframeworkforawardingandrewardingtheemployeesbasedonperformance appraisal

➢ Analysethevarious strategies tocopeupstressamongemployeesinanorganisation.

Pedagogy

➢ Powerpointpresentations,GroupDiscussion,Seminar,Quiz,Assignment,Experience Discussion, Brain storming, Activity, Case Study

CourseDesigners
1. Dr.Rini Mercy
2. MrsSangeetha

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
EC23A01	COMPANYLAW	THEORY	73	2	-	4

Preamble

- ➤ TofamiliarizethefundamentalconceptsofCompaniesAct2013
- ➤ Toprovide an insightinto the differenttypes of Companiesandtheirprovisions
- ➤ Tofamiliarizewith variousdocuments involvedinaJointStock Company.

Prerequisite

- ➤ BasicKnowledgeonJoint Stock Companies

CourseLearning Outcomes

Onthesuccessful completionofthecourse, studentswill beableto

CLO Number	CLO Statement	Knowledge Level
CLO1	Acquire knowledge on basics in Joint Stock company and its documentationproceduresfor incorporation.	K1
CLO2	Examinethelegalnormsrelatingtotheinternal affairsofthe company.	K2
CLO3	Elucidatethecorporatelegalframeworkrelatingtobusinessoperationsin compliancewithCompaniesAct2013.	K3
CLO4	Criticallythinkandapplytheprovisionsthatareprevailinginthecurrent trendsofcorporate governance.	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

COMPANYLAW -EC23A01(73 Hours)

Unit I   **(15Hrs)**

Company–Definition&Features   *-*DistinctionbetweenCompanyandPartnership   –Kindsof Companies – Difference between Private and Public Company – Incorporation of a Company– Documents to be filed** – Memorandum of Association– Doctrine of Ultra vires.

Unit II   **(15 Hrs)**

Articles ofAssociation –DoctrineofConstructiveNotice& Indoor Management–Alteration ofArticle– Prospectus – Contents–Misstatements – LiabilityforMisstatements –Certificateof Commencement of Business.

Unit III   **(15 Hrs)**

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

UnitIV   **(14 Hrs)**

CompanyManagement – Board of Directors – Appointment – Qualifications – Powers – Duties –Liabilities–ManagingDirector&Manager–ManagerialRemuneration–**CompanySecretary– Appointment, Qualification, Powers and Duties.**

Unit V   **(14 Hrs)**

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

*HighlightedContentofferedin BlendedMode(LinkProvided)

TextBook

S.No	AuthorName	Titleof theBook	Publisher	Year& edition
1	KapoorN.D	CompanyLaw&Secretarial Practice	SultanChand &Sons, New Delhi	Revised Edition2020
2	Gogna P.P.S	A Textbook of Company Law	SultanChand& Sons,NewDelhi	RevisedEdition2016

ReferenceBooks

S.No	AuthorName	Titleof theBook	Publisher	Year& edition
1	BahiJ.C	SecretarialPracticein India Practices	N.M. Tripathi(p) Ltd	2016th edition
2	Ravi Puliani& MaheshPuliani	Companies Act, 2013 (As amendedbytheCompanies AmendmentAct2015)	JainBookagency	23rd edition,2016

Pedagogy

➢ Lecture, Assignment,GroupDiscussion,PowerPointPresentationandSeminar

Course Designers

1. Dr.M.Deepalakshmi,
2. Mrs.R.LakshmiPriya

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
EC23CP3	DATABASEPROGRAMMING PRACTICAL	PRACTICAL	-	-	45	2

Preamble

➢ ToenhancepracticalknowledgeinDatabaseManagement

CourseLearning Outcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Relatethedatabaseapplicationenvironmentandqueriesusing built-infunctionsandoperators	K1
CLO2	Enumerateanddemonstratethedatabaseusing SQL	K2
CLO3	IllustratedatadefinitionandmanipulationlanguagesinSQL	K3
CLO4	AnalyseconstraintsandqueriesonadatabaseusingRDBMS	K4

MappingwithProgrammeLearning Outcomes

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

S-Strong;M-Medium;L-Low

DATABASEPROGRAMMINGPRACTICAL-EC22CP3(45 HOURS)

Syllabus

1. DataDefinitionLanguage

Table: **Student**

Regno	number(5)primarykey
Stud name	varchar2(15)
Gender	char(6)
Deptname	char(25)
Address	char(25)
Percentage	number(4,2)

Queries:

a.   Tocreatea table

b.   Todescribeatable

c.   Toaltera table

d.   Todrop atable

e.   Totruncateatable

2. DataManipulationLanguage

Table: **Student**

Regno	number(5)primarykey
Stud name	varchar2(15)
Gender	char(6)
Deptname	char(25)
Address	char(25)
Percentage	number(4,2)

Queries:

a.   Toinsertvalues

b.   Toretrieverecords

c.   Toupdaterecords

d.   Todelete records

3. CreateanEmployeetablewithfollowingfield.

Table: **Employee**

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

Queries:

a.   Insertvaluesanddisplaytherecords

b.   Displaysum, maximumamount of basic pay

c.   Listthe name oftheclerks workingin thedepartment 20

d.   Displaynamethat beginswith "G"

e.   Listthenameshaving"I"asthesecond character

f.   Listthenamesofemployeeswhosedesignationare"Analyst" and"Salesman"

g.   ListthedifferentdesignationavailableintheEmployeetablewithout

duplication (distinct)

4. Createatable"Company"withthe followingfields andinsertthevalues for10 employees.

Compid	number(6)primarykey
Comp name	varchar2(15)notnull
Proprietor	varchar2(15)notnull
Address	varchar2(25)notnull
Sup name	varchar2(15)
No ofempl	number(4)
GP Percent	number(6,2)

Queries:

a.   Displayall therecords of the companywhicharein ascendingorder ofGPPercent.

b.   Displaythe name ofthecompanywhosesupplier name is "Telco".

c.   DisplaythedetailsofthecompanywhoseGPPercentisgreaterthan20&orderbyGP Percent.

d.   Displaythe details of thecompanyhavingthe employee rangingfrom 300 to1000.

e.   Displaythe name ofthecompanywhosesupplier issame asthe "Tata".

5. Createatable"Product"with thefollowingfieldsand insertthevalues

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

Queries:

a. Usingupdatestatementscalculatethetotalamountandthenselecttherecord.

b. Selecttherecordswhose unit ofmeasureis"Kg".

c. Selecttherecords whose quantityis greaterthan10 and less thanorequal to 20.

d. Calculatetheentiretotalamount byusingsum operation.

e. Calculatethenumberof recordswhoseunit priceis greaterthan 50 with count operation.

6. CreatethetablePayrollwiththefollowingfieldsandinsertthevalues:

Table:**Payroll**

Empno	number(8)
Empname	varchar2(8)
Dept	varchar2(10)
Basicpay	number(8,2)
HRA	number(6,2)
DA	number(6,2)
PF	number(6,2)
Netpay	number(8,2)

Queries:

a. Updatetherecordsto calculatethe net pay.

b. Arrangethe recordsof theemployees in ascendingorder oftheir net pay.

c. Displaythe details of theemployees whosedepartment is "Sales".

d. Selectthedetailsof employeeswhoseHRA>=1000and DA<=900.

e. Selecttherecordsindescendingorder.

7. CreateatableDepositandLoanwiththefollowingfields:

Table:**Deposit**

Acc no	number(3)
AccountType	varchar2(6)
BranchName	varchar2(15)
Custname	varchar2(20)
Balanceamt	varchar2(10)

Table:**Loan**

Loanno	number(5)
Bname	varchar2(15)
Custname	varchar2(30)
Loanamt	number(10)

Queries:

a.   Inserttherecordsin tothetable.

b.   Describethestructureofthe table.

c.   Displaytherecords ofDeposit andLoan.

d.   Findthenumberof loanswith amountbetween 10000and 50000.

e.   Listinthealphabeticalorderthenamesofallcustomerswhohavea loan at the
Coimbatore branch.

f.   Findtheaverage accountbalance attheCoimbatorebranch.

g.   Updatedepositsto addinterestat 5%tothe balance.

h.   Arrangetherecords indescending orderoftheloan amount.

i.   Findthetotalamountof depositin"Trichy"branch.

8. Createthecourseandbatchtablewithfollowingfields

Table: **Course**

Courseno	**number(5)primarykey**
Course name	varchar2(20)
Fees	Number(8,2)

Table:**Batch**

Batchno	**number(5)primarykey**
Courseno	number(5)foreignkey
Startdate	date
Duration	varchar2(15)

Queries:

a.   Insertvaluesanddisplaytherecords

b.   Displaythe recordsfrom batchtablewhoseCoursenois"9"

c.   Displaythe Courseno,Coursename for thebatchstartingfrom "25June2000"

d.   ListBatchnoforthebatchstartingbefore "30[th]June2001"andafter"December2001"

e.   Listthedetailsofthebatchwhohavejoinedbeforetheendof "September 2001"

9. CreateEmployeeandDepartmenttablewithfollowingfields

Table: **Employee**

E no	number(5)primarykey
E name	varchar2(20)notnull
Deptno	number(2)not null
Desig	char(10)notnull
Sal	number(9,2)notnull
Comm.	number(7,2)null
PF	Number(9,2)

Table: Department

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

Queries:

a.   Displaythe details of department table

b.   Listthename,salaryandPFamountofalltheemployees(PFiscalculatedas10%of salary)

c.   Listthedepartmentnumbersandnumberofemployeesineachdepartment(Groupby)

d.   Listtheaveragesalaryfromeachjobexcludingmanagers

e.   Listthejobsandthenumberofemployeesineachjob.Theresultshouldbein descending

order of the number of employees

f.   Listtheemployees whoareeligiblefor5%commission whosesalary>25000

g.   Listthenamesoftheemployeeswhoarenot "managers"

10. CreateEmployeeSalaryandDepartmenttablewithfollowingfields

Table**: Employee_Salary**

Eno	number(5)primarykey
Ename	varchar2(20)notnull
Deptno	number(2)not null
Desig	char(10)notnull
Sal	number(9,2)notnull
Comm.	number(7,2)null
Shift	Varchar2(15)

Table: Department

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

Queries:

a. Listthedepartment numberandthe totalsalarypayable ineach department

b. Listthetotalsalary,maximumandminimumsalaryandtheaveragesalaryofemployees designation wise

c. Displaytheemp no,name whoseshift is"FN"

d. Listaveragesalaryforalldepartmentsemployingmorethanfive people

e. List jobs of all the employees where maximum salary is greater than or equalto 5000(having)

f. Raiseemployeesalaryby0.15 for theemployeesworking as"programmers"

g. Deletetherecordswherecommissionis "null"

h. List the averagesalaryandnumberof employeesworkinginthedepartment "20"

11. Create Librarywiththefollowingfields

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

Queries:

a. Displaythe authorname, priceoftaxbook

b. Displaythe priceof bookbanking

c. Displaythecount of category "commerce"

d. Listthe bookdetailsin ascendingorder ofprice(order by)

e. Listthebook detailsin descendingorder ofbooknoand price(order by)

12. Createtwotableswith thefollowingstructure.

a) users-tablename

user_id	UNSIGNED,INT,AUTOINCREMENT,PRIMARYKEY
username	VARCHAR(60)
password	VARCHAR (128)
email	VARCHAR (255)

b) users_profiles

user_id	FOREIGNKEYrefers touser_idfield ofuser table
first_name	VARCHAR(60)
last_name	VARCHAR(60)
mobile	VARCHAR(15)

a.   SELECTalltheusersalongwiththeirprofiledetails.(Hint:UseINNERJOIN)

b.   ii) SELECT the users who do not have profiles (Hint: USE LEFT JOIN and exclude the rowsgenerated with NULL values from joining table)

13. Createamarketing-relateddatabaseschemawith tablesforcustomers,products,and orders

Table : Customer

customer_id	INTPRIMARYKEY
Cust_name	VARCHAR(50)
City	VARCHAR(50)
email	VARCHAR(100)
phone_number	VARCHAR(20)

Table: Product

Product_id	INTPRIMARYKEY
Produtname	VARCHAR(20)
Product_Desc	VARCHAR(50)
Product_price	Numeric(12,2)
Discount	Numeric(12,2)

a.   Retrievethecustomerdetailsfromthe **"Customers"** Tablewhoarein"Coimbatore"and

b.   "Madurai"

c.   Listalltheproductdetailsfromthe **"Product"**Tablewhichpricebetween1000to 2000

d.   Displaythe products which has Maximum and Minimum discount offer.

