DEPARTMENT OF BCOM (e-COMMERCE)

CHOICE BASED CREDIT SYSTEM &

OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF COMMERCE WITH e-COMMERCE

2024 – 2027 BATCH

(I SEMESTER)

Autonomous and Affiliated to Bharathiar University
Reaccredited with A++ grade by NAAC, An ISO 9001: 2015 Certified Institution
Peelamedu, Coimbatore-641004

PROGRAMME LEARNING OUTCOMES (PLOs)

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

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOME (PSOs)

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

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

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

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

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR FRAMEWORK (LOCF)
BACHELOR OF COMMERCE WITH e-COMMERCE
2024-2027 BATCH & ONWARDS

Sem	Part	Subject Code	Title of the Paper	Course Type	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
I	I	TAM2301A/ HIN2301A/ FRE2301A	Language I – Tamil Paper I/ Hindi Paper I/ French Paper I	L	4	58	2	3	25	75	100	3
	II	ENG2301A	English Paper I	E	4	58	2	3	25	75	100	3
	III	CM23C01	Core-I Principles of Accounting	CC	5	73	2	3	25	75	100	3
	III	EC24C02	Core-II Fundamentals of e-Commerce	CC	6	88	2	3	25	75	100	4
	III	TH24A07	Allied I-Mathematics for Commerce	GE	5	73	2	3	25	75	100	4
	III	EC24CP1	Computer Application Practical I – Advanced Data Analysis Techniques in Excel	CC	4	60	-	3	15	35	50*	2
	IV		**Non Tamil Students**									2
		NME23B1 / NME23A1	Basic Tamil I/ Advanced Tamil I	AEC	2	28	2	-	100	-	100	
			Students with Tamil as Language									
		NME23ES	Introduction to Entrepreneurship	AEC	2	30	-	-	100	-	100	
I-V	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	

L– Language **E - English**
CC – Core Courses **CA – Continuous Assessment**
GE– Generic Elective **ESE–End Semester Examination**
AEC – Ability Enhancement Course **ACC – Additional Credit Course**
*CA conducted for 25 and converted into 15, ESE conducted for 75 and converted into 35

Examination System

One test for continuous assessment will be conducted on per-determined dates i.e., commencing on the 50th day from the date of reopening. The Model exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows **23-24 Batch onwards**

CA Question Paper Pattern and distribution of marks UG Language and English

Section A	5 x 1 (No choice)	:	5 Marks
Section B	4 x 5 (4 out of 6)	:	20 Marks (250 words)
Section C	2 x 10 (2 out of 3)	:	20 Marks (500 words)
Total		**:**	**45 Marks**

UG & PG- Core and Allied - (First 3 Units)

CA Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 3 = 6
One question with a weightage of 5 Marks(Internal Choice at the same CLO level)	:	5 x 3 =15
One question with a weightage of 8 Mark (Internal Choice at the same CLO level)	:	8 x 3 =24
Total	**:**	**45 Marks**

End Semester Examination – Question Paper Pattern and Distribution of Marks

Language and English – UG

Section A	10 x 1 (10 out of 12)	:	10 Marks
Section B	5 x 5 (5 out of 7)	:	25 Marks (250 words)
Section C	4 x 10 (4 out of 6)	:	40 Marks (600 - 700 words)
	Total	**:**	**75 Marks**

UG & PG - Core and Allied courses;
ESE Question Paper Pattern: 5*15=75

Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 5=10

One question with a weightage of 5 Marks	:	5 x 5 = 25
One question with a weightage of 8 Mark (Internal Choice at the same CLO level)	:	8 x 5 =40
Total	:	**75 Marks**

ESE Question Paper Pattern:(for Accounts Paper)

One question with a weightage of 2 Marks	:	2 x 5=10
One question with a weightage of 5 Marks	:	5 x 5 = 25
One question with a weightage of 8 Mark (Internal Choice at the same CLO level)	:	8 x 5 =40
Total	:	**75 Marks**

Continuous Internal AssessmentPattern Theory

I Year UG / PG (23 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**

Practical

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

Total : **25 marks**

ESE Practical Pattern

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

Part I V

Introduction to Entrepreneurship

    Quiz : 50 marks

    Assignment : 25marks

    Project / Case study : 25 marks

Total : 100 Marks

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME LEARNING OUTCOMES				
	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 - EC24C02					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE – EC24CP1					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S

S- Strong; M-Medium; L - Low

Course code	Course Name	Category	L	T	P	Credit
CM23C01	**PRINCIPLES OF 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

- Basic Knowledge in Financial Statements

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts and conventions in accounting.	K1
CLO2	Interpret accounting statement using basic concepts.	K2
CLO3	Apply the procedures of recording transactions and preparation of Reports.	K3
CLO4	Articulate the accounting concepts to interpret the performance of a Firm.	K4

Mapping with Programme Learning Outcomes

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

Syllabus

Unit I (14 Hrs)

Basic Accounting Concepts (AS-1) - Rectification of errors –Final Accounts- Bank Reconciliation Statement.

Unit II (14 Hrs)

Average due date – Bills of exchange (trade bills only)-Joint Venture (AS-27).

Unit III (15 Hrs)

Departmental Accounts – Basis for allocation of expenses. Branch Accounts (DependentBranches - Debtors and Stock & Debtors System – Independent Branches only).

Unit IV (15 Hrs)

Hire purchase Accounts: Default and Repossession – Hire purchase Trading Account –Installment purchase system.

Unit V (15 Hrs)

Depreciation (excluding change in method of depreciation) – Investment Account (AS-13).

Text Book

S. No	Authors	Title	Publishers	Year & edition
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2021

Reference Books

S. No	Authors	Title	Publishers	Year & edition
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13th ed.
2.	Jain S.P & Narang K.L	Principles of Accountancy	Kalyani Publishers	2018
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2016

Skill Components
- Identifying concepts and conventions adopted by a firm in their financial statement.
- Study a firm's financial statement and present a report on the accounting policies followed.
- To calculate the due date and amount on discounting of bills for a firm.
- Analysing the financial statement of a hire purchase company and present a report on the collection system.
- Analyse the treatment of depreciation for different firms.

Pedagogy

Module No.	Topic	No. of periods	Content delivery method	Participatory learning	CLO
UNIT I					
1	Introduction, Basic Accounting Concepts	1	Talk & Chalk	Interaction and	CLO1

				Discussion	
2	Introduction, Stages and types of errors,	1	Talk & Chalk	Interaction and Discussion	CLO1 CLO2
3	Effect of rectification on Net Profit, Suspense Account and Rectification of Errors During a Subsequent Accounting Period	3	Solving Problems		CLO2 CLO3
4	Preparation of Final Accounts, Suspense account, Final accounts with advanced adjustment entries	4	Solving Problems		CLO3 CLO4
5	Causes for Difference between cash book and pass book, Methods of preparation of Bank Reconciliation Statement	1	Talk & Chalk		CLO1 CLO2
6	Bank balance to be shown in Balance Sheet, Adjustments in cash book	4	Solving Problems	Assignment	CLO2 CLO3 CLO4
UNIT II					
7	Average due Date -Meaning, practical uses & determination of due date	1	Talk &Chalk		CLO1 CLO2
8	Average due date as basis for Calculation of interest, Drawings	2	Solving Problems		CLO3 CLO4
9	Bills of exchange - Introduction	1	Talk &Chalk		CLO1
10	Discounting of bill with a bank	1	Solving Problems		CLO2 CLO3
11	Endorsement of a bill	1	Solving Problems		CLO3
12	Sending a bill to bank for collection, Renewal of bill	1	Solving Problems		CLO3
13	Retirement of bills of exchange, Insolvency of Acceptor	1	Solving Problems		CLO3
14	Joint Venture- meaning, Introduction, Importance	2	Talk & chalk	Interaction and Discussion	CLO1 CLO2
15	Accounting for Joint Venture, Complete record method, Partial record method	4	Solving Problems	Assignment	CLO3 CLO4
UNIT III					
16	Departmental Accounts – Basis for allocation of expenses.	3	Talk & Chalk, Solving Problems		CLO1 CLO2

17	Branch accounts – meaning, objectives, types & features , Debtors system – Cost Price Method	2	Talk & Chalk	Group Discussion	CLO1
18	Debtors System – Invoice price method	4	Solving Problems		CLO3 CLO4
19	Stock & debtors system - Cost Price Method, Invoice Price Method	3	Solving Problems		CLO4
20	Independent Branch	3	Solving Problems		CLO3 CLO4
UNIT IV					
21	Hire purchase Accounts – Introduction, Hire purchase system	1	Talk & Chalk		CLO1 CLO2
22	Calculation of Interest	2	Solving Problems		CLO2
23	Accounting treatment in the books of hirer & hire vendor	1	Talk & Chalk		CLO3
24	Default and repossession – Complete Repossession	2	Solving Problems		CLO3 CLO4
25	Partial repossession	2		Activity based Learning	CLO4
26	Hire purchase trading account – debtors System	1	Solving Problems		CLO1 CLO4
27	Hire purchase trading account – Stock & debtors system	2	Solving Problems		CLO3 CLO4
28	Royalties – Introduction, Objectives & Features	1	Solving Problems		CLO1 CLO2
29	Short workings, recoupment of short Workings	1	Solving Problems		CLO3 CLO4
30	Fixed recoupment, flexible recoupment & short workings lapsed or written off	1	Solving Problems		CLO3 CLO4
31	Adjustment of minimum rent due to stoppage of strike & lockout	1	Solving Problems		CLO3
UNIT V					
32	Depreciation – Introduction, Meaning -,Definition	1		Seminar	CLO1
33	Causes of depreciation, features, Objectives & necessity for providing Depreciation	1		Seminar, Assignment	CLO1 CLO2
34	Methods of recording depreciation – Straight line method	1	Solving Problems		CLO3 CLO4

35	Diminishing value method	2	Solving Problems		CLO3 CLO4
36	Annuity method ,Sinking fund method	2	Solving Problems		CLO3 CLO4
37	Insurance policy & revaluation method	1	Solving Problems		CLO3 CLO4
38	Depletion & Machine hour method	1		Seminar	CLO3 CLO4
39	Investment accounts – Introduction, Types of securities	1	Solving Problems	Interaction and Discussion	CLO1
40	Calculation of cum-interest	2	Solving Problems		CLO2
41	Calculation of ex-interest	2	Solving Problems		CLO2
42	Investment in equity & rights	1	Solving Problems		CLO2 CLO3

Course Designers

1. Dr.S.Sujatha, Department of Commerce
2. Dr.G.Indrani, Department of Commerce

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC24C02	**FUNDAMENTALS OF e-COMMERCE**	**THEORY**	88	2	-	4

Preamble

➢ To establish knowledge about and acquaint the basic concepts of e-commerce.

➢ To in still idea of convergence of business relationship through recent technologies.

➢ To identify, define and differentiate the various modes of electronic commerce.

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

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong

Syllabus

UNIT I (18 hours)

Introduction to e-Commerce – Definition – Perspectives – History of e-Commerce –e-Commerce drivers – **Nature & Scope of e-Commerce – Characteristics** - Categories of e-Commerce - Electronic data interchange - Electronic funds transfer – 6 P's in e-Commerce –types of e-commerce models- Comparison between traditional and electronic commerce – **advantages and disadvantages of e-commerce**- Security Issues in e-Commerce –Security measures in e-commerce- futures in e-Commerce.

UNIT II (18 hours)

Introduction to e-business –business models in e-Commerce: B2C – B2B – relationship between B2B e-Commerce with other perspectives –B2B e-Commerce and EDI - difference between

B2B & B2C e-Commerce3 – C2C – C2B – B2G.Introduction to e-Services: Categories of e-Services – Web enabled services – Match making services – Information selling on the web – e-Entertainment – Auctions & other specialized services.

E-Commerce Technology: Introduction –Electronic Commerce Framework – Electronic Commerce and Media convergence. The Network Infrastructure for Electronic Commerce – The Network Infrastructure for Electronic Commerce: Components of the I-Way-Working models of I-way network infrastructure- Network Access Equipment-Global Information Distribution Networks. NSFNET- National Research &Educational Network. **Corporate Digital Library**

UNIT III (18 hours)

Dimension of Internal Electronic Commerce Systems - Types of Digital Documents. **Corporate data Warehouse** - Types of data warehouse. Electronic payment system – Introduction – Problems with traditional payment system – **features of e-payment system – Types of e-payment system**: e-token – e-cash – e-money - e-cheque – Credit cards – Debit cards – Smart cards. Credit Cards based e-Payment system - Application of Electronic payment system including online cashless transaction-Advantages of EPS –Designing e-Payment system.

UNIT IV (17 hours)

Robotic Process Automation: Introduction- Inventory Management-Order process automation-Customer Service Automation -price monitoring and competitive analysis-fraud detection and data entry management-marketing and sales automation. Internet Payment System: Characteristics of Payment system – 4C Payment methods – **SET Protocol for credit card payment** - Micropayment system. **Overview of smart card and Mondex** – e-commerce security & secure messaging - Information Security- Security Threats - V-commerce – Introduction and features - M-Commerce – Products and Services in M-Commerce - Mobile Commerce Risk, Security and Payment Methods

UNIT V (17 hours)

Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care. e-Commerce Laws And Regulations In India **and guidelines for consumer protection. Examples of the types of e-Commerce: Intel - Amazon – e-bay – Priceline.** Introduction to Artificial Intelligence in Industry 4.0 - Need to use AI – Reasons for Adopting AI in Industry 4.0 - Definition – Goals and Design Principles - Technologies of AI in Industry 4.0- AI Skills required for Industry 4.0- Advancements Artificial Intelligence in Industry 4.0 – Impact of AI in Industry 4.0 on Society, Business, Government and People - Introduction to 5.0

Text Books

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

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1	Ravi Kalakota and Andrew B. Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2013, Revised Edition
2	V. Rajaraman	Essentials of E-Commerce Technology	PHI Learning Private Limited	2015 Revised Edition

Course Designers

1. Dr.M.Deepalakshmi

2. Mrs.T.Subamathi

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC24CP1	COMPUTER APPLICATION PRACTICAL I- ADVANCED DATA ANALYSIS TECHNIQUES IN EXCEL	PRACTICAL	-	-	60	2

Preamble

- To give hands on training in basic computer applications

- To inculcate programming ability to compute data

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

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the various practical applications using advanced excel to import and export data	K1
CLO2	Demonstrate charts using power BI package tools	K2
CLO3	Develop data list using outline, auto-filters, and pivot table	K3
CLO4	Construct advanced functions and productivity tools to assist in developing worksheets.	K3

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

Syllabus

1. Enter the data with following fields:

    a) Serial no

    a) Name

    b) Address

    c) City

    d) Date of Joining

    e) Salary

    f) Course

    g) Duration

    h) No of students

    i) Total fees

    Perform the following:

    a. Change font as bold

    b. Arrange the alignment as center

    c. Rename the sheet

    d. Insert a new sheet

    e. Move a sheet

    f. Delete a sheet

    g. Hide/Unhide Column

    h. Change Column Width

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

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

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

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

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

7. Calculate the total profit margin for each sales and create a dual axis chart showing both sales revenue and profit margin by month using power BI

8. Perform predictive analysis to forecast future sales using power BI

9. Create a tree map to visualize sales revenue by product category and sub category using power BI

10. Explore different types of merging of queries in Power Query with two tables. We will combine two years of sales data (2020 and 2021) with the key field "Cust_ID"

11. Calculate descriptive statistics such as mean, median, standard deviation and Pivot table

12. Create a simple infographic for displaying sales of Apples and Oranges with a background Grey image using infogram.

13. Create a financial model for a business, including income statements, balance sheets.

14. Develop an interactive dashboard with dynamic charts, graphs, and slicers to visualize key performance indicators (KPIs) for a business or project.

15. Performing alphanumeric functions in Excel involves manipulating text strings that contain both letters and numbers using LEFT, RIGHT, MID, FIND and SEARCH.

Course Designers
1. Mrs.T.Subamathi
2. Mrs.K.Ilavarasi

DEPARTMENT OF BCOM (e-COMMERCE)

CHOICE BASED CREDIT SYSTEM

&

LEARNING OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF COMMERCE WITH e-COMMERCE

2024– 2027 BATCH

(II SEMESTER)

PROGRAMME LEARNING OUTCOMES (PLOs)

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

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOME (PSOs)

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

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

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

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

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR FRAMEWORK (LOCF)
BACHELOR OF COMMERCE WITH e-COMMERCE 2024-2027 BATCH

Sem	Part	Course Code	Title of the Course	Course Type	Instruction Hours/Week	Contact Hours	Tutorial Hours	Duration of Examination	Examination Marks			Credits
									CA	ESE	Total	
II	I	TAM2302A/ HIN2302A/ FRE2302A	Tamil Paper II/ Hindi Paper II/ French Paper II	L	4	58	2	3	25	75	100	3
	II	ENG2302A	English Paper-II	E	4	58	2	3	25	75	100	3
	III	EC24C03	Web Page Designing	CC	6	88	2	3	25	75	100	4
	III	CM23C04	Financial Accounting	CC	5	73	2	3	25	75	100	3
	III	TH24A16	Statistics for Commerce	GE	5	73	2	3	25	75	100	4
	III	EC24CP2	Web Designing Practical	CC	4	60	-	3	15**	35**	50	2
	IV	*NME23B2/ NME23A2	Basic Tamil II/ Advanced Tamil II	AEC	SS	-	-	-	100	-	100	Gr
	V	NM24UHR	Universal Human Values and Human Rights	AEC	2	30	-	-	100	-	100	2
	VI	NM23GAW	General Awareness	AEC	-	-	-	-	100	-	100	Gr.
I- IV	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I- V	VI	24BONL1 24BONL2 24BONL3	Online Course 1 Online Course 2 Online Course 3	ACC	-	-	-	-	-	-	-	-

L- Language   E- English   CC–Core Courses   GE–Generic Elective   GC- General Code

SS- Self Study   ACC- Additional Credit Code   AEC – Ability Enhancement Course   *After class hours

CA– Continuous Assessment   ESE-End Semester Examination

**ESE conducted for 75 converted to 35, CA conducted for 25 converted to 15

Examination System

One test for continuous assessment will be conducted on pre-determined dates i.e., commencing on the 50th day from the date of reopening. The Model exam will be conducted after completing 85th working days. Marks for ESE and CA with reference to the maximum for the courses will be as follows **23-24 Batch onwards**

UG & PG- Core and Allied - (First 3 Units)

CA Question from each unit comprising of
One question with a weightage of 2 Marks   :2 x 3 = 6

One question with a weightage of 5 Marks (Internal Choice at the same CLO level) :5 x 3 =15

One question with a weightage of 8 Marks (Internal Choice at the same CLO level) :8 x 3 =24

Total   **:45 Marks**

UG & PG - Core and Allied courses:

ESE Question Paper Pattern: 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks   :2 x 5=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) 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks   : 2 x 5=10

One question with a weightage of 5 Marks   :5 x 5=25

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

Continuous Assessment Pattern Theory

I Year UG / PG (23 Batch)

CA Test   : 5 marks **(Conducted for 45 marks after 50 days)**

Model Exam   : 7 marks **(Conducted for 75 marks after 85 days**

                                     (Each Unit 15 Marks))

Seminar/Assignment/Quiz   :   5 marks

Class Participation   :   5 marks

Attendance   :   3 marks

Total   **: 25 Marks**

Practical

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

ESE Practical Pattern

The End Semester Examination will be conducted for a maximum of 75 marks respectively with

a maximum 15 marks for the record and other submissions if any.

Part IV
**Introduction to Entrepreneurship / Women Studies / Universal Human Values
and Human Rights / Environmental Studies/ Design Thinking**

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

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE – EC24C03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE – 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 – EC24CP2					
CLO1	S	M	M	M	S
CLO2	S	S	S	S	M
CLO3	S	S	S	M	M
CLO4	S	S	S	S	S

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC24C03	**WEB PAGE DESIGNING**	**THEORY**	**88**	**2**	**-**	**4**

Preamble

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

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Relate basic concepts of web page designing with real-time web pages using HTML.	K1
CLO2	Demonstrate the use of tools for web page development and explore the implications of AI Systems on businesses and work force dynamics.	K2
CLO3	Develop web pages that present information, graphics and hypertext links to other web pages in a cohesive manner.	K3
CLO4	Examine web design challenges and effectiveness, using AI with web frame works to improve technology and functionality.	K4

Mapping with Programme Learning Outcomes

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

S- Strong

Syllabus

Unit I (17 Hrs)

Introduction to HTML – Information files creation – Web Client / Browser **– *Hyper Text Markup Language (HTML)*** – Commonly used HTML commands – ***Lists – Adding**

graphics to HTML documents – Tables – Linking Documents* – Frames – Projects in HTML.

Unit II (17 Hrs)
Cascading CSS – Introduction to CSS – Where to add CSS Rules – ***CSS Properties – Controlling Fonts – Text Formatting*** **–** Text Pseudo-Classes – Selectors – Lengths – ***Introduction to Box Model – Links*** – Backgrounds – Lists – Tables – Outlines - ***focus and active Pseudo-Classes Generated Content*** – Miscellaneous Properties – Additional Rules – Positioning with CSS

Unit III (18 Hrs)

Search Engine Optimization (SEO):- Introduction-Importance of SEO-History of Search Engines- How search Engines Operate- Crawling Techniques- ***Basic types of Search Tools-How People use search engines and portals*****-** page rank- anatomy of hyperlink- keywords and Queries- Website Design: **-** Introduction- Role of Website in B2C E-commerce- Website strategies and Goals- Website Specification-Design principles-push and pull approaches- ***E-mail- E-mail Etiquette- E-mail Security-Online Marketing and promotion. Tools for Website Design: - Introduction- HTML- Front page- ASP- MS-Access.***

Unit IV (18 Hrs)

AI-Powered Web Design Tools and User Personalization- AI Tools for Web Design- AI-based design tools-**AI in content creation (NLP for text generation, computer vision for image recommendations)**- Chatbots and Virtual Assistants for customer interaction- User Personalization with AI-***AI-driven personalization: gathering and using user data-Recommender systems*** - AI's role in A/B testing and conversion optimization- AI for Web Performance Optimization- AI-driven performance optimization tools- Page load speed optimization and core web vitals-Using AI for analytics and visitor tracking

Unit V (18 Hrs)

Future Trends in AI and Web Development, Capstone Project- Emerging AI Trends in Web Development- Voice-based search and voice UI design- AI-powered immersive experiences (AR/VR in web design)- Autonomous design and AI-driven UI creation-Ethics and Privacy in AI-Powered Web Design- Data privacy issues in personalized AI web applications-Security Guidelines for Developing E-Commerce Applications: **-**Introduction-***Information Security- Security Threats- Security Checklist for web Server*****-** Session Hijacking- Database Encryption Concepts. E-Commerce Testing Process:- Introduction- ***Setting Up an E-commerce System- Need for Testing- Types of Testing- Testing Web Tier*****-**Testing Middle Tier- Testing Data Tier- Other Tests.