Pedagogy

➢   Lecture,Demoin System

Course Designers:

1. Mrs.T.SubamathiDepartmentofBCom(e-Com)&(SF)

2. Mrs.A.SasikalaDepartment ofBCom(CA)

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
CS23SBGP	Gen-AI	THEORY	44	1	-	3

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.

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Understandthefundamentalconceptsandethicalconsiderationsof GenerativeAI.	K2
CLO2	ApplyAIprinciples in practical settings usingbasicAItoolsand platforms	K3
CLO3	Developadvancedskills inspecializedAIapplicationssuchastext analysis,naturallanguageprocessing, andimagerecognition.	K3
CLO4	ExploreemergingtrendsinAI, integratingadvanced AItools into diverseprofessionalpractices.	K4

MappingwithProgrammeLearningOutcomes

CLOs	PO1	PO2	PO3	PO4	PO5
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)

UnderstandingGenAI:Definitionandscope ofGenAI- Overview of itsapplicationsinvariousfields - IntroductiontoessentialskillsneededforGenAI.EthicalConsiderations:Discussiononethical guidelines and responsible use of AI - Understanding the impact of AI on society and individuals.

Hands-onActivity: ExploringAITools

● Working with appropriate content creation Gen-AI tools to engage with ChatGPT to explore various subjects, simulate interviews, or create imaginative written content.

● WorkingwithappropriatewritingandrephrasingGen-AItoolstodraftingessaysondesignated topics and refining the content with improved clarity, coherence, and correctness.

Unit2: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-onActivity: SimpleAIProjects

● 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)

TextAnalysis andNaturalLanguageProcessing (NLP):Introductionto NLP conceptsand 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

● WorkingwithappropriateimageprocessingGen-AItoolstoexperimentwithAI-generated images.

● Working with appropriate object recognition Gen-AI tools to identify various objects such astext, images, products, plants, animals, artworks, barcodes, and QR codes.

Unit4:AI forProductivity andCreativity   **(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-onActivity: Productivityand 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.

Unit5:Futureof GenAIandFinal Project   **(9 hours)**

EmergingTrendsinGenAI-ApplicationsofGenerativeAI-EthicalandSocietalImpactofGenAI

- FutureDirectionsandChallenges -CaseStudiesinGenerative AI.

Hands-onActivity: TrendsinGen AI

● WorkingwithappropriatespeechgenerationGen-AItoolstocustomizesyntheticspeechfor virtual assistance across different applications.

● WorkingwithappropriatedataanalysisGen-AItoolstoperformdataanalysis,visualization, and predictive modeling tasks.

● WorkingwithappropriateGen-AIdesigntoolstosimplifythecreationofvisuallyappealing presentations.

● Working with appropriate website builder Gen-AI tools to develop professional websites withAI assistance.

Pedagogy

DemonstrationofAITools, LecturesandCase studies.

CourseDesigner

1. Mrs.S. Ponmalar

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
NM23DTG	DESIGNTHINKING	THEORY	30	-	-	2

Preamble

1. Toexposethestudentstotheconceptofdesignthinkingasatoolforinnovation

2. Tofacilitatethemtoanalyzethedesignprocessindecision making

3. Toimpartthedesignthinkingskills

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeableto:

CLO Number	CLOStatement	Knowledge Level
CLO1	UnderstandtheconceptsofDesignthinkinganditsapplicationin variedbusinesssettings	K1
CLO2	Describetheprinciples,basisofdesignthinkinganditsstages	K2
CLO3	Applydesignthinking processinproblemsolving	K3
CLO4	Analyzethebestpracticesofdesign thinkingandimpartthem in businessandindividualdaytodayoperations.	K4

MappingwithProgrammeLearning Outcomes

CLOs	PLO1	PLO2	PLO 3	PLO4	PLO5
CLO1	S	M	M	S	S
CLO2	M	S	S	M	M
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S

S-Strong;M-Medium

DESIGNTHINKING-NM23DTG–(30 Hrs)

UNIT – 1   **(6Hours)**

DesignThinkingOverview:IntroductiontoDesignThinkingandDesignResearch Strategies

-Design Thinking Skills

UNIT– II   **(6Hours)**

*DesignThinkingMindset***:**PrinciplesofDesignThinking-Basisfordesignthinking- Design

Thinking Hats - Design thinking team

UNIT–III   **(6 Hours)**

Empathize: Definition - Listen &Empathize with the Customers and / or Users - Tools and

Techniques

UNIT–IV   **(6Hours)**

Define **:**Definition - Defining the Problem - Tools and Techniques - Journey

mappingandIdeate - definition - Ideation techniques

UNIT– V   **(6Hours)**

Prototype: Definition - Prototype Alternate Solutions - Test the Solutions -

Visualization -StoryTelling - Cautions and Pitfalls - Best Practices

TextBooks

S.No.	Author(s)	TitleoftheBook	Publisher	Year of Publication
1.	Christian Mueller-Roterberg	HandbookofDesignThinking Tips&Toolsforhowtodesign thinking	AmazonKindle Version	2018
2	GavinAmbrosePaul Harris	DesignThinking	AVAPublishing Switzerland	2010
3	Sambhrant Srivastava andVijayKumar	ATextBookofDESIGN THINKING	VayuEducation ofIndia	2022

ReferenceBooks

S.No.	Author(s)	TitleoftheBook	Publisher	Year of Publication
1	MaurícioVianna YsmarVianna Isabel K. Adler BrendaLucena BeatrizRusso	Design Thinking - BusinessInnovation	MJVPress	2011
2	MoritzGekeler	Apracticalguide to designthinking	Friedrich-Ebert-Stiftung	2019
3	J.Berengueres	TheBrownBookof DesignThinking	UAEUniversityCollege, AlAin	2014

BlendedLearningLinks

UNIT	TOPICS	LINK
UNITI	Introduction to DesignThinking	https://www.digimat.in/nptel/courses/video/109104109/L01.html
UNITI	DesignThinkingskills	https://www.youtube.com/watch?v=b-9Id-Jt_PI
UNITII	Principles&Basis ofDesignThinking	https://youtu.be/6-NRiom8K9Y
UNITII	DesignThinkinghats	https://www.youtube.com/watch?v=bc-BvFQDmmk
UNITIII	Empathize	http://acl.digimat.in/nptel/courses/video/109104109/L02.html http://acl.digimat.in/nptel/courses/video/109104109/L03.html https://youtu.be/ls2mqHs02B0
UNITIV	Define	http://acl.digimat.in/nptel/courses/video/109104109/L04.html https://youtu.be/veixQsRnZZU https://youtu.be/6-bDSKZJEAM
UNITIV	Ideate	http://acl.digimat.in/nptel/courses/video/109104109/L11.html http://acl.digimat.in/nptel/courses/video/109104109/L12.html http://acl.digimat.in/nptel/courses/video/109104109/L13.html
UNITV	Prototype	http://acl.digimat.in/nptel/courses/video/109104109/L15.html
UNITV	Testing	http://acl.digimat.in/nptel/courses/video/109104109/L16.html http://acl.digimat.in/nptel/courses/video/109104109/L17.html http://acl.digimat.in/nptel/courses/video/109104109/L18.html http://acl.digimat.in/nptel/courses/video/109104109/L19.html

COURSE CODE	COURSENAME	CATEGORY	L	T	P	CREDIT
NM22UHR	UNIVERSALHUMANVALUES AND HUMANRIGHTS	THEORY	SS	-	-	2

This course aims at making learners conscious about universal human values in an integral manner, without ignoring other aspects that are needed for learner's survival at hardships and personality development.

Objectives: Thepresent coursedealswithmeaning,purpose,andrelevanceofuniversalhuman values and how to inculcate and practice them consciously to be a good human being and realise one's potentials.

UnitI:Introduction tovalue Education:

Educationsystemin India,valueerosionatvariouslevels-personal,family, society,national and international, Values-concept and need, Types of values-personal, family and society, importance of value education , Incorporating Universal Human Values in Higher Education**.**

UnitII:IntroductiontoUniversalValues

IntroductiontoUniversalValues: Introduction,needsandbasicunderstanding.

UniversalValues-Love,truth,nonviolence,peaceandrighteousness.

Love: Needof Love,Cultivating Love,Valueaspects of Love**.**

Peace: Approaches to peace, Conflict–prevention and resolution, Fostering Culture of Peace in the Classroom.

Truth: Universaltruth,ImportanceofTruth,BenefitsofTruthfulness.

Nonviolence: Need, Gandhian Principles of Non-violence, Nonviolence-Its application in handling today's conflict, Six Guidelines to Carry Out Nonviolent Action, ways to promote principles of non-violence.

Righteousness (Dharma): Meaning, functioning of Dharma, Characteristics of Dharma, Dharma of a Student, Practicing Dharmain daily life.

UnitIII:PromotingUniversalHumanValues

Harmony in the Human Being: Understanding the Human Being as Co-existence of Self ('I') and Body, Discriminating between the Needs of the Self and the Body, The Body as an Instrument of 'I', Understand Harmony in the Self('I'), Harmony of the Self('I') with the Body.

Harmony in the Family and Society: Harmony in the Family – the Basic Unit of Human Interaction, Values in Human – to – Human Relationships, 'Trust'–the Foundational Valuein Relationships, 'Respect' – as the Right Evaluation, Understand Harmony in the Society.

Harmony in the Nature (Existence): Understand Harmony in the Nature, Interconnectedness, Self-regulation and Mutual Fulfillment among the Four Orders of Nature, Realizing 'Existence is Co-existence' at All Levels, The Holistic Perception of Harmony in Existence

UnitIVHolisticWell-Being

Influence of universal human values on holistic wellbeing – Definition of well- being (state of being comfortable, healthy, happy and equanimity) – Types of Well Being: Hedonic (Subjective) and Eudaimonic (Psychological) – 8 Pillars of Holistic Wellness - (Physical, Emotional, Social, Spiritual, Intellectual, Occupational, Finanical, Environment) – Resilience: Meaning and definition of Resilience-Learning from set backs, well-being and resilience.

UnitV:IndianConstitutionalValues

Human Rights: Meaning, characteristics of human rights, Human Rights and UNO, UDHR- Universal Declaration of Human Rights, Indian Constitution-Preamble, Fundamentals of Rights, fundamental duties, Right to Information Act (RTI), National Human Rights Commission (NHRC), State Human Rights Commission, Tamil Nadu.

REFERENCES

1. **Choudhary, T., &Madnawat, A. (2017).** Spirituality and compassionate love in psychiatrists and psychiatric social workers. *Indian Journal of Positive Psychology*, *8*(1),79. Fisher,J.(2011).

2. **Narayan,R.S.,**A Text Book on Professional Ethics and Human Values, New Age International Publishers, New Age International(P) Ltd, New Delhi,2006.

3. **Norman,R.,**theMoralPhilosophy An Introduction to Ethics, Oxford University Press, Oxford, 1998.

4. **Nicotera,N., & Laser-Maira, J.A.(2017).** *Innovative SkillstoSupportWell-BeingandResiliencyinYouth*.OxfordUniversityPress.

5. **Pradeep Kumar, Raman Charla**, Human Values & Professional Ethics,ParamountPublishingHouse,Hyderabad,2013.

6. **Susairathinam,A.A.(2020).**Livedexperiencesofseparatedwomenin TamilNadu,India:Psych ologicalwell-being.*IndianJournalofPositivePsychology*,*11*(2),93–104.

COURSECODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23C07/ CM23C10	BUSINESSFINANCE	THEORY	73	2	-	4

Preamble

- To Understand the Concepts of Business Finance and their Applications for Managerial Decision Making.
- Toanalysetheshorttermandlongtermdecisionmakingtechniques
- Toexaminethevariousdeterminants of dividends

Prerequisite

- Noprerequisiterequired

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse,students willbeableto

CLO Number	CLO Statement	Knowledge Level
CLO1	Statetheconceptsandapproaches infinance	K1
CLO2	Demonstrate the possibilities forthe optimum acquisition and applicationofthefinancialresources	K2
CLO3	Analysethetechniquesrequiredtoselectthefeasiblefinancialrequirementsofa Business Concern	K3
CLO4	Applytheconceptsandtoolsofthefinancialdecisionsforadequate returnstotheshareholders	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

BUSINESSFINANCE-BP23C07/CM23C10–73HOURS

UnitI   (14Hours)

Business Finance : Meaning and Definition – ***Approaches to Finance Function*** – Scope – Financial Decisions - Profit Maximization Vs Wealth maximization. Sources of Finance.**Financial Planning**: Objectives –Characteristics – ***Steps in financial planning – Limitations of Financial Planning. Role of Financial Manager*. Time Value of money** – Practical Applications of Time Value Techniques – AI for TVM Calculation

Unit II   (15Hours)

Capital Budgeting: – Meaning – Need–***Importance – Kinds and Process of Capital Budgeting***–Cash Flow Estimation- Capital Budgeting Appraisal Methods: Traditional Methods - Payback Period – Accounting Rate of Return (ARR). Discounted Cash-flow Methods: Net Present Value (NPV) – NetTerminalValue-InternalRateofReturn–ProfitabilityIndex.**CostofCapital**:Meaning–

Significance–Classification of Cost–ComputationofCostofCapital: CostofDebt,Preference,Equity, Retained Earnings and Weighted Average Cost of Capital – Integration of AI to estimate cost of capital.