Text Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ivan Bayross	Web Enabled Commercial Application Development Using HTML, Java script, DHTML and PHP(Unit–I,II)	BPB Publications	2021 Revised Edition
2.	Frain Ben	Responsive Web Design with HTML5 and CSS3	Packt Publications	2020
3.	Joshi Nisheeth	Artificial Intelligence with Beginners	Packt Publishing Limited	2022

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Gor Varun	Websites using HTML & CSS	APress	Latest Edition
2	Cook Craig Jason Garber	Dynamic HTML in Action	Springer-Verlag Berlin and Heidelberg GmbH & Co. KG	2022

Related Online Content

1.e-commerce and M-commerce technologies , P. Candace Deans , Zlibrary / IRM

Press, 2005 ,1lib.in/book/460226/0d5266?dsource=recommend

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

Pedagogy

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

Course Contents and Lecture Schedule

Module No.	Topic	CLOs	No. of hours	Content delivery methods	Learning methods
		Unit I (17 Hours)			
1	Introduction to HTML	CLO1	2	PPT & Lecture	Participatory learning
2	Information files creation – Web Client / Browser	CLO2 CLO3	2	Board, chalk & talk, videos	Participatory learning
3	**Hyper Text Markup Language (HTML)**	CLO1 CLO2	3	PPT & Lecture, Links	Blended , Participatory learning

4	Commonly used HTML commands	**CLO2** **CLO3**	**2**	Board, chalk & talk, videos	Participatory learning
5	**Lists – Adding graphics to HTML Documents**	**CLO2**	**3**	Chalk and talk, PPT & Lecture, Links	Blended , Participatory learning
6	**Tables – Linking Documents**	**CLO2** **CLO3**	**2**	Board, chalk & talk, videos, Links	Blended , Participatory learning
7	Frames – Projects in HTML.	**CLO4**	**3**	PPT & Lecture	Problem Based Learning
**Unit II (17 Hours)**

Unit II					
8	Cascading CSS – Introduction to CSS – Where to add CSS Rules	**CLO1** **CLO2**	**2**	PPT & Lecture	Participatory learning
9	**CSS Properties – Controlling Fonts – Text Formatting**	**CLO2**	**3**	Board, chalk & talk, videos, Links	Blended , Participatory learning
10	Text Pseudo Classes –Selectors – Lengths	**CLO2** **CLO3**	**2**	PPT & Lecture	Problem Based Learning
11	**Introduction to Box Model – Links**	**CLO2** **CLO3**	**2**	Board, chalk & talk, videos, Links	Blended , Participatory learning
12	Backgrounds – Lists – Tables – Outlines	**CLO1** **CLO2**	**2**	Chalk and talk & PPT	Participatory learning
13	**Focus and active Pseudo-Classes Generated Content**	**CLO3** **CLO4**	**3**	Board, chalk & talk, videos, Links	Blended , Participatory learning
14	Miscellaneous Properties– Additional Rules – Positioning with CSS.	**CLO2** **CLO3**	**3**	PPT & Lecture	Problem Based Learning

UNIT III (18 hours)

15	Search Engine Optimization (SEO) Introduction- Importance of SEO - History of Search Engines	**CLO2** **CLO3**	**2**	PPT & Lecture	Participatory learning
16	How search Engines Operate- Crawling Techniques	**CLO1** **CLO2**	**2**	Board, chalk & talk, videos	Participatory learning
17	**Basic types of Search Tools- How People use search engines and portals**	CLO2, CLO3	**3**	PPT & Lecture, Links	Blended , Participatory learning
18	Page rank- anatomy of hyperlink- keywords and Queries	CLO2, CLO3	**2**	Board, chalk & talk, videos	Participatory learning
19	Website Design: **-** Introduction- Role of Website in B2C E-commerce- Website strategies and Goals	**CLO3** **CLO4**	**3**	PPT	Participatory Learning
20	Website Specification-Design principles-push and pull approaches- *E-mail- E-mail Etiquette- E-mail Security-	CLO2, CLO3	**3**	PPT, Links	Blended , Participatory learning

	Online Marketing and promotion.				
21	**Tools for Website Design: - Introduction- HTML- Front page- ASP- MS-Access.***	**CLO3** **CLO4**	**3**	Board, chalk & talk, videos, Links	Blended , Participatory learning
**UNIT IV (18 hours)**
22	AI-Powered Web Design Tools and User Personalization	**CLO2** **CLO3**	**2**	PPT	Experimental learning
23	AI Tools for Web Design- AI-based design tools-**AI in content creation (NLP for text generation, computer vision for image recommendations)**	**CLO2** **CLO3**	**3**	PPT & Lecture, Links	Blended , Participatory learning
24	Chatbots and Virtual Assistants for customer interaction- User Personalization with AI	**CLO1** **CLO3**	**3**	PPT & Lecture	Participatory learning
25	***AI-driven personalization: gathering and using user data-Recommender systems***	**CLO2** **CLO3**	**3**	Board, chalk & talk, videos, Links	Blended , Participatory learning
26	AI's role in A/B testing and conversion optimization- AI for Web Performance Optimization	**CLO1** **CLO2**	**2**	PPT & Lecture	Experimental learning
27	AI-driven performance optimization tools- Page load speed optimization and core web vitals	**CLO3** **CLO4**	**3**	PPT & Lecture	Participatory learning
28	Using AI for analytics and visitor tracking	**CLO2** **CLO3**	**2**	Board, chalk & talk, videos	Participatory learning
**UNIT V (18 hours)**
29	Future Trends in AI and Web Development, Capstone Project- Emerging AI Trends in Web Development- Voice-based search and voice UI design	**CLO1** **CLO2**	**3**	PPT	Experimental learning
30	AI-powered immersive experiences (AR/VR in web design)- Autonomous design and AI-driven UI creation	**CLO2** **CLO3**	**2**	Board, chalk & talk, videos	Participatory learning
31	Ethics and Privacy in AI-Powered Web Design- Data privacy issues in personalized AI web applications	**CLO2** **CLO3**	**3**	PPT	Problem Based Learning
32	Security Guidelines for Developing E-Commerce Applications: **-**Introduction- ***Information Security-Security Threats**	**CLO2** **CLO3**	**2**	In Class Lecture using chalk and talk, Links	Blended , Participatory learning
33	**Security Checklist for web Server***- Session Hijacking-	**CLO1** **CLO2**	**2**	In class Discussion using PPT & Lecture,	Participatory learning

	Database Encryption Concepts			Links	
34	E-Commerce Testing Process:- Introduction- ***Setting Up an E-commerce System**	**CLO2 CLO3**	**2**	Board, chalk & talk, videos, Links	Blended , Participatory learning
35	**Need for Testing- Types of Testing- Testing Web Tier**	**CLO3 CLO4**	**2**	Board, chalk & talk, videos, Links	Blended , Experimental learning
36	Testing Middle Tier- Testing	**CLO3 CLO4**	**2**	In class Discussion using PPT	Problem Based Learning

Blended Learning Links

UNIT	TOPIC	REFERENCELINK
I	Hyper Text Markup Language (HTML)	https://youtu.be/G5GRPdqV_Ds
	Lists – Adding graphics to HTML Documents	https://youtu.be/G5GRPdqV_Ds?feature=shared
	Tables–Linking Documents	https://www.youtube.com/watch?v=iDA0kF5lrVk
II	CSS Properties –Controlling Fonts – Text Formatting	https://www.youtube.com/watch?v=3Fd11f00zOs
	Introduction to Box Model – Links Focus and active Pseudo-Classes Generated Content	https://www.youtube.com/watch?v=nSst4-WbEZk
III	Basic types of Search Tools- How People use search engines and portals	https://study.com/academy/lesson/video/search-engines-keywords-web-portals.html
	*E-mail- E-mail Etiquette- E-mail Security- Online Marketing and promotion.	https://www.wisestamp.com/blog/email-etiquette/
	Tools for Website Design: - Introduction- HTML- Front page- ASP- MS-Access.*	https://www.youtube.com/watch?v=8_eMgS6UszY&list=PLIY8eNdw5tW_ZQawyxK0Dd1cZXwcNFWn8
IV	AI in content creation (NLP for text generation, computer vision for image recommendations)	https://www.youtube.com/watch?v=lbGugemmozk
	AI-driven personalization: gathering and using user data-Recommender systems	https://www.youtube.com/watch?v=U-yq3I9QugQ
V	*Information Security- Security Threats Security Checklist for web Server*	https://www.youtube.com/watch?v=tH5BXm_rVSg&t=49s
	*Setting Up an E-commerce System	https://www.youtube.com/watch?v=tKwPzva-tOc
	Need for Testing- Types of Testing- Testing Web Tier	https://www.youtube.com/watch?v=YaXJeUkBe4Y

Course Designers

1. Ms. S. Janani

2. Mrs.T.Subamathi

Learning Methodology

S. No	Learning methods	Percentage
1.	Participatory learning	**80**
2.	Experimental learning	**10**
3.	Problem Based Learning	**10**

COURSE CODE	COURSE NAME	CATEGORY	L	T	P	CREDIT
CM23C04	FINANCIAL ACCOUNTING	THEORY	73	2	-	3

Preamble

➢ To enable the students to apply the conceptual principles in financial 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.
➢ To enhance knowledge in partnership, insurance and insolvency accounting

Prerequisite

Basic Knowledge in accountancy

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the concepts of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K1
CLO2	Describe the accounting treatment of Partnership Firms, Fire Insurance Claims and Insolvency Accounts	K2
CLO3	Apply the procedures related to partnership firms, calculation of insurance claims and Insolvency Accounts	K3
CLO4	Analyze and prepare financial accounts for partnership firms in different situations, Insurance claims and Insolvency Accounts	K4

Mapping with Programme Learning Outcomes

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; L-Low

Syllabus

Unit I (15Hrs)

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)
Unit II (14Hrs)
   Retirement of a Partner: Retirement Cum Admission -Death of a partner- Joint Life Policy – Accounting Treatment
Unit III (15Hrs)
   Dissolution of a Firm: Insolvency– Rule in Garner Vs Murray – Piece –Meal Distribution.(Maximum Loss Method only).Sale of Partnership to a Limited Company.
Unit IV (15Hrs)
   Fire Insurance Claims: Computation of Claim for Loss of Stock and loss of profit (excluding normal & abnormal loss)
Unit V (14Hrs)
   Insolvency Accounts: Relevant Act- Statement of Affairs – Deficiency Accounts - The Insolvency & Bankruptcy code 2016

Text Book

S. No	Authors	Title	Publishers	Year of Publication & Edition
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2023

Reference Books

S. No	Authors	Title	Publishers	Year of Publication & Edition
1.	RL Gupta &Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, & 13th Edition
2.	Jain S.P &Narang K.L	Principles of Accountancy	Kalyani Publishers	2018 & 12th Edition
3.	MC Shukla, T.S. Grewal & S.C. Gupta	Advanced Accountancy	S. Chand & sons	2019 & 13th Edition

Pedagogy
Lecture, PPT, Assignment, Seminar, Group Discussion, Activity based Learning

Contents & Lecture Schedule

Module No.	Topic	CLOs	No. of Hours	Content delivery Methods	Learning Methods
			UNIT I		
1.	**Partnership Accounts**: Division of Profits - Fixed & Fluctuating Capital – Past adjustments - Problems	CLO1, CLO2, CLO3,CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
2.	Guarantee of Profits - Admission of a	CLO1, CLO2, CLO3,CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning

	partner - Problems				
3.	**Limited Liability Partnership**: Introduction - Definition - LLP Act 2008 - Features – Advantages and Disadvantages (Theory Only)	CLO1, CLO2	5	Chalk and Talk, PPT	Participatory Learning
			UNIT II		
4.	Retirement of a Partner - Retirement Cum Admission - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
5.	Death of a Partner - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
6.	Joint Life Policy – Accounting Treatment - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
			UNIT III		
7.	Dissolution of a Firm - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
8.	Insolvency– Rule in Garner Vs Murray - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
9.	Piece –Meal Distribution (Maximum Loss Method only) - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
10.	Sale of Partnership to a Limited Company - Problems	CLO1, CLO2 CLO3, CLO4	3	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
			UNIT IV		
11.	Fire Insurance Claims: Meaning - Types of Fire Insurance Policies	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
12.	Computation of Claim for Loss of Stock - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Experiential Learning
13.	Computation of claim for loss of profits - Problems	CLO1, CLO2 CLO3, CLO4	5	Chalk and Talk, PPT	Participatory Learning, Problem Based

					Learning
		UNIT V			
14.	Insolvency Accounts: Relevant Act	CLO1,CLO2	2	Chalk and Talk, PPT	Participatory Learning
15.	Preparation of Statement of Affairs - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Problem Based Learning
16.	Deficiency Accounts - Problems	CLO1, CLO2 CLO3, CLO4	4	Chalk and Talk, PPT	Participatory Learning, Problem Based Learning
17.	The Insolvency & Bankruptcy code 2016	CLO1,CLO2	4	Chalk and Talk, PPT	Participatory Learning

Learning Methodology

S.No.	Learning Methods	Percentage
1	Participatory Learning	**30**
2	Experiential Learning	**30**
3	Problem Based Learning	**40**

Course Designers

1. Dr. S. Sujatha, Department of Commerce
2. Dr. L. Nithya, Department of Commerce

COURSE CODE	COURSE NAME	Category	L	T	P	Credit
EC24CP2	**WEB DESIGNING PRACTICAL**	**PRACTICAL**	**-**	**-**	**60**	**2**

Preamble

- To learn the language of the web: HTML and CSS.
- To design web pages with well-structured HTML and correct CSS layout/styling patterns.
- To develop personalize web pages using text formatting, graphics, audio, and video elements.
- To develop skills in analyzing the usability of a web site.

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the HTML and CSS elements and its attributes	K1
CLO2	Understand HTML and CSS code and demonstrate it with a HTML editor	K2
CLO3	Develop Websites for an organization based on their requirements using AI Techniques.	K3
CLO4	Analyse web page coding to identify errors	K4

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Web Page Designing Programs

1. Create a web page using list tags for manufacturing company to publish its information on the Web to draw user attention to its list of products.

2. Create a web page giving the following train details

- Train name
- Starting Place
- Destination
- Arrival and Departure Time
- Fare

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

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

4. Create a specimen of a corporate web page. Divide the browser screen into two frames. The frames on the left will be a menu consisting of hyperlinks. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right-hand side.

5. Create a web page, which accepts user information and user comments on the web site. Design the web page using form elements and checks if all the text fields have being entered with data else display an alert.

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

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

8. Develop a HTML document which displays you name as heading and displays any four of your

friends. Each of your friend's names must appear as hot text. When you click your friend's name, it must open another HTML document, which tells about your friend.

9.Develop a HTML document to display a Registration Form for an inter-collegiate function.

10.Develop a Complete Web Page using Frames and Frame sets which gives the Information

11.Create an E-mail Newsletter using HTML and Cascading Style sheets

12.Create how to set the margins of a paragraph element using cascading style sheets.

13.Create to add a Google Translate Button on your web page.

14.Design a web page for pop-up advertisement using AI integrated with HTML and cascading style sheet.

15.Design a website using AI with a minimum of five pages for an educational institution.

Pedagogy

Demonstration through System, Demonstration through PPT.

Course Contents and Lecture Schedule

Module No	Topic	CLOs	No. of Periods	Content delivery methods	Learning Methods
1	Create a web page using list tags for manufacturing company to publish it information on the Web to draw user attention to its list of products.	CLO1	4	Presentation	Participatory Learning, Experimental Learning
2	Create a web page giving the following train details • Train name • Starting Place • Destination • Arrival and Departure Time • Fare Place a border for the table and use cell padding to present the cell data with clarity. Align the table in the center of the screen. Use a Caption saying 'Time Table and Fare list'.	CLO1	4	Presentation	Participatory Learning, Experimental Learning
3	Create a document with two links to an external document. The first should lead to the beginning of the external document. The second link should lead to a particular section in the external document.	CLO1	4	Presentation	Participatory Learning, Experimental Learning

4	Create a specimen of a corporate web page. Divide the browser screen into two frames. The frames on the left will be a menu consisting of hyperlinks. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right-hand side.	CLO1	4	Presentation	Participatory Learning, Experimental Learning
5	Create a web page, which accepts user information and user comments on the web site. Design the web page using form elements and checks if all the text fields have being entered with data else display an alert.	CLO1	5	Presentation	Participatory Learning, Experimental Learning
6	Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.	CLO1	4	Presentation	Participatory Learning, Experimental Learning
7	Create a web page with audio and video embedding using simple HTML5 program.	CLO1	4	Presentation	Participatory Learning, Experimental Learning
8	Develop a HTML document which displays you name as heading and displays any four of your friends. Each of your friend's names must appear as hot text. When you click your friend's name, it must open another HTML document, which tells about your friend.	CLO2	4	Presentation	Participatory Learning, Experimental Learning
9	Develop a HTML document to display a Registration Form for an inter-collegiate function.	CLO3	5	Presentation	Participatory Learning, Experimental Learning
10	Develop a Complete Web Page using Frames and Frame sets which gives the Information	CLO3	4	Presentation	Participatory Learning, Experimental Learning
11	Create an E-mail Newsletter using HTML and Cascading Style sheets	CLO2	4	Presentation	Participatory Learning, Experimental Learning
12	Create how to set the margins of a paragraph element using cascading style sheets..	CLO3	4	Presentation	Participatory Learning, Experimental Learning
13	Create to add a Google Translate Button on your web page.	CLO2	3	Presentation	Participatory Learning, Experimental Learning

14	Design a web page for pop-up advertisement using AI integrated with HTML and cascading style sheet.	CLO2	4	Presentation	Participatory Learning, Experimental Learning
15	Design a website using AI with a minimum of five pages for an educational institution.	CLO2	3	Presentation	Participatory Learning, Experimental Learning

Course Designers
1. Dr. R. Lakshmi Priya
2. Ms. S. Janani

Learning Methodology

S.No	Learning methods	Percentage
1.	Participatory Learning	**50**
2.	Experimental learning	**50**

DEPARTMENT OF BCOM (e-COMMERCE)

CHOICE BASED CREDIT SYSTEM (CBCS) &

LEARNING OUTCOMES - BASED CURRICULUM FRAMEWORK (LOCF)

BACHELOR OF COMMERCE WITH e-COMMERCE

2024– 2027 BATCH

(III SEMESTER)

BACHELOR OF COMMERCE WITH e-COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) &
LEARNING OUTCOMES - BASED CURRICULUM FRAMEWORK (LOCF)
SCHEME & SYLLABUS OF EXAMINATION
2024-2027 BATCH
SEMESTER III

Sem	Part	Course Code	Title of the Course	Course Type	Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
III	I	TAM2303A/ HIN2303A/ FRE2303A	Tamil Paper III/ Hindi Paper III/ French Paper III	L	4	58	2	3	25	75	100	3
	II	ENG2403A	English Paper III	E	4	58	2	3	25	75	100	3
	III	BP24C05	Fundamentals of Corporate Accounting	CC	5	73	2	3	25	75	100	4
	III	EC24C06	Relational Database Management System	CC	4	58	2	3	25	75	100	3
	III	EC24A01/ EC23A02/ BP23A01	Company Law / Banking Law and Practice/ Business Management and Ethics	GE	5	73	2	3	25	75	100	4
	III	EC24CP3	Database Programming Practical	CC	3	45	-	3	15	35	50*	2
	III	EC24SBP1	Digital Marketing Analytics In e-Commerce	SEC	3	41	4	-	100	--	100	3
	IV	NM23DTG	Design Thinking	AEC	2	30	-	-	100	-	100	2
I-III	VI	COM15SER	Community Services 30 Hours	GC	-	-	-	-	-	-	-	-
I – V	VI	24BONL 1 24BONL 2 24BONL 3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-	-	-

L – Language   E – English   CC – Core Courses   CA – Continuous Assessment
GE – Generic Elective   ESE - End Semester Examination
AEC – Ability Enhancement Course   SEC- Skill Enhancement Course
ACC- Additional Credit Course   GC- General Course
*CA conducted for 25 and converted into 15, ESE conducted for 75 and converted into 35

Examination System

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

CA Question Paper Pattern and distribution of marks UG

Language and English

Section A 5 x 1 (No choice) : 5 Marks
Section B 4 x 5 (4 out of 6) : 20 Marks (250 words)

Section C 2 x 10 (2 out of 3) : 20 Marks (500 words)

Total : 45 Marks

UG - Core and Allied - (First 3 Units)

CA Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x 3 = 6
One question with a weightage of 5 Marks (Internal Choice at the same CLO level)	:	5 x 3 =15
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 3 =24
Total	**:**	**45 Marks**

CA Question Paper Pattern:(for Fundamentals of Corporate Accounting)
Question from each unit comprising of

One question with a weightage of 2 Marks	: 2 x 3= 6
One question with a weightage of 5 Marks	: 5 x 3 =15
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	: 8 x 3 = 24
Total	**: 45 Marks**

End Semester Examination – Question Paper Pattern and Distribution of

Marks Language and English – UG

Section A   10 x 1 (10 out of 12) :   10 Marks

Section B   5 x 5 (5 out of 7) :   25 Marks (250 words)

Section C   4 x 10 (4 out of 6) :   40 Marks (600 - 700 words)

Total :   75 Marks

End Semester Examination – Question Paper Pattern and Distribution of Marks UG - Core and Allied courses:

ESE Question Paper Pattern: 5 x 15 = 75 Marks

One question with a weightage of 2 Marks	:	2 x5=10
One question with a weightage of 5 Marks (Internal Choice at the same CLO level)	:	5 x 5 = 25
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 5 = 40
Total	**:**	**75 Marks**

Question from each unit comprising of

ESE Question Paper Pattern:(for Fundamentals of Corporate Accounting) 5 x 15 = 75 Marks

Question from each unit comprising of

One question with a weightage of 2 Marks	:	2 x5=10
One question with a weightage of 5 Marks	:	5 x 5 = 25
One question with a weightage of 8 Marks (Internal Choice at the same CLO level)	:	8 x 5 = 40
Total	:	**75 Marks**

Continuous Internal Assessment Pattern Theory

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

ESE Practical Pattern

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

Core Practical

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

Skill Based Practical course

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**

Part IV- Design Thinking

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

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME LEARNING OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE – BP24C05					
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 – EC24C06					
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 – EC24A01					
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 – EC23A02					
CLO1	S	S	L	L	L
CLO2	S	S	L	M	M
CLO3	S	M	M	L	L
CLO4	S	S	L	M	S
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 – EC24CP3					
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 – EC24SBP1					
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; L - Low

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP24C05	FUNDAMENTALS OF CORPORATE ACCOUNTING	THEORY	73	2	-	4

Preamble

❖ To explores a comprehensive understanding of corporate accounting principles, focusing on key areas such as share issuance, forfeiture, redemption, financial statements, business reconstruction, and company liquidation.