Unit III   (15Hours)

Capital Structure: Introduction – Importance – Factors Determining the Capital Structure***Theories of Capital Structure: Net Income Approach- Net Operating Income Approach-Traditional Approach and Modigliani and Miller Approach***. **Leverage**: Meaning – Types of Leverage – Impacts of Financial Leverage – Integration of AI for Trading and Equity.

Unit IV   (15Hours)

Capitalisation: Concept – Need- Theories of Capitalisation – ***Fair capitalization – Over Capitalization – Under Capitalization – Watered Stock – Over Trading and Under Trading.* Working Capital Management**: Meaning – Classification-***Importance- Factors Determining the Working Capital Requirements***– Management of Working Capital – Methods of Estimating Working Capital Requirements – Integration of AI for estimation of working capital.

UnitV   (14Hours)

Receivables Management: Forming of credit policy. Inventory Management – Tools and Techniques.**Dividend Policy**: Determinants of Dividend Policy – ***Types of Dividend Policy – Advantages and Disadvantages of Stable Dividend Policy – Theory of Relevance***and Irrelevance - IKSprinciplesin DividendPolicy-IKS inspired DividendPolicyStrategies**.**

*Distributionofmarks :Theory40%Problems60%

*HighlightedContentofferedin BlendedMode(Link Provided)

Text Book

Sl.No.	Authorname	Title ofthe book	Publisher	Year& Edition
1	Shashi.K.Gupta Sharma R. K	Financial Management	KalyaniPublishers	2018

ReferenceBooks

Sl.No.	Authorname	Title ofthe book	Publisher	Year&Edition
1	Ravi.M. Kishore	Financial Management Solutions	Taxmann PublicationsPvt Ltd	2017 Edition
2	Khan&Jain	Financial Management	TataMcGrawHill	2018
3	MaheshwariS.N	Financial Management	Sultan Chand & Sons	15thEdition 2019
4	AlanC.ShapiroPeter Moles	International Financial Management	Wiley	2016 Edition

SkillComponents

- Preparationoffinancialplanningfortheconcern
- Applicationoftimevaluetechniquestothereal situations
- Analysethecapitalstructureofdifferentcompaniesbelongstodifferentindustries
- Estimatethecost ofcapitalforthefundsraisedbythecompany
- Applicationofcapitalbudgetingtechniquestoselecttheprojectproposals.
- AnalysethefinancialstatementsandEstimatetheworkingcapitalrequirementsofthe company.

Pedagogy

- Lecture,GroupDiscussion, Casestudy,Roleplaying,Activitybasedlearning

CourseDesigners:

1. Dr.B.Thulasipriya,Departmentof Commerce
2. Dr.S.Sujatha,Departmentof Commerce

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23C08	SOFTWAREDEVELOPMENTWITH VISUAL BASIC.NET	THEORY	58	2	-	4

Preamble
- ➢ Toprovide knowledge about theimplementation ofvb.net conceptsinto programming
- ➢ Toenlighten aboutprominentcommands usedinvisualbasic language

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Definethe conceptsofVB.Netanditsfunctions	K1
CLO2	DemonstratethevariouselementsofVB.Netandsettingstodevelop programs using them	K2
CLO3	Solvetherealworldproblemsusinglooping,boolean,branchingand objects	K3
CLO4	SimplifyMenusandToolbar,DialogBoxes,Proceduresbydeveloping programs using AI Tools.	K4

MappingwithProgrammeLearningOutcomes

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

SOFTWAREDEVELOPMENTWITHVISUALBASIC.NET-BP23C08-58HRS

UNIT I **(12 HRS)**

Introduction **–** Evolution of .NET - *__Starting Visual Basic .NET__** — IDE – Opening anExisting Project – Using the Auto Hide Facility – Resizing a Window – Creating a Useful Application– Placing the Controls on a form – *__Selecting a form and the Controls – Resizing a form the Controls – Using the Properties Window*__ – Setting the Properties of Form and Controls- Using the Solution Explores – Setting the Startup Object – *__Writing an Event Procedure – Executing the Project Using Explorer__* – The Standard Toolbar

UNITII **(11 HRS)**

Visual Basic .NET Programming Controls – Text Box Control –Command Button - Radio Button Control – *__List Box Control – Check Box Control*__ – Timer Control – Picture Box Control – GroupBoxControl–ComboBoxControl–*__HorizontalScrollbarandVerticalScrollbar Controls*__

UNITIII **(12HRS)**

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

UNITIV **(12HRS)**

Visual Basic .NET Programming Language: Variables and Data Types**–*__The MsgBox() Function*__ – Text Editor Toolbar – The Input Box() Function – *__MDI forms-Basic Elements of Menu*__ – Creating a simple Menu Application – Enhancing a simple Menu Application – Modifyingthe Existing Menu – Pop Up Menus–Built-in Functions**: *__Mathematical functions*__ – Stringsfunctions– Date &Time function -BooleanAlgebraand Logic Gates–Datatypeconversionfunctions– Option statements.

UNITV **(11HRS)**

Overview of ADO.NET - Connection Object - *__Data Readers - Data set & Data Adapters*__ - Execute Non-Query, Execute Scalar - Execute Reader – overview of Chatbot and its applications.

*HighlightedContentofferedinBlendedMode(LinkProvided)

TextBook

S.No	AuthorName	Book Name	Publisher	Yearandedition
1.	ShirishChavan	VisualBasic.Net	PearsonEducation, Pvt. Ltd	2010,4thEdn.

ReferenceBooks

S.No	AuthorName	Book Name	Publisher	Yearandedition
1.	Thearon Willis, BryanNewsome	BeginningMicrosoft Visual Basic 2010	Wrox	2011, 1stEdn.
2.	KogentSolutions Inc	VisualBasic2008In Simple Steps	DreamtechPress	2009, 3rdEdn.

SkillComponents

- ➢ ApplyingvariouscontrolstructuresinVB.Net
- ➢ UsedtodevelopForms basedapplications,Webbased applicationsandWeb services.
- ➢ Designedto buildapplications whichcould runon theWindows platform.

Pedagogy

- • Lecture,PPTpresentation,Quiz,GroupDiscussion,Seminar,Think,pairandshare, Assignment, Case study

Course Designers

1. Dr.J. RiniMercy
2. Mrs.L.Mahalakshmi

LEARNINGMETHODOLOGY

S.NO	LEARNINGMETHODS	PERCENTAGE
1	Participatory Learning	30
2	ExperimentalLearning	40
3	Problem Solving	30

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23A03	BUSINESSLAW	THEORY	73	2	-	4

Preamble

- Toprovidestudentswithanunderstandingofgeneralprinciplesoflawofcontractandspecial contracts
- Toprovidean insightintothesale ofGoods Act.
- TofamiliarizewithvarioustypesofInsuranceandclaim.

Prerequisite

● BasicKnowledgeonIndiancontractAct

CourseLearning Outcomes

Onthesuccessfulcompletion ofthecourse,students willbeable to

CLO Number	CLO Statement	Knowledge Level
CLO1	State the fundamental rules of commercial law applicable to all the business context	K1
CLO2	Understandthedifferentelementsofbusinessandlegalterminologyofprocedures in this current business scenario	K2
CLO3	Examine the rules regarding the administration of agreements relating to the business activities	K3
CLO4	Applythe various principles ofcontracts and interpret thelegal issues	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

BUSINESSLAW-BP23A03-73 HRS

UNITI **(15 Hrs)**

Indian Contract Act 1872 – ***Meaning of Contract – Definition***– Nature of Contract & Classification– ***Components of Valid Contract*-** Offer & Acceptance-Consideration –Capacity to Contract.

UNITII **(15 Hrs)**

Free Consent – Unlawful Agreements – ***Quasi Contracts - Different Modes of Discharge of Contract*** – Remedies of Breach

UNITIII **(14 Hrs)**

Contract of Indemnity & Guarantee, Essential elements of Indemnity and Guarantee. Rights of Surety – Discharge of Surety.***Bailment & Pledge – Rights & Duties of Bailor & Bailee***

UNITIV **(15 Hrs)**

SaleofGoodsAct1930 –Sale&AgreementstoSell –***RulesRegardingPassingofProperty inGoods***–Conditions&Warranties–Actual&Implied-Principleof"CaveatEmptor"andits Limitations.Law of Agency – Kinds of Agency –***Rights & Liabilities of Principal and Agent.***

UNIT V **(14 Hrs)**

Contract of Insurance - Nature and Fundamental Principles of Insurance – Life Insurance – Fire insurance –***Marine Insurance - Policy claims***

*HighlightedContentofferedinBlendedMode

TextBook:

S.No	Authors	Title	Publishers	YearandEdition
1.	KapoorN.D	Business Law	SultanChand &sons	2022,23rdRevised Edn.

Books for Reference:

S.No	Authors	Title	Publishers	YearandEdition
1.	Pillai.R.S.N&Bagavathi.B	Business Law	S.Chand&Co	2015,3rd Revised Edn.
2	PCTulsianandBharat Tulsian	Business Law	TataMcGraw-Hill	2017,3rd Revised Edn.

Skill Component

- Preparation of different types of Contract and to develop the working knowledge on execution of the same.
- Applythe regulatoryframeworkonvariouslaws pertainingtobusinessandsaleof goodsinreal case analysis.
- Framingasamplelegal deedofunderstandingbetweenbailor and bailee
- Compareandcontrastdifferent insurancepoliciestoidentifythemostsuitableoptions
- DevelopBrochures,WebsitesorSocialMediaContenttopromoteinsuranceproducts

Pedagogy

- Powerpointpresentations,GroupDiscussion,Seminar,Quiz,Assignment,ExperienceDiscussion, Brainstorming, Activity, Case Study

CourseDesigners

1. Dr.R.Jayasathya.
2. Mrs. R. Sangeetha

LEARNINGMETHODOLOGY

S.NO	LEARNINGMETHODS	PERCENTAGE
1	Participatory Learning	60
2	ExperimentalLearning	30
3	Problem Solving	10

COURSECODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23A04	**BANKINGTHEORYLAW AND PRACTICE**	**THEORY**	**73**	**2**	**-**	**4**

Preamble

❖ TounderstandthelegalproceduresformulatedunderBankingRegulationAct,Negotiable Instruments Act and other legal issues.

❖ Toprovide exposureto thestudentswith thelatest developments inthe banking field

❖ ToacquirespecializedknowledgeoflawandpracticerelatingtoBanking

Prerequisite

• BasicKnowledgeinBanking

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse,studentswillbeabletoprepareandpresent

information regarding banking and technologies used

CLO Number	CLO Statement	Knowledge Level
CLO1	DefineandRelatetheconceptualframeworkofbanking,centralbanking, cheques, LoansandadvancesandE-banking.	**K1**
CLO2	Classify and Explain the types of banks, deposit, cheques, E-bankingservices,loansandadvances	**K2**
CLO3	Identifythefunctionsofbanks,Centralbank,cheques,lendingpoliciesand procedures,e-bankingapplication	**K3**
CLO4	Analysethevariousrolesofcommercialbanks,centralbank,negotiable instruments,chequesande-banking/mobile banking	**K4**

MappingwithProgrammeLearningOutcomes

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;L-Low

BANKINGTHEORYLAWAND PRACTICE-BP23A04 -73 HRS

Unit I **(15 Hrs)**

Banking-Meaning and Definition- ***Classification of Banks-Functions of Commercial Banks***- Regional Rural banks – Concessions – Progress. ***Credit Creation – meaning*** – technique - limitation- ***Nationalization and Privatizations of banks in India*-**Role of banks in Money Market and Economic Development.