❖ It emphasizes legal and regulatory compliance in line with the Companies Act.

Prerequisite

• Basic Knowledge in Company Accounts

Course Learning Outcomes

On the successful completion of the course, students will be able to understand the accounting procedures and the key role in business operations.

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall fundamental concepts and legal provisions related to issue, forfeiture, reissue, redemption, and liquidation of shares and debentures as per the Companies Act.	K1
CLO2	Explain the principles and regulatory framework of corporate financial transactions including right issue, bonus issue, underwriting, amalgamation, and internal reconstruction.	K2
CLO3	Apply accounting procedures to prepare final accounts of companies and compute financial statements in compliance with Schedule III of the Companies Act, 2013	K3
CLO4	Analyze various methods of amalgamation and internal reconstruction to evaluate their impact on company structure and shareholder interests	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

Syllabus

Unit I   **(14 Hrs)**

     Issue, Forfeiture and Reissue of shares: – Pro-rata Allotment – Right Issue – Bonus Issue - Underwriting of Shares and Debentures – Underwriting Commission - Types of Underwriting.

Unit II   **(14 Hrs)**

     Issue and Redemption of Preference Shares and Debenture: – Provisions of Companies Act – Capital – Redemption Reserve – Minimum Fresh Issue – Redemption at Premium. Debentures: Issue and Redemption (Basic problems only).

Unit III   **(15 Hrs)**

     Final Accounts of Companies: - Introduction – Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013 – Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss –   Ascertaining Profit for Managerial Remuneration.

Unit IV   **(15 Hrs)**

     Amalgamation and Internal Reconstruction: - Amalgamation – Meaning - Purchase Consideration - Lump Sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method - Types of Methods of Accounting for Amalgamation -The Pooling of Interest Method - The Purchase Method (Excluding Inter-Company Holdings)   Internal Reconstruction – Conversion of Stock – Increase and Decrease of Capital – Reserve Liability

Unit V   **(15 Hrs)**

     Liquidation of Companies: Types of Liquidation - Preparation of Liquidators Final Statement of Accounts – Order of Payment – Liquidator's Remuneration – Calculation of Preferential Creditors (Excluding Statement of Affairs). Indian Accounting Standards (AS 1-6, 10-15, 20-23) - Elementary Introduction to International Financial Reporting Standard. (Theoretical Aspects only)

Distribution of Marks: Theory 20% Problem 80%

Text Book

S.No	Authors	Title	Publishers	Year and Edition
1	Reddy.T S and Murthy.A	Corporate Accounting	Margham Publications	2023,7th Edn, Reprint

Reference Books

S.No	Author Name	Title	Publishers	Year and Edition
1	S.P.Jain & K.L.Narang	Corporate Accounting	Kalyani Publishers	2018, 19th Edn
2	Gupta.RL and.Radhasamy.M	Corporate Accounting Vol-II	SultanChand &Sons	2021,14th Edn
3	Pillai.RSN, Bhagavathy and Uma.S	Advanced Accountancy Vol-II	S Chand Publisher	2016, 2nd Edn

Pedagogy

- PowerPoint Presentations, Group Discussion, Seminar, Quiz Assignment, Experience Discussion, Brainstorming, Activity, Case Study

Course Content and Lecture Schedule

Module No	Topic	CLO Level	No. of. Hours	Content Delivery Methods	Learning Methods
Unit I (14 Hours)					
1	Issue, Forfeiture and Reissue of shares	CLO1, CLO2, CLO3	2	PPT, Demo	Experiential Learning
2	Pro-rata Allotment	CLO1, CLO2, CLO3, CLO4	2	Lecture, PPT	Participatory Learning
3	Right Issue	CLO3, CLO4	2	Link, Demo	Experiential Learning
4	Bonus Issue	CLO1 CLO2, CLO3	2	Chalk and Talk, PPT	Participatory Learning
5	Underwriting of Shares and Debentures	CLO1 CLO2, CLO3	2	PPT, Demo	Experiential Learning
6	Underwriting Commission	CLO1, CLO2, CLO3, CLO4	2	Flipped Class, PPT	Problem based Learning
7	Types of Underwriting	CLO1, CLO2, CLO3, CLO4	2	Chalk and Talk, PPT	Participatory Learning
Unit II (14 Hours)					
8	Issue and Redemption of Preference Shares and Debenture	CLO1, CLO2, CLO3, CLO4	3	PPT, Demo	Participatory Learning
9	Provisions of Companies Act – Capital - Redemption Reserve	CLO2, CLO3, CLO4	3	Lecture, Demo	Problem based
10	Minimum Fresh Issue	CLO2, CLO3, CLO4	3	Link, Demo	Problem based

11	Redemption at Premium. Debentures	CLO1, CLO2, CLO3	3	Flipped Class, PPT	Problem based learning
13	Issue and Redemption	CLO1, CLO2, CLO3	2	Lecture, PPT	Experiential Learning
Unit III (15 Hours)					
14	Final Accounts of Companies Introduction	CLO1, CLO2, CLO3, CLO4	3	Link, Demo	Participatory Learning
15	Form and Contents of Financial Statements as Per Schedule III of Companies Act 2013	CLO2, CLO3, CLO4	4	Link, Demo	Problem based
16	Part I Form of Balance Sheet – Part II Form of Statement of Profit and Loss	CLO1, CLO2, CLO3, CLO4	4	Flipped Class, PPT	Participatory Learning
17	Ascertaining Profit for Managerial Remuneration.	CLO1, CLO2, CLO3, CLO4	4	Link, Demo	Experiential Learning
Unit IV (15 Hours)					
18	Amalgamation and Internal Reconstruction, Amalgamation – Meaning	CLO1, CLO2, CLO3, CLO4	2	PPT, Demo	Participatory Learning
19	Purchase Consideration	CLO1, CLO2, CLO3	2	PPT, Demo	Experiential Learning
20	Lump Sum Method, Net Assets Method, Net Payment Method, Intrinsic Value Method	CLO1, CLO2, CLO3, CLO4	2	Chalk and Talk, PPT	Participatory Learning
21	Types of Methods of Accounting for Amalgamation	CLO1, CLO2, CLO3, CLO4	2	Link, Demo	Problem based
22	The Pooling of Interest Method - The Purchase Method (Excluding Inter-Company Holdings)	CLO1, CLO2, CLO3, CLO4	2	Chalk and Talk, PPT	Participatory Learning
23	Internal Reconstruction	CLO2,	2	PPT, Demo	Problem based

		CLO3, CLO4			
24	Conversion of Stock – Increase and Decrease of Capital	CLO2, CLO3, CLO4	2	Flipped Class, PPT	Participatory Learning
25	Reserve Liability	CLO1, CLO2, CLO3, CLO4	1	Lecture, Demo	Experiential Learning
Unit V (15 Hours)					
25	**Liquidation of Companies**: Types of Liquidation	CLO1, CLO2, CLO3, CLO4	3	Link, Demo	Participatory Learning
26	Preparation of Liquidators Final Statement of Accounts – Order of Payment	CLO1, CLO2, CLO3, CLO4	3	In Class Lecture using chalk and talk	Problem solved learning
27	Liquidator's Remuneration – Calculation of Preferential Creditors (Excluding Statement of Affairs).	CLO2, CLO3, CLO4	3	PPT, Demo	Experiential Learning
28	Indian Accounting Standards (AS 1-6, 10-15, 20-23)	CLO3, CLO4	3	Lecture, Demo	Problem based Learning, Blended Learning
29	Elementary Introduction to International Financial Reporting Standard.	CLO2, CLO3, CLO4	3	Group Discussion, PPT	Participatory Learning

Reference Links

Unit	Reference Link
I	https://unacademy.com/content/cbse-class-11/study-material/accountancy/forfeiture-of-shares/
	https://cleartax.in/s/rights-issue-companies-act-2013?utm_source
	https://gargicollege.in/wp-content/uploads/2020/03/Underwriting-of-shares-part-1.pdf
II	https://www.youtube.com/watch?v=hZ6Tv3YL0mk
	https://in.video.search.yahoo.com/search/video;_ylt=AwrKDoNj7Q1oQwIAmuK7HAx.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=Provisions+of+Companies+Act%E2%80%93Capital+-+Redemption+Reserve&fr2=piv-web&type=E210IN1316G0&fr=mcafee#id=4&vid=4af7d613920b199bff23f22186ed011f&action=view

	https://www.gc11.ac.in/uploads/elearning/Redumption%20of%20Preference%20Shares-1553331361.pdf
III	https://egyankosh.ac.in/bitstream/123456789/80354/1/Unit-4.pdf
	https://www.youtube.com/watch?v=mr_hdCNMvGE
	https://egyankosh.ac.in/bitstream/123456789/73964/1/Unit-13.pdf
IV	https://www.slideshare.net/slideshow/amalgamation-absorption-and-purchase-consideration/235524907
	https://www.slideshare.net/slideshow/as-14-accounting-for-amalgamation/38160080
	https://testbook.com/ugc-net-commerce/internal-reconstruction-of-company
V	https://thkjaincollege.ac.in/onlineStudy/commerce/1stSem/FA1/Unit-2B_ii-Reserves%20and%20Provisions.pdf
	https://www.legalwiz.in/blog/modes-of-winding-up-of-a-company?utm_source
	https://www.youtube.com/watch?v=74S-OW4ETgI
	https://ddugu.ac.in/ePathshala_Attachments/STUDY374@972751.pdf

Skill Components

- Familiarity with fundamental principles like consistency, prudence, and accruals.

- Creating and managing a structured list of accounts for categorizing financial transactions.

- Understanding changes in equity due to profits, losses, dividends, and other factors.

- Recognizing and recording dividends declared and paid by the company, Ability to handle transactions related to the issuance and repurchase of stock.

- Adhering to corporate governance principles and financial reporting standards (e.g., IFRS, GAAP).

- Identifying financial risks and employing hedging or other techniques to manage financial uncertainty.

Course Designers

1. Dr.M.Deepalakshmi
2. Dr.R. Eswari

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Problem Solving	30
3	Experimental Learning	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
EC24C06	RELATIONAL DATABASE MANAGEMENT SYSTEM	THEORY	58	2	-	3

Preamble
- To provide comprehensive knowledge about relational database management system
- To enlighten about prominent commands used in structured query language

Prerequisite

No prerequisite required

Course learning outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Interpret about DBMS , Relational database management concepts and normalization	K1
CLO2	Develop the tables using normalization and knowledge about Key relationships, Demonstrate PL/SQL built in functions	K2
CLO3	Demonstrate PL/SQL built in functions, know the basic storage database structure and extract database using data warehouse and datamart.	K3
CLO4	To understand the architecture, data distribution, query optimization, and advanced features of Distributed and Object-Oriented Database Management Systems.	K4

Mapping with Programme Learning Outcomes

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

S- Strong, M- Medium, L- Low

Syllabus

UNIT I **(12 Hrs)**

Data, Databases, Database Management System – Components of Database – Data Dictionary – Architecture: Overall Architecture of DBMS, Three level architecture. Data Models Types of Database models: Hierarchical Database Model, Network Database Model. Introduction Relational Database Management System : Relational Database Model, E-R model: Entities - Attributes – Relationships – E-R diagram – Samples.

UNIT II **(11 Hrs)**

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

UNIT III **(12 Hrs)**

Introduction to SQL: SQL data types - Data Definition Commands – Data Manipulation Commands – Data retrieval commands. MySQL Operators and Expressions Types of Operators – Arithmetic, Comparison and logical operators –Pattern matching.

UNIT IV **(11 Hrs)**

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**.**

Introduction to PL/SQL- user defined functions- Triggers and Stored procedures.

Introduction to Data warehousing and Data mining – Applications – Data marts. Big Data: Definition – Characteristics – Various Technologies used – Applicatios

UNIT V **(12 Hrs)**

Distributed Database Management Systems (DDBMS) – Components, Architecture, and Data Distribution – Data Fragmentation, Replication, and Allocation – Distributed Query Processing & Optimization – Concurrency Control & Transaction Management – Parallel

Databases: Query Execution, Load Balancing – Sorting & Indexing in DDBMS – Object-Oriented Databases: Features, Data Modeling, and Real-World Applications.

Text Books

S.No	Author Name	Title of the Book	Publisher	Year and Edition
1	Ramon A Mata-Toledo Pauline KCushman	Database Management System	Tata Mc Graw- Hill Publishing company limited, NewDelhi.	2010, 2nd Edn.
2	Riktesh Sri Vastava, Rajita SriVatsava	Relational Database Management	New Age International Publications	January 2014 1st Edn.

Reference Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Ramakrishnan &Gehrke	Database Management Systems	Tata Mc Graw Hill	2009, 8th Edn.
2	Nilesh Shah	Database Systems using Oracle	PHI learning Pvt Ltd	2014,2nd Edn.
3.	Spectrum all in One	Relational Database Management System	SIA Publishers and Distributors	2021, 2nd Edn.

Skill Components

- Design basic databases and draw ER diagrams using data modeling techniques.

- Normalize tables and apply data integrity rules using appropriate constraints.

- Write SQL queries for creating, modifying, and retrieving data from databases.

- Use SQL functions, subqueries, and write basic PL/SQL procedures and triggers.

- Understand distributed databases, query optimization, and object-oriented database applications.

Pedagogy

Lecture, Assignment, Group Discussion, PowerPoint Presentation and Seminar

Reference Links

UNIT I
- https://www.youtube.com/watch?v=CZfmqC9dMJA
- https://www.youtube.com/watch?v=WI9dE8-TFAc
- https://www.youtube.com/watch?v=vuXnRRG-m5M

UNIT II

- https://www.youtube.com/watch?v=tOohitf2CNE
- https://www.youtube.com/watch?v=qOlhsLIc0lA

UNIT III

- https://www.youtube.com/watch?v=m1pCQCCGWoQ
- https://www.youtube.com/watch?v=3eToWRq6qQw
- https://www.youtube.com/watch ?v=T2sf4zYx67A

UNIT IV

- https://www.youtube.com/watch?v=tce7ptXZYwg
- https://www.youtube.com/watch?v=94ODobZsaCA
- https://www.youtube.com/watch?v=ewlv-rmIwZw

UNIT V

- https://www.youtube.com/watch?v=vv0ReKrEQf4
- https://www.youtube.com/watch?v=xEmrFePGjEg
- https://www.youtube.com/watch?v=bAyrObl7TYE&t=225s
- https://www.youtube.com/watch?v=Pyo4RWtxsQM

Course Content and Lecture Schedule

UNIT – I (12 Hours)					
Module No	**Topic**	**CLO Level**	**No of hrs**	**Content delivery methods**	**Learning Methods**
1	Data, Databases, Database Management System	CLO1,CLO2	2	Chalk & Talk, Flipped Class	Participatory Learning
2	Components of Database and Data Dictionary	CLO1,CLO2	2	PPT, Links	Participatory Learning ,Blended Learning
3	Architecture: Overall Architecture of DBMS, Three Level architecture.	CLO2, CLO3	2	PPT,PDF	Experiential Learning
4	Data Models Types of Database models: Hierarchical Database Model, Network Database Model.	CLO2, CLO3	2	Chalk & Talk, PPT	Participatory Learning
5	Introduction Relational Database Management System :Relational Database Model	CLO1, CLO2 CLO3, CLO4	2	Links,PPT	Experiential Learning ,Blended Learning
6	E-R model: Entities, Attributes	CLO1, CLO3 CLO4	2	Flipped Class,PPT	Participatory Learning

	relationships, E-R diagram, Samples				
**UNIT – II (11 Hours)**				
7	CODD'srules	CLO3, CLO4	2	Chalk & Talk, PPT	Participatory Learning
8	Components of DBMS	CLO3 CLO4	2	Chalk & Talk Board	Experiential Learning
9	Table Structure Records, rows, tuples	CLO1, CLO2 CLO3	1	Videos,PPT, Link	Participatory Learning ,Blended Learning
10	Attributes Keys: Primary key, foreign key, composite key. Meta data	CLO2, CLO3	1	Chalk & Talk , PPT	Experiential Learning
11	Data Dictionary and Data Integrity	CLO1, CLO2 CLO 4	1	Board, PPT, Links	Experiential Learning, Blended Learning
12	Data constraints and validation, Types of constraints. Normalization Benefits	CLO1, CLO2 CLO 4	2	Board, PPT, Links	Experiential Learning, Blended Learning
13	Normal forms:1st Normal form, 2nd Normal form, 3rdNormal form.	CLO1, CLO2 CLO 4	2	Board, PPT, Links	Experiential Learning, Blended Learning
**UNIT – III (12 Hours)**				
14	Introduction to SQL: SQL data types and Data Definition Commands	CLO1, CLO2 CLO3	3	PPT, Videos	Experiential Learning, Blended Learning
15	Data Manipulation Commands, Data Retrieval Comments	CLO1, CLO2 CLO3	3	Chalk & Talk	Participatory Learning
16	MySQL Operators and Expressions	CLO3, CLO4	3	PPT, Videos, Links	Participatory Learning, Blended Learning
17	Types of Operators Arithmetic, Comparison and logical operators, Pattern matching.	CLO3, CLO4	3	Board, PPT	Experiential Learning
**UNIT –IV (11 Hours)**				
18	Built-in Functions Single row functions	CLO1, CLO2 CLO3	1	Board, PPT, Links	Experiential Learning, Blended

					Learning
19	Aggregate Functions and Conversion functions.	CLO1, CLO2 CLO4	1	Chalk & Talk Board	Participatory Learning
20	Querying the Table selecting rows using Where	CLO3, CLO4	1	PPT, Links	Problem based learning, Blended Learning
21	Order by, group By & having clauses.	CLO3, CLO4	1	Board, PPT	Experiential Learning
22	Sub queries, Correlated and sub-queries.	CLO3, CLO4	1	Videos, PPT	Participatory Learning
23	Introduction to PL/SQL-user defined functions	CLO3, CLO4	1	Board, PPT	Participatory Learning
24	Triggers Stored procedures. Introduction to Data warehousing and Data mining	CLO2, CLO3	1	Chalk & Talk , PPT	Experiential Learning
25	Applications -Data marts	CLO1, CLO2 CLO 4	1	Board, PPT, Links	Experiential Learning, Blended Learning
26	Big Data: Definition, Characteristics	CLO1, CLO2 CLO 4	2	Board, PPT, Links	Experiential Learning, Blended Learning
27	Various Technologies used and Application	CLO1, CLO2 CLO 4	1	Board, PPT, Links	Experiential Learning, Blended Learning
UNIT – V (12 Hours)					
28	Distributed Database Management Systems (DDBMS) – Components, Architecture, and Data Distribution	CLO1, CLO2 CLO3	2	Chalk & Talk Board	Participatory Learning
29	Data Fragmentation, Replication, and Allocation	CLO1, CLO2 CLO3	2	PPT, Videos, Links	Participatory Learning, Blended Learning
30	Distributed Query Processing & Optimization	CLO1, CLO2 CLO3, CLO4	2	Board, PPT	Experiential Learning
31	Concurrency Control & Transaction Management – Parallel Databases: Query Execution, Load	CLO2, CLO3 CLO 4	3	Links, PPT	Participatory Learning

| 32 | Sorting & Indexing in DDBMS – Object-Oriented Databases: Features Data Modeling, and Real-World Applications | CLO1, CLO2 CLO3 | 3 | PPT, Videos, Links | Experiential Learnings, Blended Learning |

Course Designers

1. Mrs.T.Subamathi, Department of BCom (e-Com) & (SF)

2. Mrs.A.Sasikala, Department of BCom (CA)

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Experimental Learning	30
3	Problem Solving	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
EC24A01	COMPANY LAW	THEORY	73	2	-	4

Preamble
- To familiarize the fundamental concepts of Companies Act 2013
- To provide an insight into the different types of Companies and their provisions
- To familiarize with various documents involved in a Joint Stock Company.

Prerequisite
- Basic Knowledge on Joint Stock Companies

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

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

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L-Low

Syllabus

Unit I (15 Hrs)

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

Unit II (15 Hrs)

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

Unit III (15 Hrs)

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

Unit IV (14 Hrs)

Company Management – Board of Directors – Appointment – Qualifications – Powers – Duties – Liabilities–Managing Director & Manager– Managerial Remuneration– Due Diligence in Managerial Remuneration - ***Company Secretary–Appointment, Qualification, Due Diligence in   Defining 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- Due Diligence in corporate governance – Clause 49 (listing requirements) National Company Law Tribunal and Appellate Tribunal.