Unit II **(15Hrs)**

Central Banking– Meaning**–*Nature - Functions of Central Bank***. Definition ofbanker and customer – ***General relationship - Rights and obligations of a banker*** - Ombudsman Scheme – General Precautions for opening accounts – KYC Norms -***Types of deposit accounts - Negotiable Instruments Act – Definition and types*.**Endorsement – meaning, definition and kinds.

Unit III **(14Hrs)**

Cheques-Crossing of cheques–types –***payment of cheques–precautions by paying bankers***–statutoryprotectionofthepayingbanker–***collectionofcheques***–legalstatus–
conversion–RBIinstructiontobanks.TruncatedchequeandElectronic cheque.

Unit IV **(14 Hrs)**

Loans and advances- Principles of sound lending- style of credit -***types of loans**– **Modes of creating charge*** - Lien, mortgage, pledge and ***hypothecation***- General principles of secured advances–***Advances against goods*** and advances against document of title to goods

Unit V **(15Hrs)**

E –banking- Electronic delivery channels – ***Facets of E-banking*** – E-banking transactions – applications- Inter-bank mobile payment (IMPS) – virtual currency – ***Models of E-banking** – **Advantages** – **Constraints*** – Security Mobile Banking – Need and importance of Mobile banking - Key benefits of Mobile Banking measures – Electronic payment system – ***NEFT, RTGS, SWIFT, WIRE***

*HighlightedContentofferedinBlendedMode(LinkProvided)

TextBook

S. No.	Authors	Title	Publishers	Year and Edition
1.	Varshney.P.Nand SundharamK.P.M.	BankingTheoryLaw andPractice	SultanChand & sons	2019, 20th RevisedEdn.

Books for Reference

S. No	Authors	Title	Publishers	YearandEdition
1.	Dr.S.Gurusamy	BankingTheory, Lawand Practice	VijayNicole Imprints(p)Ltd	2017, 4thEdn
2	E.Gordanand K.Natarajan	BankingTheory, Lawand Practice	Himalayapublishing house	2023, 29thRevised Edn.
3.	Kandasami.K.P NatarajanS.&Parameswara n	BankingLawand Practices	SChand&Company	2020, 4th Revised Edn.

Skill Components

- RecentAmendmentsbyRBIInBankingSector.
- NewTechnologiesandRecentTrends In Banking Sector.
- Suppose If you Get Student Loan Of Rs 1,00,000 From AnyOne Of The Public Sector Bank In Order To Meet Your College Expenses. If You Are Repaying It After 8 Yrs, Calculate Interest For 8 Yrs.
- Analyze the Recent Technologies In Banking Till 2020, If Suppose New Technology For BankingTo Be Introduced In Recent ComingYears. What Will BeAdditional Features Needed And Explain Why It Is Needed.

Pedagogy

- Powerpointpresentations,GroupDiscussion,Seminar,Quiz,Assignment,Experience Discussion, Brain storming, Activity, Case Study

Course Designers

1. Dr.C.Esakkiammal
2. Dr.R.Eswari

LEARNINGMETHODOLOGY

S.NO	LEARNINGMETHODS	PERCENTAGE
1	Participatory Learning	50
2	ExperimentalLearning	30
3	Problem Solving	20

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
EC23A03	BUSINESS ECONOMICS	THEORY	73	2	-	4

Preamble
● Tointroducemicroeconomicandmacroeconomicconcepts
● Tofamiliarizevariouseconomic theories
● Tointerpretandexaminethemonetaryandfiscalpolicy

Prerequisite
● Basicknowledgeineconomics

CourseLearningOutcomes
Onthesuccessfulcompletion ofthecourse,Students willbeable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Defineand understand thevariouslawsand concepts of economics	K1
CLO2	Demonstrateandinterpretdifferentmarketstructure,utility,production and pricing methods	K2
CLO3	Identifyand developeconomictheories andpublicfinancesystem.	K3
CLO4	Analyzethefunctioningofeconomyat themacrolevel.	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

BUSINESSECONOMICS-EC23A03– 73 HOURS

Unit I   (14 Hrs)

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - ***Positive and Normative Economics***.Definition–Scope and Importance of Business Economics. ***Concepts: Production Possibility frontiers – Opportunity Cost*** – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – ***Time and Discounting Principles –Concept of Efficiency***

Unit II   (14 Hrs)

Demand and Supply Functions: Meaning of Demand – Determinants and Distinctions of demand – ***Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium***.Consumer Behaviour: Law of Diminishing Marginal utility– ***Equi-marginal Utility*** –Indifference Curve– Definition, Properties and equilibrium

Unit III   (15 Hrs)

Production :Law of Variable Proportion – Laws of Returns to Scale **– *Producer's equilibrium*** –Economies of Scale.***Cost Classification – Break Even Analysis***.Product Pricing: Price and Output Determination under Perfect Competition,***Monopoly–Discriminating monopoly*** – Monopolistic Competition – ***Oligopoly*** – Pricing objectives and Methods

Unit IV   (15 Hrs)

National Income- Gross National Product- ***Net National Product***– Gross Domestic Product-***Measurement of National Income - Consumptions, savings and investments***.Theory of Employment- Type of unemployment- ***Labour and Population theories- Definition of capital and growth of capital***- Steps in capital formation. Money - Definition and functions of money-Quantity theory of money. ***Public Finance - Principle of taxation*** - Effect of taxation on production and distribution - Deficit financing system

Unit V   (15 Hrs)

Monetary and Fiscal Policies– ***Measures of money stock*** – *Policy and money supply – **Instrumentsofmonetarypolicy–Fiscalpolicy***–Theunionbudget–Statebudgets– ***Finances of the union and the states –The Finance commission***– Importance of the budget.

*HighlightedContentofferedinBlendedMode(LinkProvided)

Text Book

Sl. No.	AuthorName	Titleof thebook	Publisher	Year and Edition
1	Sundharam K P MSundharamE N	Business Economics(UnitI-IV)	SultanChand&Sons- New Delhi – 02.	2022 Edition
2	ShankaranS	Business Economics(UnitIV)	MarghamPublications Ch -17	2020, 3rd Edition
3	FrancisCherunilam	Business Environment(UnitV)	Himalaya Publishing House, Mumbai – 04	2023,31th Edition

ReferenceBooks

Sl. No.	AuthorName	Titleof thebook	Publisher	Year and Edition
1	ChaudharyC.M	Business Economics	RBSAPublishers-Jaipur -03.	2019 Edition
2	MehtaP.L	Managerial Economics–Analysis, Problems & Cases	SultanChand&Sons- New Delhi – 02.	2018, 14th Edition

SkillComponents

- Assessingpotentialvaluetrade-offsto maximizeprofitsanduseresources efficiently.

- Forecastingprofits byanalysingmarginalcosts andbenefits toinform business strategies.

- Utilizingdemanddatatobudgeteffectivelyandallocateresourcesforimprovedfinancialoutcomes.
- Examiningmarketdynamicstounderstandtherelationshipbetweensupply,demand,andpricing.

- Interpretingnationalincomedatatogaugeeconomicgrowth,stability,anddevelopment progress.

- Understandingfiscaldynamicsbetweengovernmentlevelstooptimizecostmanagementand revenue generation.

CourseDesigners

1. Dr.A.Karthika,DepartmentofBCom(e-Com)&(SF)
2. Dr.S.Yesodha,DepartmentofBCom(e-Com)&(SF)

LearningMethodology

S.No	LearningMethodology	Percentage
1	ParticipatoryLearning	74
2	ExperimentalLearning	26

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT

BP23CP4	VISUAL BASIC.NETPRACTICAL	PRACTICAL	-	-	45	2

- Toenhancepracticalknowledgein Visual Basic.Net

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Relatethe VB.Netcontrols andtheirapplications	K1
CLO2	DemonstrateVBapplicationswithfullfunctionalityandagraphical user interface using data controls.	K2
CLO3	Constructthedatabasetodevelop VB projects.	K3
CLO4	ExaminedatabaseaccessutilizingVisualBasicADOcontroland components such as data environment designer and Chatbot	K4

MappingwithProgrammeLearningOutcomes

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

VISUALBASIC.NETPRACTICAL-BP23CP4-45HRS

1. Writeaprogramtogenerateprime numbers
2. Writeaprogramfor calculatorusingVB.Net
3. WriteaVB.Net applicationto calculate SimpleInterest
4. Write a VB.Net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box
5. WriteaVB.NetprogramtoimplementFor….Nextloopfordisplayingonlyevennumbersfrom given numbers
6. WriteaVB.Netprogramtoimplementdo…whileloopforvalidatingtheageofvoteforgiven number of persons
7. Write a VB.Net program to implement Menu Editor for displaying different types of shapes and its formulas
8. WriteaVB.Netprogram toimplementStringFunctions
9. WriteaVB.netprogram todisplaythe givendate withdifferentformat
10. CreateanElectricityBillusingVB.Net
11. CreateaStudentdatabasewithfollowingfields(TableName:student_details):

    Regno   varchar (7) primary key
    Studname   varchar(20)
    Gender   varchar(6)
    Dept   varchar(15)
    Address   varchar(40)

    Insertfewrecordsintostudent_detailstableusingVB.Netapplicationandupdatestudentdetailbased on Regno
12. CreatingachatbotinVisual Basicusingbasic keyword matching.

SkillComponent:

1. Programcreates highlycreativeandinteractiveweb applications
2. Analysingwiderangeofapplicationswith control variables
3. ApplyingvariouscontrolstructuresinVB.Net
4. UnderstandingClient-sidetechnologieslikeHTML,CSS,andJavaScript
5. UnderstandVBapplicationenvironment andevent driven programming
6. Analysevariouscontrolconstructs,arraysand collectionsusedinVB

Pedagogy

- Lecture,Demoin System

CourseDesigners

1. Dr.A.Meenakshi
2. Dr. J. RiniMercy

LEARNINGMETHODOLOGY

S.NO	LEARNINGMETHODS	PERCENTAGE
1	ExperimentalLearning	75
2	ParticipatoryLearning	25

COURSE NUMBER	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP22SBCE	COURSERA- GRAPHIC DESIGN ELEMENTSFORNON-DESIGNERS	THEORY	45	-	-	3

S.No	CourseName	CourseLink	No.Of Hours
1	Basic Elements of Design: Design PrinciplesandSoftware Overview	https://www.coursera.org/learn/basic-elements-design?specialization=graphic-design-elements-non-designers	11
2	Graphic Elements of Design:ColorTheory andImage formats	https://www.coursera.org/learn/graphic-elements-design?specialization=graphic-design-elements-non-designers	12
3	TextualElementsof Design: Fonts, Typography and Spacing	https://www.coursera.org/learn/fonts-typography-spacing?specialization=graphic-design-elements-non-designers	12
4	Print and Digital ElementsofDesign: Branding and User Experience	https://www.coursera.org/learn/designing-print-digital-media?specialization=graphic-design-elements-non-designers	10

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
NM23EII	EntrepreneurshipandInnovation (IgniteX)	THEORY	30	-	-	2

CourseLearningObjectives

1	Inspire;developentrepreneurialmind-setandattributes;entrepreneurialskillsetsforventure creationandintrapreneurialleadership
2	Applyprocessofproblem-opportunityidentificationandvalidationthroughdevelopinga macro perspective of the market, industries and customers while using design thinking principles.
3	Understandand analyse CustomerandMarketsegmentation,estimationofMarketsize, Customerpersonaedevelopmentandvalidation
4	UnderstandandInitiateSolutiondesign,PrototypingforProofofConcept.UnderstandMVP developmentandvalidationtodetermineProduct-Market fit
5	Craftinitial Business andRevenuemodels, financialplanningandpricingstrategy for profitabilityandfinancialfeasibilityofaventure.Understandrelevanceandviabilityof informal and formal funding with respect to different business models.
6	UnderstandanddevelopGo-to-Marketstrategies withafocusondigitalmarketingchannels.
7	Understandandapplystorytellingskills inpresentingapersuasiveand defensible Venture Pitch.

Course Content

Unit I: Entrepreneurship Fundamentals & Context

Meaning and concept, attributes and mindset of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development.Gamified role play based exploration aligned to one‟s short term career aspiration and ambition. An understanding of how to build entrepreneurial mindset, skillsets, attributes and networks while on campus.