*Highlighted Content offered in Blended Mode (Link Provided)

Text Books

S.No	Author Name	Title of the Book	Publisher	Year and edition
1	Kapoor N.D	Company Law & Secretarial Practice	Sultan Chand &Sons, New Delhi	2024 &11th Edn.
2	Gogna P.P.S	A Textbook of Company Law	Sultan Chand& Sons, New Delhi	2020 & 10 th Revised Edn

Reference Books

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

Skill Components

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

Pedagogy

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

Blended Learning Links

UNIT	TOPIC	REFERENCE LINKS
I	Distinction between Company and Partnership – Kinds of Companies	https://www.youtube.com/watch?v=3mjNMwfBHyE https://keydifferences.com/difference-between-partnership-firm-and-company.html
	Difference between Private and Public Company –	https://www.investopedia.com/ask/answers/difference-between-publicly-and-privately-held-companies/ https://www.shaalaa.com/question-bank-solutions/distinguish-between-private-company-public-company-concept-company_1958

	Incorporation of a Company– Documents to be filed	https://blog.ipleaders.in/incorporation-of-company/ https://www.ansarada.com/business-readiness/corporate/incorporation-registration-information
II	Articles of Association	https://www.youtube.com/watch?v=aebYX3aZ3Qo https://corporatefinanceinstitute.com/resources/equities/articles-of-association/
	Doctrine of Constructive Notice & Indoor Management	https://www.legalserviceindia.com/legal/article-7523-doctrine-of-constructive-notice-and-indoor-management.html https://www.toppr.com/guides/business-laws/companies-act-2013/doctrine-of-indoor-management/
III	Shares	https://www.indiainfoline.com/knowledge-center/share-market/what-are-shares-and-types-of-shares
	Debentures	https://www.wallstreetmojo.com/debentures/
	Allotment – Valid Allotment – Irregular Allotment	https://www.wallstreetmojo.com/debentures/ https://www.indialawoffices.com/knowledge-centre/allotment-of-shares https://www.acra.gov.sg/how-to-guides/shares-and-updating-share-information/allotment-of-shares
IV	Company Secretary– Appointment, Qualification	https://www.youtube.com/watch?v=xm1bHERtEKE https://www.youtube.com/watch?v=TSBDO-qDSwk
	Due Diligence in Defining Powers and Duties	https://en.wikipedia.org/wiki/Company_Secretary_(India) https://leverageedu.com/blog/duties-of-company-secretary/
V	Company Meetings–Kinds	https://www.youtube.com/watch?v=FrXwr4ALjjY https://www.brainkart.com/article/Kinds-of-Company-Meetings_40943/
	Winding up – Modes	https://www.youtube.com/watch?v=_zDp-rNHaDk https://www.iniafilings.com/winding-up-of-a-company

Course Content and Lecture Schedule

UNIT I (15 Hrs)					
Module No	Topic	CLO Level	No of Hours	Content Delivery Methods	Learning Methods
1	Company – Definition & Features	CLO1, CLO2	3	Lecture, PPT	Participatory Learning
2	Distinction between Company and Partnership **Kinds of Companies**	CLO1, CLO2	3	Link	Experiential Learning, Blended Learning
3	Difference between Private and Public Company	CLO1, CLO2	3	Link	Experiential Learning, Blended Learning

4	Incorporation of a Company– Documents to be filed	CLO1, CLO2	3	Chalk and Talk, PPT	Participatory Learning
5	Memorandum of Association , Doctrine of Ultravires	CLO1, CLO2	3	Flipped Class, PPT	Problem based Learning, Blended Learning
UNIT II (15 Hrs)					
6	Articles of Association	CLO1, CLO2	3	Link	Experiential Learning, Blended Learning
7	Doctrine of Constructive Notice & Indoor Management	CLO1, CLO2	3	Link	Experiential Learning, Blended Learning
8	Alteration of Article – Prospectus	CLO1, CLO2	3	Chalk and Talk, PPT	Participatory Learning
9	Contents – Misstatements – Liability for Misstatements	CLO2, CLO3	3	Chalk and Talk, PPT	Participatory Learning
10	Certificate of Commencement of Business.	CLO2, CLO3	3	Link, Demo	Participatory Learning, Blended Learning
UNIT III (15 Hrs)					
11	Shares – Debentures	CLO2, CLO3	3	Link	Experiential Learning, Blended Learning
12	Allotment – Valid Allotment – Irregular Allotment	CLO2, CLO3	3	Link, Video	Participatory Learning, Blended Learning
13	Transfer of Shares	CLO2, CLO3	3	Lecture, PPT	Participatory Learning, Blended Learning

14	Transmission of Shares	CLO2, CLO3	3	Lecture, PPT	Participatory Learning, Blended Learning
15	Membership of Company.	CLO2, CLO3	3	Lecture, PPT	Problem based Learning
UNIT IV (14 Hrs)					
16	Company Management	CLO2, CLO3	3	Lecture, PPT	Participatory Learning
17	Board of Directors – Appointment – Qualifications	CLO2, CLO3	3	Chalk and Talk	Participatory Learning
18	Powers – Duties –Liabilities	CLO2, CLO3	3	Chalk and Talk	Participatory Learning
19	Managing Director& Manager– Managerial Remuneration Due Diligence in Managerial Remuneration	CLO2, CLO3	3	Chalk and Talk, Video	Experiential Learning, Participatory Learning
20	Company Secretary– Appointment ,Qualification, Due Diligence in Defining Powers and Duties	CLO2, CLO3	2	Chalk and Talk	Participatory Learning
UNIT V (14 Hrs)					
21	Company Meetings–Kinds	CLO2, CLO3	2	Link, Video	Participatory Learning, Blended Learning
22	Statutory Meeting, Annual General Meeting–Extraordinary General Meeting – Board Meeting	CLO3, CLO4	3	Lecture, PPT	Participatory Learning
23	Resolutions, Minutes, Quorum and Proxy	CLO3, CLO4	3	Chalk and Talk	Participatory Learning
24	Winding up – Modes	CLO3, CLO4	3	Link, Video	Participatory Learning, Blended Learning
25	Corporate Governance in Indian Scenario–need–importance– Due Diligence in corporate governance Clause49 (listing requirements) National Company Law Tribunal and Appellate Tribunal.	CLO2, CLO4	3	Chalk and Talk	Participatory Learning

Course Designers:

1.	Dr.M.Deepalakshmi,

2.	Dr.R.Lakshmi Priya

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	60
2	Experimental Learning	20
3	Problem Solving	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
EC23A02	**BANKING LAW AND PRACTICE**	**THEORY**	**73**	**2**	**-**	**4**

Preamble

- To update the students with the knowledge of banking law.

- To create awareness among the students in commercial bank lending policies.

- Students will get exposure for banking operations.

Prerequisite

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

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Recall the banking law's historic development and bank regulatory regime.	K1
CLO2	Understand the various underlying legal and regulatory regimes applicable to Banks and bank holding companies.	K2
CLO3	Apply the theoretical knowledge in solving real time Banking Issues.	K3
CLO4	Examine the various modes of advances and credits issued by banks against Valid collateral securities.	K4

Mapping with Programme Learning Outcomes

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

S-Strong; M-Medium; L-Low

Syllabus

UNIT I (15 Hrs)

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

UNIT II (15 Hrs)

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

UNIT III (15 Hrs)

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

UNIT IV (14 Hrs)

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

UNIT V (14 Hrs)

Letter of Credit - Travellers letter of credit – Letters of Commercial Credit- Types of Letters of Commercial Credit- Transfer Guarantee for the Confirming Bank- The Liability of the

issuing Banker – Opening of letter of credit- Uniform Customs and Practice for Documentary Credits-Guarantee – ***Liability of the Surety- Rights of Surety-Purchase and Discounting Bills- Collection of Bills- Sanctioning credit limits for purchase or Discounting of bills*** - renewal of Credit limits for Bills–Discounting of Bills of India–Bills Rediscounting Scheme.

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

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	P.N Varshney	Banking Law and Practice	Sultan Chand & sons	2021 & 25th Edn.

Reference Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	S.N. Maheswari	Banking Theory, Law and Practice	S.Chand & Co.Ltd.	2010 & 9th Edn.
2.	Tannanm. Lrt. Honourable, M.R. Tayakars	Banking Law And Practice In India	Thacker And Co Ltd -Bombay	2012 & 23rdEdn., Reprint

Skill Components

● Familiarity with the structure and types of banks in India, including commercial banks, cooperative banks, and the role of RBI.
● Understanding the functions of the Reserve Bank of India as banker to the government and to other banks.
● Recognizing the legal relationship between RBI and commercial banks, and its implications on
monetary control and financial stability.
● Understanding the characteristics and legal provisions of Negotiable Instruments under the NI Act,
1881.
● Identifying different types of endorsement and applying rules for proper endorsement practices.
● Ability to recognize different types of cheque crossing and understanding the liabilities of a paying banker.

Pedagogy

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

Blended Links

Units	Topic	Link
UNIT – I	The Co-operative Banks– the Regional Rural Banks	https://testbook.com/banking-awareness/rrb-regional-rural-banks

	Reserve Bank as Banker to government	https://unacademy.com/content/bank-exam/study-material/general-awareness/banker-to-the-government/
UNIT – II	NegotiableInstrumentsAct,1881	https://www.indiacode.nic.in/bitstream/123456789/15327/1/negotiable_instruments_act%2C_1881.pdf
UNIT – III	Not negotiable crossing- Account payees Crossing - Double Crossing - Obliterating Crossing- Opening of Crossing- Payment of Cheques – Precautions to be taken by the paying banker	https://klesjgcc.edu.in/wp-content/uploads/2020/04/Law-and-Practice-of-Banking-B.Com-IV.pdf
UNIT – IV	Assignment.- Types of securities – General principles of secured advances–Advances against Goods	https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20-Professional.pdf
UNIT –V	Liability of the Surety-Rights of Surety-Purchase and Discounting Bills- Collection of Bills- Sanctioning credit limits for purchase or Discounting of bills	https://www.toppr.com/guides/business-laws-cs/indian-contract-act-1872/rights-and-discharge-of-surety/

Course Content and Lecture Schedule

UNIT – I (15 Hours)					
Module No	Topic	CLO Level	No of hrs	Content delivery methods	Learning Methods
1	Banking system in India-Commercial Banks-New Private Banks	CLO1,CLO2	2	Chalk & Talk, Flipped Class	Participatory Learning
2	**The Co-operative Banks– the Regional Rural Banks**	CLO1,CLO2	2	PPT, Links	Participatory Learning , Blended Learning
3	Unit Trust of India–Reserve Bank of India	CLO2, CLO3	2	PPT,PDF	Experiential Learning
4	Reserve Bank as Banker to government	CLO2, CLO3	3	Chalk & Talk, PPT	Participatory Learning

5	Reserve Bank as Banker to Bank	CLO1, CLO2 CLO3, CLO4	3	Links,PPT	Experiential Learning ,Blended Learning
6	Relationship between Reserve Bank and Commercial Banks	CLO1, CLO3 CLO4	3	Flipped Class,PPT	Participatory Learning
	UNIT – II (15 Hours)				
7	Special Type of Bankers Customers	CLO3, CLO4	3	Chalk & Talk, PPT	Participatory Learning
8	**Negotiable InstrumentsAct,1881**	CLO3 CLO4	3	Chalk & Talk Board	Participatory Learning, Blended Learning
9	Endorsement-meaning Definition– Legal Provisions Regarding Endorsement	CLO1, CLO2 CLO3	3	Videos,PPT , Link	Participatory Learning ,Blended Learning
10	General Rules regarding the form of Endorsement	CLO2, CLO3	3	Chalk & Talk , PPT	Experiential Learning
11	Regular Forms of Endorsement– Kinds of Endorsement.	CLO1, CLO2 CLO 4	3	Board, PPT, Links	Experiential Learning, Blended Learning
	UNIT – III (15 Hours)				
12	Crossing of Cheques-types–Liability of paying banker on Crossed cheques	CLO1, CLO2 CLO3	3	PPT, Videos	Experiential Learning, Blended Learning
13	**Not negotiable crossing-Account payees Crossing -Double Crossing - Obliterating Crossing- Opening of Crossing- Payment of Cheques – Precautions to be taken by the paying banker**	CLO1, CLO2 CLO3	4	Chalk & Talk	Participatory Learning, Blended Learning
14	Statutory protection to the paying banker – When the banker must refuse Payment of cheques- Suitable replies to dishonoured cheques	CLO3, CLO4	4	PPT, Videos, Links	Participatory Learning, Blended Learning
15	Collection of cheques- Bills of Exchange and promissory notes- kinds of bills of exchange – Present of	CLO3, CLO4	4	Board, PPT	Experiential Learning