Core Teaching Tool: Simulation, Game, Industry Case Studies (Personalized for students – 16 industries to choose from), Venture Activity

UnitII:Problem&Customer Identification

Understandingand analysingthemacro-Problem and Industryperspective,technological,socio-economic and urbanization trends and their implication on new opportunities.Identifying passion, identifying and defining problem using Design thinking principles.Analysing problem and validating with the potential customer. Iterating problem-customer fit. Understanding customer segmentation, creating and validating customer personas.Competition and Industry trends mapping and assessing initial opportunity.

Core Teaching Tool: Several types of activities including Class, game, Gen AI, „Get out of the Building‟ and Venture Activity.

UnitIII:Solutiondesign&Prototyping,OpportunityAssessmentandSizing

Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer‟s needs and create a strong value proposition. Developing Problem-solution fit in an iterative manner. Understanding prototyping and MVP.Developing a feasibility prototype with differentiating value, features and benefits. Initial testing for proof-of-concept and iterate on the prototype.

*CoreTeachingTool:*VentureActivity,nocode Innovationtools,Class activity

UnitIV:Business&FinancialModel,Go-to-Market Plan

Introduction to Business model and types, Lean approach, 9 block lean canvas model, riskiest assumptions to Business models. Importance of Build - Measure – Lean approach Business planning: components of Business plan- Sales plan, People plan and Financial plan, Financial Planning: Types of costs, preparing a financial plan for profitability using financial template, understanding basics of Unit economics and analysing financial performance. Introduction to Marketing and Sales, Selecting the Right Channel, creating digital presence, building customer acquisition strategy. Choosing a form of business organization specific to your venture, identifying sources of funds: Debt &Equity, Map the Start-up Lifecycle to Funding Options.

Core Teaching Tool: Founder Case Studies – Sama and SecurelyShare; Class activity and discussions; Venture Activities.

UnitV:ScaleOutlookandVenturePitchreadiness

Understandandidentifypotentialandaspirationforscalevisavis yourventureidea.Persuasive Storytelling and its key components. Build an Investor ready pitch deck.

CoreTeachingTool: Classactivityand discussions;Venture Activities.

References

1. RobertD.Hisrich,MichaelP.Peters,DeanA.Shepherd,SabyasachiSinha(2020).
Entrepreneurship, McGrawHill, 11th Edition.
2. Ries,E.(2011).TheLeanStartup:HowToday'sEntrepreneursUseContinuous
Innovation to Create Radically Successful Businesses. Crown Business
3. Osterwalder,A.,&Pigneur,Y.(2010).BusinessModelGeneration:AHandbookfor
Visionaries, Game Changers, and Challengers. John Wiley & Sons.
4. ChowdhryAjay,(2023)JustAspire:NotesonTechnology,Entrepreneurshipandthe
Future,
5. SimonSinek(2011)StartWithWhy,PenguinBookslimited
6. BrownTim(2019)ChangebyDesignRevised&Updated:HowDesignThinking
Transforms Organizations and Inspires Innovation, Harper Business
7. NamitaThapar(2022)TheDolphinandtheShark:StoriesonEntrepreneurship,Penguin
Books Limited
8. CollinsJim,PorrasJerry,(2004)BuilttoLast:SuccessfulHabitsofVisionary
Companies
9. BurlingtonBo,(2016)SmallGiants:CompaniesThatChoosetoBeGreatInsteadof Big
10. SarasD.Sarasvathy,(2008)Effectuation:ElementsofEntrepreneurialExpertise,Elgar
Publishing Ltd

WebResources

• Learning resource- IgniteX Course Wadhwani platform (Includes 200+ components of customcreatedmodularcontent+500+componentsofthemostrelevantcuratedcontent

CERTIFICATECOURSEINAIINTEGRATIONINEXCEL

DURATION:1MONTH(24DAYS/36HOURS)

OBJECTIVE

The objective of this course is to provide students with a comprehensive understanding of AI tools and their integration within Microsoft Excel. Students will learn to leverage AI forenhanced data analysis, visualization,automation,and more, equipping them with the skills necessary to excel in various data- centric roles.

CAREERPATH
- ✓ BecomeaDataanalyst
- ✓ BecomeaBusinessIntelligenceAnalyst
- ✓ BecomeanAISpecialist
- ✓ BecomeaAutomationSpecialist

PREREQUESTIEFORSTUDENTS
- ✓ BasicComputerKnowledge
- ✓ BasicKnowledgeinExcel
- ✓ UnderstandingofDataAnalysis
- ✓ FamiliaritywithProgramming(preferredbutnotmandatory)

COURSEOUTLINE			
COURSE NAME:	**CERTIFICATECOURSEINAI INTEGRATIONINEXCEL**	**DURATION:**	**1MONTHS(24D/36 H)**
MODULE	**TOPICS**	**DURATION**	**TOTAL**
Module-I	IntroductiontoAIinExcel	24D/36 H	24D/36 H
	AdvancedAIToolsandTechniques		
	IntroductiontoMicrosoftCopilotin Excel		
	IntroductiontoChatGPTandExcel Integration		

MODULEINDETAIL

CERTIFICATECOURSEINAIINTEGRATIONINEXCEL (24D/36H) INTRODUCTION TO

AI IN EXCEL
- UnderstandingAIanditsapplications
- OverviewofAItoolsavailableinExcel
- Installingnecessaryadd-insandtools
- SettingupMicrosoftExcelforAIintegration
- BasicdataanalysiswithAI
- UsingAItoolsfordatacleaningandpreprocessing

ADVANCEDAITOOLSANDTECHNIQUES

- AIfor Data Visualization
  - o Enhancingchartsandgraphswith AI
  - o UsingAIforbetterdatastorytelling
- AutomatingTaskswith AI
  - o UsingAItoautomaterepetitivetasks
  - o CreatingandusingmacroswithAIenhancements

INTRODUCTIONTOMICROSOFTCOPILOTINEXCEL

- OverviewofMicrosoftCopilot
- SettingupCopilotinExcel
- CopilotFeaturesandTools
  - o Dataanalysistools
  - o Automationfeatures

- DataAnalysiswithCopilot

  - o Advanceddataanalysistools
  - o UsingCopilotforstatisticalanalysis

- AutomationandMacros

  - o Automatingrepetitivetasks
  - o Creatingandusingmacros

INTRODUCTIONTOCHATGPTANDEXCELINTEGRATION

- OverviewofChatGPTanditscapabilities
- SettingUpChatGPTinExcel
- BasicIntegrationTechniques
  - o UsingChatGPTforbasicdataqueriesandresponses
  - o SimpleautomationwithChatGPT
- UsingChatGPTfordatacleaningand preprocessing
- DataAnalysiswithChatGPT
- AutomatingExcelTaskswithChatGPT
- ChatGPTforDataVisualization
- UsingChatGPTwithPowerQueryfordata transformation

<div align="center">**CERTIFICATECOURSEINADVANCEDEXCEL**</div>

<div align="center">**DURATION:1MONTH/36HOURS**</div>

OBJECTIVE

This course is outlined in a way that it covers majority of enriched features in Microsoft Excel, including Macros, Pivot tables, Audit and Analyze worksheets, Use Advance Formulas and Functions, work with multiple Worksheets and Workbooks etc., which in turn increases productivity, improves efficiency by streamlining the workflow thus becomes a major asset for professional employees.

PREREQUISITEFORSTUDENTS

Beforeattendingthiscourse,studentsmust have:
- ✓ ExperienceindealingwithMSExcel

COURSEOUTLINE			
COURSE NAME:	**ADVANCEDEXCEL**	**DURATION:36H/1M**	
MODULE	**TOPICS**	**DURATION**	**TOTAL**
Module-I	IntroductiontoExcel	36H/1M	36H/1M
	Workingwithformulasandfunctions		
	Datasortingandfiltering		
	Auditing		
	Chartsandtables		
	Workingwithdata		
	Whatifanalysis		
	Exportingimportingandreviewinga worksheet		
	VBAMacro		

MODULEINDETAIL

INTRODUCTIONTOMS EXCELAND UNDERSTANDINGBASIC WORKING WITHIT
- ✓ IntroductiontoMSExcel,QuickreviewonMSExcelOptions,Ribbon,Sheets
- ✓ SavingExcelFileasPDF,CSVandOlderversions
- ✓ UsingExcelShortcutswithFull ListofShortcuts
- ✓ Copy,Cut,Paste,Hide,Unhide,andLinktheDatainRows,ColumnsandSheet
- ✓ UsingPasteSpecialOptions
- ✓ FormattingCells,Rows,ColumnsandSheets
- ✓ Protecting&UnprotectingCells,Rows,ColumnsandSheetswithorwithoutPassword
- ✓ PageLayoutandPrinter Properties
- ✓ InsertingPicturesandotherobjectsinWorksheets
- ✓ WorkingwithExcelProperties

WORKINGWITHFORMULAS/FUNCTIONS

- ✓ **LookupandReferenceFunctions:**VLOOKUP,HLOOKUP,INDEX,ADDRESS, MATCH, OFFSET, TRANSPOSE etc.
- ✓ **LogicalFunction:**IF/ELSE,AND,OR,NOT,TRUE,NESTEDIF/ELSE etc.
- ✓ **DatabaseFunctions:**DGET,DMAX,DMIN,DPRODUCT,DSTDEV,DSTDEVP,DSUM, DVAR,
  DVARPetc.
- ✓ **DateandTimeFunctions:**DATE,DATEVALUE,DAY,DAY360,SECOND, MINUTES, HOURS, NOW, TODAY, MONTH, YEAR, YEARFRAC, TIME, WEEKDAY, WORKDAY etc.
- ✓ **InformationFunctions:**CELL,ERROR.TYPE,INFO,ISBLANK,ISERR, ISERROR,ISEVEN,ISLOGICAL,ISNA,ISNONTEXT,ISNUMBER,ISREF, ISTEXT, TYPE etc.
- ✓ **MathandTrigonometryFunctions:**RAND,ROUND,CEILING,FLOOR,INT, LCM, MOD, EVEN, SUMIF, SUMIFS etc.
- ✓ **StatisticalFunctions:**AVERAGE,AVERAGEIF,AVERAGEIFS,COUNT, COUNTA, COUNTBLANK, COUNTIF, MAX, MAXA, MIN, MINA, etc.
- ✓ **Text Functions:** LEFT, RIGHT, TEXT, TRIM, MID, LOWER, UPPER, PROPER,REPLACE,REPT,FIND,SEARCH,SUBSTITUTE,TRIM,TRUNC, CONVERT, CONCATENATE etc.
- ✓ **FinancialFunctions:**PMT,PPMT,RATEetc.
- ✓ OtherImportantFunctions

CONDITIONALFORMATTING

- ✓ UsingConditionalFormatting
- ✓ UsingConditionalFormattingwithMultipleCellRules
- ✓ UsingColorScalesandIconSetsinConditionalFormatting
- ✓ CreatingNewRulesandManagingExistingRules

DATASORTINGANDFILTERING

- ✓ UsingFilterstoSortData
- ✓ CustomSorting
- ✓ AdvanceFilteringOptions

CHARTS

- ✓ BarChart
- ✓ LineorAreaChart
- ✓ PieorDoughnut Chart
- ✓ HierarchyChart–Treemap,Sunburst
- ✓ ScatterorBubbleChart
- ✓ StatisticChart–Histogram,Box&Whisker
- ✓ WaterfallorStockChart
- ✓ ComboChart

AUDITING

- ✓ ShowFormulas
- ✓ TracePrecedents &Dependents
- ✓ RemoveArrows
- ✓ EvaluateFormula

PIVOTTABLES
- ✓ CreatingPivotTables
- ✓ UsingPivotTableOptions
- ✓ ChangingandUpdatingDataRange
- ✓ FormattingPivotTableandMakingDynamicPivotTables

PIVOTCHARTS
- ✓ CreatingPivotCharts
- ✓ TypesofPivotChartsandTheir Usage
- ✓ FormattingPivotChartsandMakingDynamicPivotCharts

WORKINGWITHDATA
- ✓ Textto Columns
- ✓ DataValidation
- ✓ RemoveDuplicates
- ✓ Consolidate
- ✓ Outlining& Grouping
- ✓ Subtotal

WHAT-IFANALYSIS
- ✓ ScenarioManager
- ✓ Goal Seek
- ✓ DataTable

EXPORTINGANDIMPORTING
- ✓ Exportingdatafrom Web
- ✓ Exportingdatafromothersources
- ✓ Workingwithqueries
- ✓ Get&Transform
- ✓ Loading&Editingqueries

REVIEWINGAWORKBOOK/WORKSHEET
- ✓ ProtectingandSharinga Workbook/Worksheet
- ✓ LockingandEditingCells
- ✓ Proofing
- ✓ Insights
- ✓ Comments

VBAMACRO
- ✓ IntroductiontoVBAMacro
- ✓ RecordingMacro&UnderstandingCodeBehind
- ✓ Editing,WritingVBACodeandSavingasMacro
- ✓ KnowingForms &Properties

SubjectOfferedtoB.Sc(ComputerScience)asAllied PaperinSemester IV

COURSE NUMBER	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23A05	BUSINESS ACCOUNTING	ALLIED	58	2	-	3

Preamble
- ➢ Toimparttheknowledge ofbasicAccountingmethods
- ➢ Toenhancethestudentsknowledgeontreatmentofaccountspractically
- ➢ Togainfew aspectsonthetermsofcostandmanagement accounting

CourseLearningOutcomes

Onthesuccessful completionofthecourse, studentswill beable to

CLO NUMBER	CLO STATEMENT	KNOWLEDGE LEVEL
CLO1	Examinethesystemofaccountinganditsapplications	K1
CLO2	Inferonpracticalskillsinrecordingfinancialtransactions	K2
CLO3	Interpreton financialstatementsfordecisionmaking	K3
CLO4	Analyzethe financialhealthandperformanceofabusiness	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L-Low

BUSINESSACCOUNTING-BP23A05 -58Hrs

UNITI **(12 Hrs)**

Accounting:Definition&Functions-*AccountingConcepts&Conventions*-Journal-Ledger
-*Trial Balance*

UNITII **(11 Hrs)**

Subsidiary Books –Purchase Book – Sales Book – *Purchase Return Book – Sales Return Book* -Cash Book – Single, Double, Three Column & Petty Cash Book. Depreciation - *Methods of Depreciation* – Straight Line Method and Diminishing Balance Method

UNITIII **(11 Hrs)**

Finalaccounts–*Manufacturing,Trading*,ProfitandLossAccountsandBalanceSheetwith
Simple Adjustments

UNITIV **(12 Hrs)**

Cost accounting – *Elements of Costing* – Preparation of Simple Cost Sheet - Pricing of Material Issues – FIFO, LIFO– Labour Cost Accounting –*Types of Labour- Labour Cost*-Control over Labour Cost- Labour Turnover: Separation, Flux, Replacement Methods

UNITV **(12 Hrs)**

Management Accounting- Meaning - Objectives & Scope **– *Need and Significance* -**Relationship between Management Accounting, Cost Accounting & Financial Accounting. ***Financial Statement and the importance* -** Comparative statement – Ratio Analysis (Liquidity Ratios)

 Distributionofmarks–Theory40% Problems60%
*HighlightedContentofferedin BlendedMode(LinkProvided)

Textbook:

S.No	AuthorName	Book Name	Publisher	Yearandedition
1.	ReddyT S&AMurthy	FinancialAccounting	Margham Publications	Reprint 2021
2.	JainS.P&NarangK.L	Cost Accounting	KalyaniPublishers	Reprint2019
3.	SharmaR.K Sashi, K.Gupta,NeetiGupta	Management Accounting	KalyaniPublishers	Reprint 2017, Fourth Edition

BooksforReference:

S.No	AuthorName	Book Name	Publisher	Yearandedition
1.	RLGupta&Radhasamy	AdvancedAccountancy (Vol I)	SultanChand&Sons	13thEdition,2018
2.	PillaiR.S.Nand Bagawathi	Cost Accounting	SChand &Co	RevisedEdition 2019
3.	Dr.Maheswari S.N &Dr.S.N.Mittal	Management Accounting	SultanChand&Sons	Reprint2020

Skill Component

- Preparedetailedreport explainingthe financialhealth ofthe business

- Discussiononthepracticalimplicationsofsubsidiarybooks,cashmanagementanddepreciation

in real world accounting

- Prepareasimplecost sheetforaspecific productin thebusiness scenario

- CaseStudyto identifyareas wheremanagement accountingcan beapplied

- Analyzeliquidityratiosusingtheprovided financial data

Pedagogy
Lecture,PPT,Quiz, Assignment,GroupDiscussion,Seminar

CourseDesigners
1.   Dr.J. RiniMercy
2.   Ms. R. Sangeetha

LEARNINGMETHODOLOGY

S.NO	LEARNINGMETHODS	PERCENTAGE
1	ExperimentalLearning	30
2	ParticipatoryLearning	60
3	ProblemSolving	10

SEMESTER V

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23C09	PROGRAMMING WITH PYTHON	THEORY	73	2	-	5

Preamble

The course covers Python programming, data structures, and OOP concepts. It enables students to develop applications using modular design and web operations.

Prerequisite

● Basic Computer Skills,Basic Math Skills

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Recognize the fundamentals of Python programming, data structures, and OOP concepts.	K1
CLO2	Understanding the concept of decision-making, looping, and functions to develop modular Python programs.	K2
CLO3	Implement object-oriented principles, file handling, and exception handling in Python applications.	K3
CLO4	Analyze and design Python-based web applications and GUI programs using Tkinter.	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L – Low

PROGRAMMING WITH PYTHON - BP23C09 - 73 Hrs

UNIT I   **(15 Hours)**

Python Programming Language: Features - Setting Up the Environment - IDE - Pycharm - Anaconda - Jupyter – Spyter. Keywords - Variables and Identifiers - Literals - Input Output Statements – Data Types – **Operators: Arithmetic Operators - Comparison Operators, Logical Operators, Assignment Operators, Bitwise Operators, Identity Operators, Membership Operators** – Expressions**. Boolean Algebra and Logic Gates: Truth Tables, Logical Expressions, and Bitwise Operations in Python **Decision Making & Branching Statements - Conditional Checking & Looping Statements.**

UNIT II   **(15 Hours)**

Data Structures: Lists - Tuples - **Set - Dictionaries** –Strings. Functions: Functions Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope. **Recursion: Recursive Functions**- **Lambda.**

UNIT III   (**14 Hours)**

Object Oriented Programming: Classes and Objects – Constructors – Destructors Getter and Setter Methods – Encapsulations – **Inheritance – Polymorphism – Abstract Classes and Interfaces.**

UNIT IV   **(14 Hours)**

Modular Design: Modules - Top-Down Design - Python Modules. Files: Introduction - File Path - Opening and Closing Files - Reading and Writing Files - **Pickle and Unpickle -** Exception Handling - **Create User Defined Exception.**

UNIT V   **(15 Hours)**

Web Operations in Python: Basic Web Application Structure – Templates – Web Forms – Web Scrapping in Python. Introduction to AI with Python: Basics of AI - Machine Learning Concepts. Introduction to GUI Programming withTkinter: **Features of Tkinter – Creating a basic Tkinter Window – Widgets in Tkinter – Creating simple business applications with Tkinter.**

* Highlighted Content offered in Blended Mode

Text Books

S. No	Author	Title of the Book	Publisher	Year of Publication & Edition
1	Wesley J. Chun	Core Python Applications Programming	Pearson Education.	2016 and 3rdEdn.

Reference Books

S.No	Author	Title of the Book	Publisher	Year of Publication & Edition
1	Martin C Brown	Python Complete Reference	MCGraw Hill Publication	2001 and 1stEdn.
2	Mcgrath Mike	Python in Easy Steps	MCGraw Hill Publication	2013 and 1st Edn.
3	Timothy A. Budd	Exploring Python	Tata MCGraw Hill Education Private Limited	2011 and 1stEdn.
4	Kenneth A Lambert	Fundamentals of Python	Cengage Learning Publications	2019 and 2ndEdn.

Pedagogy

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

Skill Components

- Understanding Python syntax, data types, variables, and operators is essential for writing efficient and structured code.
- Mastering loops, conditional statements, and data structures like lists, tuples, sets, and dictionaries enhances problem-solving skills.
- Learning functions, recursion, lambda functions, file handling, and exception handling improves modularity and code reliability.
- Learning functions, recursion, lambda functions, file handling, and exception handling improves modularity and code reliability.

Course Designer

1.Ms.L.Mahalakshmi
2.Ms.A.Sasikala

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23C10/ CM23C11	**MANAGEMENT ACCOUNTING**	**THEORY**	**73**	**2**	**-**	**4**

Preamble

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

Prerequisite

• Basic Knowledge in Financial Statements

Course Learning Outcomes

Onthesuccessfulcompletionofthecourse, studentswillbeable to

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the fundamental concept of management accounting and its objectives in facilitating decision making	**K1**
CLO2	Understand the different types of activity-based management tools through the preparation of estimates.	**K2**
CLO3	Analyze cost-volume-profit techniques using relevant costing and benefits to determine optimal managerial decisions.	**K3**
CLO4	Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.	**K4**

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

MANAGEMENT ACCOUNTING –BP23C10/CM23C11 – 73 Hrs

Unit I (15 Hrs)

Management Accounting: Meaning, ***Objectives & Scope – Need*** and Significance ***Relationship between Management Accounting, Cost Accounting & Financial Accounting. Financial Statement and the importance***-Tools for Analysis and Interpretation- Common Size Statements, Comparative statement and Trend Analysis

Unit II (15 Hrs)

Ratio Analysis - Significance of Ratios - Uses and Limitations of Ratios – Classification of Ratios -Analysis of Short-Term Financial Position - Analysis of Long-Term Financial Position Profitability Ratios– Leverage Ratios – Preparation of Financial statement from ratios.

Unit III (14 Hrs)

*Fund Flow Analysis: Meaning and Concept of Funds and Flow of Funds- Difference between Fund Flow Statement, Income Statement and Balance Sheet- Uses, Importance and Limitations of Fund Flow Statement * - Statement / Schedule of Changes in Working Capital- Funds from Operation -Statement of Sources and Application of Funds. ***Cash Flow Analysis: Meaning-Classification of Cash Flows - Comparison between Fund Flow and Cash Flow Statement – Uses, Importance and Limitations of Cash Flow Statement**-*Preparation of Cash Flow Statement Using Direct and Indirect methods -Accounting Standard AS 3

Unit IV (15 Hrs)

Budgeting and Budgetary Control: Definition, Importance, Essentials and Classification of Budgets- Preparation of Cash Budget, Sales Budget, Production Budget, Direct Labour Budget, Purchase Budget, Material Budget, Overhead Budgets–Flexible Budget -Master Budget***Budgetary control – Steps in Budgetary Control–Zero Base Budgeting*.**

Unit V (14 Hrs)

*Marginal Costing: Meaning **–** Features **–** Marginal Costing Vs Absorption Costing **-** Managerial Applications of Marginal Costing including transfer pricing- Significance and limitations of Marginal Costing- Marginal Cost Equation - **Cost-Volume-Profit Analysis and Break-Even Analysis*-**Decision Making – Make or buy Decision.***Standard Costing-Meaning, suitability as a management tool Limitation-Variance Analysi**s*-Material and Labour Variances only

Distribution of Marks - Theory 20% and Problems 80%
 *HighlightedContentofferedinBlendedMode(LinkProvided)

Textbook

S.No	Authors	Title	Publishers	Year and
1	Sharma R.KSashiK.Gupta NeetiGupta	ManagementAccounting	KalyaniPublishers	Reprinted Nediti

Books for Reference

S.No	Author Name	Title	Publishers	Year and Edition
1	Jainand Narang	CostandManagement Accounting	Kalyani Publishers	2020, 21st Edition
2	Dr. MaheswariS. N & Dr. S. N. Mittal	Management Accounting	SultanChandand Sons	2020,Reprint
3	ReddyT.S and ReddyH. P	Management Accounting	Margham Publications	2020,VIIIEdition

Pedagogy

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

Skill Component

- Identify the financial tools for analyzing the financial reports
- Apply the different types of ratios to income & expenditure and balance sheet statement
- Analyse the working capital position of the company
- Prepare the different types of budgets for any of the business entity
- Calculate the breakeven point for a company

Course Designers

1. Dr. G. Kavitha – Department of Commerce
2. Dr. G. Indrani - Department of Commerce

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23C11/ CM23C12	**DIRECTTAXATION**	**THEORY**	**88**	**2**	**-**	**4**

Preamble

➢ Togain expertKnowledgeoftheprovisionsofIncometax Actunderdifferentheads of incomes

Prerequisite

NoprerequisiteKnowledgerequired

Course Learning Outcomes

Onthesuccessfulcompletionofthecourse, studentswillbeable to

CLO Number	CLO Statement	Knowledge Level
CLO1	DefinethebasicprinciplesoftheIncomeTaxAct	**K1**
CLO2	Understandtheassessmentprocedureofdifferentheadsof Incomes	**K2**
CLO3	Applythevariousprocedures forsubmissionof incometaxreturn	**K3**
CLO4	Analysethetaxableincomeofanassesse	**K4**

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

DIRECTTAXATION -BP23C11/ CM23C12 – 88 Hrs

Unit I   (18 Hrs)

Basic Concepts - Assessment Year, Previous Year, Person, Assessee, Types of Assessee, Income, Gross Total Income, Total Income, Agricultural Income, Exempted Incomes, Incomes which do not form part of Total Income, Tax Rates, Difference between exemption and deduction, *Capital and Revenue – Receipts, Expenditure, Losses*, - Problems on distinguishing between agricultural and non-agricultural income, capital and revenue- Residential Status and Incidence of Tax- Relationship between residential status and incidence of tax – Simple problems.

Unit II   (18 Hrs)

Income under the head 'Salaries'**: *Income under the head 'Salaries': Meaning, Basis of charge, Forms of Salary*,** Allowances, Perquisites, Provident Fund, *Permissible deductionsundersection16*, Retirementbenefits–*Death-cum-retirementGratuity*, Leave Salary, Pension, Commuted pension.

Unit III   (18 Hrs)

Income under the head 'Income from House property': *Definition of House Property, Basis of charge, Annual Value, Deductions out of annual value*, Income from let-out house property, income from self-occupied house property, unrealized rent, vacancy allowance, intereston loan, pre-construction interest, arrears ofrent. *Profits and Gains of Business or Profession - Meaning of Business or Profession* - Computation of Profits and Gains of Business or Profession of Individual - Expenses ExpresslyAllowed –Expense Expressly Disallowed.

Unit IV   (17 Hrs)

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

Unit V   (17 Hrs)

SetoffandCarry ForwardSetofflosses. Permissible deductions from gross total income**: *Permissible deductions from grosstotalincome80C,80CCG,80D,80DD,80DDB,80E,80G,80GG,80GGA,80GGB, 80GGC, 80JJA, 80QQB,80RRB,80U*.** Computation of total income and tax liability- Assessment of Individuals. Old regime vsNew regime. **Assessment: Procedure for Assessment. Filing of Return – Due Dates of Filing – Voluntary Filing. Introduction to e-Filing.Return of Loss – Belated Return – Defective Return – Signing of Return – Permanent Account Number (PAN).e-PAN – Tax credit statement (26 AS) and Annual Information Statement (AIS). **

DistributionofMarks-Theory20%andProblems80%

*HighlightedContentofferedinBlendedMode(LinkProvided)

** Theory Only

Textbook

S.No	Authors	Title	Publishers	Year and Edition
1	GaurV.P.and NarangD.B	IncomeTax andPractice	Kalyani Publishers	Current Edition

Books for Reference

S.No	Author Name	Title	Publishers	Year and Edition
1	DinkarPagare	IncomeTax andPractice	SultanChand&Sons	CurrentEdition
2	Mehrothra	IncomeTax andPractice	SultanChand&Sons	CurrentEdition

Pedagogy

Lecture,PPT,Quiz,Assignment,GroupDiscussion, Seminar

Skill Component

- Identifyvarioussourcesofincomesthatareofrevenueandcapitalinnature.
- Toapplyvarious conceptsandpracticalcalculationswithreferencetoprovisions.
- Collectthelistof scientificresearchinstitutionsunder Business/Professions.
- PreparationsofTax statementforsample income.
- FillingofDemoReturns.

Course Designers

1. Dr.B.Thulasipriya–DepartmentofCommerce

2. Dr.S.Sujatha-Departmentof Commerce

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23E01	RESEARCH METHODOLOGY	THEORY	73	2	-	5

Preamble

- ❖ To understand the basics of Business Research
- ❖ To equip students with principles of quantitative and qualitative research.
- ❖ To acquaint about the fundamentals of research methods and statistical techniques

Prerequisite

- • Basic knowledge in research

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define and describe the various conceptual knowledge associated with the research framework.	K1
CLO2	Outline the research problem, sampling design and scale techniques to be used for the analysis and interpretation.	K2
CLO3	Apply the interpretation techniques on the research problems using various statistical tools	K3
CLO4	Analyse the research process by identifying the appropriate sampling design and make inferences on the research problem using research techniques and list the report of the research	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	L

S- Strong; M-Medium; L-Low

RESEARCH METHODOLOGY- BP23E01 (73 Hrs)

UNIT I (14 Hrs)

Introduction to Business Research: Definition – Objectives of Research-*__Types of Research__* – Significance of research- *__Process of Research__* – Criteria of good research-Research Problem-Selecting the Problem-Necessity of defining the problem-*__Technique involved in defining a problem__*

UNIT II (15 Hrs)

Research Design: Meaning-Need for Research Design-Features of a good design- *__Types of research designs__*- **Sampling Design**: Steps in Sampling design- *__Criteria of selecting a sampling procedure__*- Characteristics of a good sample design- Types of sample design- *__Sample size and its determination__*

UNIT III (15 Hrs)

Measurement scales: Nominal scale-Ordinal scale-Interval scale-Ratio scale- Scaling technique: *__Likert type scale__*- Methods of data collection: *__Primary and secondary data__*- Sources: *__Observation, Interview__*, Questionnaire, Schedules - Internet Sources-Data base- other methods. Data Processing: Fieldwork validation – Data Editing – Coding – *__Classification and Tabulation of Data__*.

UNIT IV (15 Hrs)

Statistical Techniques: -Frequencies – *__Descriptive__* – Cross tab –Multiple Response - *__Chi-square test__* – Compare Mean**:** one sample t-test, Independent sample t-test, One-way ANOVA, *__Correlation analysis__* – (includes simple problems)

UNIT V (14 Hrs)

Interpretation and Report writing: Technique of interpretation-Precautions in interpretation-*__Significance of Report writing__*-Layout of the Research report-*__Types of reports__*-Mechanics of writing research report-*__Precautions for writing research report__*.

__Distribution of marks: Theory 80 % Problems 20 %__

__Highlighted Content offered in Blended Mode (Link Provided)__

Textbook

S.No	Author Name	Book Name	Publisher	Year and Edition
1	C.R.Kothari	Research methodology Methods and Techniques	New Age International Publishers	2019, Second Revised Edition
2	C.Murthy	Research Methodology	Vrinda publication	Reprint2013

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and Edition
1	Uma Sekaran and Roger Bougie	Research Methods for Business	Wiley	2016, 7thEdition
2	Donal.R.Cooper	Business Research Methods	TataMcGraw Hill	2018, 12thEdition
3	Gupta S. P	Statistical Methods	Sultan Chand &Sons	2021, 46thEdition

Pedagogy

➢ Lecture, PPT Presentation, Quiz, Group Discussion, Seminar, Think, Pair and Share, One Minute Paper, Chain Notes, Pro-Con Grids, Quescussion, Assignment

Course Designers

1. Dr. C. Esakkiammal
2. Ms. R. Sangeetha

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23E02	**SOFTWARE ENGINEERING AND OOAD**	**THEORY**	**73**	**2**	**-**	**5**

Preamble

➢ To provide principles, methodologies, and best practices required for building high-quality software

➢ To explore key areas such as software design, including architectural and modular design, risk management, software maintenance, and testing techniques.

Prerequisite

➢ Noprerequisiterequired

CourseLearning Outcomes

Onthesuccessfulcompletion ofthecourse,students willbeable to

CLO Number	CLOStatement	Knowledge Level
CLO1	Recall basic concepts and tools in software engineering like development, design, maintenance, testing, and OOP	**K1**
CLO2	Explain software engineering concepts like development, design, maintenance, testing, and agile practices	**K2**
CLO3	Apply software engineering principles to develop, design, maintain, and test software using OOP and agile methods	**K3**
CLO4	Analyze software engineering models and tools for development, design, maintenance, testing, and OOP systems..	**K4**

MappingwithProgrammeLearning Outcomes

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

S-Strong;M-Medium;L-Low

SOFTWARE ENGINEERING AND OOAD - BP23E02 (73 HOURS)

UNIT I   **(14 Hrs)**

Basics of SoftwareEngineering: Need for Software Engineering –Definition – Software Characteristics – Software Myths – Program versus Software Products. ***Software Development Life Cycle Models, Advantages and Disadvantages, Comparison of various models***. Software Requirement Analysis (SRS): Value of good SRS- developing SRS from Business Requirements-Desirable Characteristics of SRS-***Components of an SRS- Structures of a requirement documents***, creating a backlog in agile model.

UNIT – II   **(15 Hrs)**

Software Design: Definition, Objectives, Process, Architectural design, Modular design, Structure chart, Coupling and Cohesion, Design of Human Computer Interface, Software Planning: ***Software metrics - Definition – Types of metrics*** - Software project estimation – Steps for estimation, ***Reason for poor and inaccurate estimation***, Project estimation guidelines, ***Models for estimation,COCOMO Model– Automated tools for estimation*** – Sprint planning in agile. CASE and its scope- Architecture of CASE environment, Building blocks for CASE,Objectives of CASE – Characteristics,List of CASE tools, Categories, Advantages and advantages.

UNIT – III   **(15 Hrs)**

Software Maintenance: Software as an evolution entity – Software configuration management activities, Change control process, Software version control, Software configuration management – Need – Categories of maintenance , Factors affecting the effort.***Risk management: Definition of risk – Basics for different types of software risks*** – Monitoring of risks – Risk management – Risk avoidance – Risk detection – Risk control – Risk recovery –Sources of risks – Types of risks, ***Project scheduling: Introduction – Factors affecting the task set for the project***– scheduling methods – ***Work breakdown structure – Flow graph – Gant chart*** - PERT - Setting up Sprint burn down charts for Agile model

UNIT – IV   **(15 Hrs)**

Software Testing : Introduction ,Testing principles , Fault, Error, Failure, Test cases – Black box and white box testing – Advantages and disadvantages – Methods for Block box testing strategies – Methods for white box testing strategies – ***Testing activities– Test plan – Tracking defects*.** Levels of testing: Debugging, Definition, Characteristics of bugs, Life cycle of a Debugging task, debugging approaches**. *Software Testing Tools: Need, Classification of tools Functional/Regression Testing tools***, Performance/Load Testing Tools, Testing process management Tools , Benefits of tools, Risk Associated with tools , Selecting tools ,categories of tools , ***Examples for commercial software testing tool***.

UNIT V   **(14 Hrs)**

Object Orientation, System development, Review of objects, Inheritance, Object relationship Dynamic binding,***OOSD life cycle, Process, Analysis, Design, prototyping*** ,Implementation Testing- Overview of Methodologies Ram Baugh methodology, OMT , Booch methodology, ***Jacobson methodology , patterns, Unified approach***, UML , Class diagram , Dynamic modeling, Role of AI in software engineering

* Highlighted Content offered in Blended Mode (Link Provided)

Text Books

S.No.	AuthorName	BookName	Publisher	Yearand edition
1.	Ian Sommerville	Software Engineering	Pearson Education	2011 and 9thEdn
2.	Rajib Mall	Fundamentals of Software Engineering	PHI Learning Pvt Limited, New Delhi	2018 and 5thEdn.

Reference Books

S.No.	AuthorName	BookName	Publisher	Yearand edition
1.	Roger S. Pressman	Software Engineering - A Practitioner's Approach	McGraw Hill	2010 and 7thEdn.
2.	PankajJalote	An Integrated Approach to Software Engineering	Narosa Publishing House	2011 and 3rdEdn.

Pedagogy

* Lecture,PPTpresentation,Quiz,GroupDiscussion,Seminar,Assignment,Activity based learning.

Course Designers

1. Mrs. A. Sasikala
2. Mrs. L. Mahalakshmi

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
CM23E03	PERFORMANCE MANAGEMENT	THEORY	73	2	-	5

Preamble

> To provide an in depth study of the both financial and non-financial performance measures in management and thedifficulties in assessing performance in divisionalized businesses

Prerequisite

> No prerequisite Knowledge required

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the applications of modern techniques of costing in industrial settings	K1
CLO2	Illustrate how a business should be managed and controlled and how information systems can be used to facilitate this	K2
CLO3	Examine the problems surrounding scarce resource, pricing and make or buy decisions.	K3
CLO4	Apply how scarce resource and pricing relates to the assessment of performance	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

PERFORMANCE MANAGEMENT - CM23E03 – 73 Hrs

Unit I **(14 Hrs)**

ABC, Calculate costs per driver and per unit using ABC, Compare ABC and traditional methods of overhead absorption based on production units, labour hours or machine hours. *Target costing* - Derive a target cost in manufacturing and service industries; Explain the difficulties of using target costing in service industries; *Suggest how a target cost gap might be closed. Life cycle costing* - *Identify the costs involved at different stages of the life-cycle*; Derive a life cycle cost in manufacturing and service industries; Identify the benefits of life cycle costing.

Unit II **(15 Hrs)**

Specialist Management Accounting Techniques – Throughput accounting - Discuss and apply thetheory of constraints, Calculate and interpret a throughput accounting ratio (TPAR), Suggest how a TPAR could be improved, *Apply throughput accounting to a multi-product decisionmaking problem*. Environmental accounting - Discuss the issues business face in the management of environmental costs; *describe the different methods a business may use to account for its environmental costs*.

Unit III **(15 Hrs)**

Decision Making Techniques – Relevant cost analysis - *Cost volume profit analysis* – Limiting Factors Pricing decisions - *Make-or- buy and other short-term decisions* - Dealing with risk and uncertainty in decision making.

Unit IV **(15 Hrs)**

Budgeting and Control: **Budgetary systems and types of budget -** *Quantitative analysis in budgeting Standard costing* - *Material mix and yield variances* - *Sales mix and quantity variances* **- Planning and operational variances**

Unit V **(14 Hrs)**

Performance Measurement and Control Performance management information systems - *Sources of management Information* - *Management reports* - Performance analysis in private sector organizations - *Divisional performance and transfer pricing* - *Performance analysis in not*- for - profit organizations and the public sector - *External considerations* and behavioral aspects

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

*Highlighted Content offered in Blended Mode (Link Provided)

Textbook

S.No	Authors	Title	Publishers	Year and Edition
1	Performance Management(ACCA)		Kaplan Publishing	Current Edition

Books for Reference

S.No	Author Name	Title	Publishers	Year and Edition
1	R K Sahu	Performance Management System	Excel Books	Current Edition
2	T V Rao	Performance Management: Toward Organizational Excellence	Sage Publications Pvt Ltd	2nd Edition 2016
3	PremChandha	Performance Management: It's About Performing - Not Just Appraising	Laxmi Publication	2003

Pedagogy

Lecture,PPT,Quiz,Assignment,GroupDiscussion, Seminar

Skill Component

- To Examine about business and financial modelling for Cost Volume and Profit Analysis
- To Interpret about Environmental Cost issues faced by business organization
- To Apply Throughput Accounting to a multi – product decision making problem
- To identify the difficulties of using target Costing in service industries
- To analyse about material mix and yield variances through Budgetary control

Course Designers

1. Dr. G. Kavitha– Department of Commerce
2. Dr. B. Thulasipriya – Department of Commerce

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23CP5	PROGRAMMING WITH PYTHON PRACTICAL	PRACTICAL	-	-	60	2

Preamble

Toenablethestudentstoenhancepracticalknowledge inPythonProgramming.

CourseLearningOutcomes

Onthesuccessfulcompletionofthecourse, studentswill beable to

CLO Number	CLOSTATEMENT	KnowledgeLevel
CLO1	Recognizing fundamental Python concepts like arithmetic operations, control structures, and user input handling.	K1
CLO2	Utilizing loops, recursion, and data structures to develop programs for pattern generation, searching, and mathematical computations.	K2
CLO3	Constructing Python programs involving lists, tuples, dictionaries, and object-oriented principles like inheritance.	K3
CLO4	Evaluating and improving the Python programs for modularity, efficiency, and usability in problem-solving scenarios.	K4

MappingwithProgrammeLearningOutcomes

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

S-Strong;M-Medium;L –Low

PROGRAMMING WITH PYTHON PRACTICAL - BP23CP5 -60Hrs

1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.
2. Write a Python program to construct the following pattern, using a nested loop

```
        *
       **
      ***
     ****
    *****
     ****
      ***
       **
        *
```

3. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the following criteria:

    Grade A: Percentage >=80   Grade B: Percentage >=70 and 80

    Grade C: Percentage >=60 and <70   Grade D: Percentage >=40 and <60

    Grade E: Percentage < 40

4. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.
5. Write a Python program to swap two numbers without using a third variable.
6. Write a program to perform arithmetic operations using user input.
7. Write a Python script that prints prime numbers less than 20.
8. Program to find factorial of the given number using recursive function.
9. Perform insertion, deletion, and searching operations on a list.
10. Write a Python program to count the number of even and odd numbers from array of N numbers.
11. Write a Python script to reverse a string.
12. Perform insertion, deletion, and searching operations on a list.
13. Python program for demonstrating indexing, and slicing of tuple.
14. Python program for demonstrating dictionary creation, key-value pair insertion and deletion.
15. Write a python program to create a base class `vehicle` and derived classes `car` and `Bike` with specific attributes.

Pedagogy

➢   Lecture,DemoinSystem

Course Designer
1.Ms.L.Mahalakshmi
2.Ms.A.Sasikala

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23SBP1	BUSINESS INTELLIGENCE WITH MACHINE LEARNING	PRACTICAL	-	4	41	3

Preamble

➢ Business Intelligence (BI) and Machine Learning (ML) together enable data-driven

Decision-making

➢ The focus is on practical skills using BI tools and ML techniques.

Prerequisite

➢ Basic understanding of statistics, programming (preferably Python), SQL, and data
Handling tools like Excel.

CourseLearning Outcomes

Onthesuccessfulcompletion ofthecourse,students willbeable to

CLO Number	CLOStatement	Knowledge Level
CLO1	Understand the fundamentals of Business Intelligence and Machine Learning.	K1
CLO2	Explain key concepts, tools, and techniques used in BI and ML for data analysis	K2
CLO3	Apply BI tools and ML algorithms to analyze and interpret business data	K3
CLO4	Evaluate BI and ML solutions to support data-driven decision-making and strategic planning.	K4

MappingwithProgrammeLearning Outcomes

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

S-Strong;M-Medium;L-Low

BUSINESS INTELLIGENCE WITH MACHINE LEARNING - BP23SBP1(41 HOURS)

1. Develop a Python program to load the house_prices.csv dataset and analyze the relationship between house prices, number of bedrooms, and square footage using visualizations and correlation.Use libraries like pandas, matplotlib, and seaborn for exploration.
2. Build a linear regression model in Python to predict house prices using number of bedrooms and square footage as predictors.Split the dataset into training and testing sets and print the model coefficients.

3. Use Python to evaluate the house price prediction model by testing it on the test dataset.Calculate performance metrics such as mean squared error and R² score to assess the model's predictive accuracy.

4. Develop a Python program to load the customer_data.csv dataset and apply K-Means clustering with k=3 to segment customers.Use appropriate pre-processing techniques if needed before clustering.
5. Use Python to visualize the resulting customer clusters from customer_data.csv using a scatter plot based on two relevant demographic features. Use different colors to distinguish between clusters for better clarity.
6. Use Python to analyze the customer segmentation model for customer_data.csv by interpreting the centroids and feature distributions of each cluster.Summarize the distinct characteristics of customers in each group based on demographic differ
7. Develop a Python program to load the movie_reviews.csv dataset and pre-process the text data by cleaning, tokenizing, and vectorizing the reviews. Use techniques such as lowercasing, stop word removal, and TF-IDF transformation.
8. Using Python, split the pre-processed data from movie_reviews.csv into training and testing sets and apply K-Means clustering to group reviews into sentiment-based clusters.
9. Use Python to evaluate the clustering performance for movie reviews by comparing predicted clusters with actual sentiment labels using accuracy.Interpret how effectively the model separates positive and negative reviews.
10. Develop a Python program using the book_ratings.csv dataset to build a recommendation system for books. Implement a collaborative filtering model, generate personalized book recommendations for a given user, and evaluate the system's performance using suitable metrics.

Pedagogy

* Lecture,DemoinSystem.

Course Designers

1. Mrs. A. Sasikala
2. Mrs. L. Mahalakshmi

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23AC1	BUSINESS COMMUNICATION	THEORY	SELF-STUDY			5**

Objective

- ➢ Acquire the basic concept of business communication.
- ➢ Exposed to effective business letter
- ➢ Paraphrase the concept of various correspondences.
- ➢ Prepare Secretarial Correspondence like agenda, minutes and various business reports.
- ➢ Acquire the skill of preparing an effective resume

BUSINESS COMMUNICATION-BP23AC1

UNIT I

Introduction to Business Communication: Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Principles of Communication – Formal and Informal Communication – Upward, Downward, Lateral and Diagonal Communication – Communication network- Barriers to Communication.

UNIT II

Business Letters: Need - Functions – Essentials of Effective Business Letters – kinds of a business letter- AI Tools for Drafting Business Letters -Planning Business message- Lay out.

UNIT III

Business Correspondence: Trade Enquiries – Orders and their Execution –Complaints and Adjustments – Collection Letters – Sales Letters – Circulars.

UNIT IV

Banking & Insurance Correspondence: Banking Correspondence – Types– Elements of a Good Banking Correspondence – Banking letters – Insurance – Meaning and Types – Insurance Correspondence – Insurance letters.

UNIT V

Secretarial Correspondence &Interview Preparation: Company Secretarial Correspondence – Introduction - Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing - Interview: Meaning – Objectives and Techniques of Various Types of Interviews - Application Letters – AI-based Resume Screening -Preparation of Resume.

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1.	Rajendra Pal &J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	2006, 9thEdn, Reprint
2.	Gupta and Jain	Business Communication	Satyabhama Publication, New Delhi.	2024, Revised

Books for Reference

S.No	Author Name	Title	Publishers	Year and Edition
1.	Jain OmprakashV.K.Biyani	Business Communication	Sultan Chand & Company Ltd, New Delhi	2009, 1stEdn, Reprint
2.	Pillai R.S.N. &Bagavathi	Modern Commercial Correspondence	Sultan Chand & Company Ltd, New Delhi	2006, 1stEdn, Reprint
3.	Uma Narula	Business Communication practices- Modern trends	Atlantic Publishers and distributors	2006, 1stEdn.

Course Designers

1. Dr. R. Eswari
2. Ms. R. Sangeetha

COURSE CODE	COURSETITLE	CATEGORY	L	T	P	CREDIT
BP23AC2	INTRODUCTION TO DATA SCIENCE	THEORY	SELF-STUDY			5**

Objectives

- To introduce the concepts, techniques and tools in Data Science.
- To understand the various facets of data science practice, including data collection and integration, exploratory data analysis, predictive modelling, descriptive modelling and effective communication.

<div align="center">

INTRODUCTION TO DATA SCIENCE - BP23AC2

</div>

Unit I

Introduction: Benefits and uses – Facets of data – Data science process – Big data ecosystem and data science

Unit II

The Data science process: Overview – research goals - retrieving data - transformation – Exploratory Data Analysis – Model building - Data Visualization

Unit III

Algorithms: Machine learning algorithms – Modelling process – Types – Supervised – Unsupervised - Semi-supervised

Unit IV

Introduction to Hadoop: Hadoop framework – Spark – replacing MapReduce– NoSQL – ACID – CAP – BASE – types

Unit V

Case Study: Prediction of Disease - Setting research goals - Data retrieval – preparation - exploration - Disease profiling - presentation and automation.

Text Book

Sl.No	Author	Title	Publishers	Year and Edition
1	Davy Cielen, Arno D. B. Meysman, Mohamed Ali	Introducing Data Science	Manning publications	2016, 1stEdn.
2	MurtazaHaider	Getting Started with Data Science – Making Sense of Data with Analytics	IBM press, E-book	E-book

Books for Reference

S.No	Author	Title	Publishers	Yearandedition
1.	Davy Cielen, Arno D.B. Meysman, Mohamed Ali	Introducing Data Science: Big Data, Machine Learning, and More, Using Python Tools	Dreamtech Press	2016, 1stEdn.
2	Annalyn Ng, Kenneth Soo	Numsense! Data Science for the Layman: No Math Added	Shroff Publishers and Distributors Private Limited	2015, 1stEdn.
3	Cathy O'Neil, Rachel Schutt	Doing Data Science Straight Talk from the Frontline	O'Reilly Media	2013, 1st Edition
4	Lillian Pierson	Data Science	For Dummies	2015, 2ndEdn.

Course Designers

1. Dr. A. Meenakshi

2. Dr. J. Rini Mercy