	Bills of Exchange.				
	UNIT – IV (14 Hours)				
16	Secured Advances–Modes of Creating Charge–Lien–Pledge -Hypothecation-Mortgage—forms of Mortgages–Legal Mortgage Vs Equitable Mortgage-Sub Mortgage	CLO1, CLO2 CLO3	2	Board, PPT, Links	Experiential Learning, Blended Learning
17	**Assignment.- Types of securities – General principles of secured advances–Advances against Goods**	CLO1, CLO2 CLO4	3	Chalk & Talk Board	Participatory Learning, Blended Learning
18	Advances against Documents of title to goods- advances Against Stock exchange Securities	CLO3, CLO4	3	PPT, Links	Problem based learning, Blended Learning
19	Government Securities, corporate securities, Advances against realestate–advances against Fixed deposit receipts–Advances Against book debts	CLO3, CLO4	3	Board, PPT	Experiential Learning
20	Advances against supply bills – Advances against Gold Ornaments and Jewellery - NEFT,SWIFT,IMPS.	CLO3, CLO4	3	Videos, PPT	Participatory Learning
	UNIT – V (14 Hours)				
21	Letter of Credit-Travellers letter of credit–Letters of Commercial Credit-Types of Letters of Commercial Credit	CLO1, CLO2 CLO3	3	Chalk & Talk Board	Participatory Learning
22	TransferGuaranteefortheConfirmingBank-TheLiabilityoftheissuingBanker–Opening of letter of credit	CLO1, CLO2 CLO3	3	PPT, Videos, Links	Participatory Learning
23	Uniform Customs and Practice for Documentary Credits-Guarantee	CLO1, CLO2 CLO3, CLO4	3	Board, PPT	Experiential Learning
24	**Liability of the Surety-Rights of Surety-Purchase and Discounting Bills- Collection of Bills-Sanctioning credit limits for purchase or Discounting of bills**	CLO2, CLO3 CLO 4	3	Links, PPT	Participatory Learning, Blended Learning
25	Renewal of Credit limits for Bills Discounting of Bills of India–Bills Re discounting Scheme.	CLO1, CLO2 CLO3	2	PPT, Videos, Links	Experiential Learning

Course Designers

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

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	60
2	Experimental Learning	20
3	Problem Solving	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
BP23A01	**BUSINESS MANAGEMENT AND ETHICS**	**THEORY**	**73**	**2**	**-**	**4**

Preamble

- To provide the students with an understanding of the basic principles of management in the functional

  areas of business to pursue careers in management with ethics

Prerequisite

- Basic Knowledge on Business Management

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

Syllabus

UNIT I (15 Hrs)

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

UNIT II (15 Hrs)

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

UNIT III (15 Hrs)

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

UNIT IV (14 Hrs)

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

UNIT V (14 Hrs)

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

* Highlighted Content offered in Blended Mode (Link Provided)

Text Books

S. No	Authors	Title	Publishers	Year & Edition
1.	R K Sharma &Shasi K Gupta	Principles of Management	Kalyani Publishers	2017 reprint – 1 st Edn.

| 2. | DinkarPagre | Principles of Management | Sultan Chand & sons | 2018 reprint – 1 st Edn. |

Reference Books

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

Skill Components

- Preparation of different types of organisation charts

- Construct a standing plan for a new business venture

- Demonstrate different leadership styles through role play

- Study the ethical practices followed in the organization

- Select any one company and prepare SWOT analysis

- Prepare a report of CSR activities followed in an organisation

Pedagogy

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

Contents and Presentation Schedule

UNIT I (15 Hrs)					
Module I	Topic	CLO Level	No of Hours	Content Delivery Methods	Learning Methods
1	Management-Definition Nature and Scope	**CLO1**	3	Lecture, PPT	Participatory Learning
2	**Functions – Managerial Skills – Levels of Management**	**CLO1, CLO3**	2	Link, Demo	Experiential Learning, Blended Learning

3	Roles and Skills of a Manager	**CLO2, CLO3**	2	Chalk and Talk, PPT	Participatory Learning
4	Contributions by Henry Fayol, FW Taylor,Peter F Drucker, McGregor, Elton Mayo	**CLO2, CLO3**	3	Chalk and Talk, PPT	Participatory Learning
5	**Management as a Science, Art, Profession**	**CLO1, CLO4**	2	Flipped Class, PPT	Participatory Learning, Blended Learning
6	**Management and Administration**	**CLO2, CLO3,**	2	Chalk and Talk, PPT	Participatory Learning, Blended Learning
7	Principles of Management	**CLO1, CLO2 CLO4,**	1	Flipped Class, PPT	Experiential Learning
UNIT II (15 Hrs)					
8	Planning of Meaning and Nature	**CLO1**	2	Flipped Class, PPT	Participatory Learning
9	**Importance- Purpose of Planning**	**CLO1, CLO3**	2	Lecture, PPT	Participatory Learning, Blended Learning
10	Planning Process - Advantages and Limitations	**CLO3, CLO4**	1	Chalk and Talk, PPT	Participatory Learning
11	Types of Plans	**CLO2, CLO3,**	1	Chalk and Talk, PPT	Participatory Learning
12	**Objectives, Policies– Strategies, Procedures – Programmes, Obstacles to Effective Planning**	**CLO2, CLO3,**	3	Link, Demo	Participatory Learning, Blended Learning
13	Decision Making: Steps	**CLO2,CLO4,**	2	Flipped Class, PPT	Experiential

					Learning
14	Role of MIS for Decision Making	**CLO3,CLO4,**	2	PPT	Experiential Learning
15	**MBO- MBE- Policy and Strategy**	**CLO4**	2	Lecture, Video	Problem based Learning
UNIT III (15 Hrs)					
16	Organisation - Meaning - Nature and importance	**CLO1**	2	Chalk and Talk, Video	Participatory Learning
17	**Process of organization**	**CLO1, CLO2**	2	Lecture, PPT	Participatory Learning, Blended Learning
18	**Organization structure**	**CLO1, CLO2**	1	Lecture, PPT	Participatory Learning, Blended Learning
19	**Organization chart– Organization manuals**	**CLO1, CLO2, CLO4**	2	Link, Video	Participatory Learning, Blended Learning
20	Types of Organization- Departmentation- Span of Management	**CLO3**	3	Lecture, PPT	Experiential Learning
21	**Authority- Responsibility- Accountability**	**CLO4**	2	Link, Demo	Experiential Learning, Blended Learning
22	Power-Delegation- Centralization- Decentralization- Staffing- case study	**CLO1, CLO3, CLO4**	3	Lecture, PPT	Participatory Learning
UNIT IV (14 Hrs)					
23	Leadership -Meaning	**CLO1**	1	Lecture, PPT	Participatory Learning
24	Importance of Leadership	**CLO1, CLO2**	1	Chalk and Talk	Participatory Learning
25	**Functions of**	**CLO1, CLO3**	3	Demo	Experiential Learning,

					Blended Learning
	Leadership–Leadership styles–Qualities of good leader				Blended Learning
26	Theories & Approaches of Leadership	**CLO4**	2	Chalk and Talk, Video	Experiential Learning
27	Directing-Functions	**CLO1, CLO2**	2	Chalk and Talk	Participatory Learning
28	**Coordination-Meaning-Definition-Principles**	**CLO2**	2	Lecture, PPT	Participatory Learning, Blended Learning
29	Advantages and disadvantages of Coordination-Case study	**CLO4**	3	Link, Video	Problem based Learning
UNIT V (14 Hrs)					
30	Control –Meaning - and Importance	**CLO1**	2	Chalk and Talk	Participatory Learning
31	**Process & Techniques of control**	**CLO1, CLO3**	2	Lecture, PPT	Participatory Learning, Blended Learning
32	Ethics-Meaning– Importance Nature-Relevance	**CLO1, CLO2, CLO4**	2	Chalk and Talk	Participatory Learning
33	**Structure of ethics management**	**CLO1, CLO2,**	2	Lecture, PPT	Participatory Learning, Blended Learning
34	**Ethics in business**	**CLO1, CLO2,**	1	Link, Video	Participatory Learning, Blended Learning
35	Factors affecting ethical practice in business	**CLO1, CLO2,CLO4**	2	Demo	Experiential Learning
36	Social Responsibility of Business	**CLO1, CLO2,**	3	Link, Video	Problem based Learning

Blended Links

UNIT	TOPIC	REFERENCE LINKS
I	Functions – Managerial Skills	https://study.com/academy/lesson/management-in-organizations-top-middle-low-level-managers.html https://www.youtube.com/watch?v=aWV8w-coyhM
	Levels of Management	https://www.managementstudyguide.com/management_levels.htm
	Management as a Science, Art, Profession	https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.youtube.com/watch%3Fv%3DWeqAivattEU&ved=2ahUKEwi6x-64t_yMAxX9k68BHaD8CRsQtwJ6BAgQEAI&usg=AOvVaw0XbJBvnaWGmAC3S78Z5R5r
	Management and Administration	https://www.youtube.com/watch?app=desktop&v=a0A3ZagYPt8
II	Importance- Purpose of Planning	https://www.taxmann.com/post/blog/what-is-planning-importance-process-and-types
	Objectives, Policies– Strategies, Procedures – Programmes	https://www.youtube.com/watch?v=MYmZ4zI2OuY https://mbaofficial.com/mba-courses/principles-of-management/what-do-you-mean-by-plan-objectives-policies-strategies-and-procedures/
	Obstacles to Effective Planning	http://receipt012022.hiralalpaulcollege.ac.in/upload/Commerce/1727188802Barriers%20to%20Effective%20Planning.pdf.pdf
	MBO- MBE- Policy and Strategy	https://study.com/academy/lesson/management-by-exception-definition-principle-examples.html
III	Process of organization	https://www.pvpsiddhartha.ac.in/dep_it/lecture%20notes/IEE/IEE%20Unit-2.pdf
	Organization structure	https://www.youtube.com/watch?v=xuGh-jzupzc
	Organization chart	https://www.lucidchart.com/pages/tutorial/organizational-charts
	Organization manuals	https://elearning.nokomis.in/uploaddocuments/Principles%20of%20management%20(Revised/Chp.12%20Organisational%20Charts%20&%20Manuals/PPT/Chapter12-Charts%20Manuals.pdf

	Authority-Responsibility-Accountability	https://www.youtube.com/watch?v=BJ-GgJyyLlU
IV	**Functions of Leadership**	https://prasmul-eli.co/en/articles/Kenali-Fungsi-fungsi-Kepemimpinan-dalam-Organisasi-dan-Manfaatnya-
	Leadership styles	https://www.imd.org/blog/leadership/leadership-styles/
	Qualities of good leader	https://emeritus.org/in/videos/leadership-essential-leadership-qualities/
	Coordination-Meaning & Definition, Principles of Coordination	https://www.vedantu.com/commerce/principles-of-coordination https://www.youtube.com/watch?app=desktop&v=yXTboZTWDk8 https://www.studocu.com/in/document/jaipur-national-university/principles-of-management/case-study-summary-and-keywords-coordination-and-cooperation/55624844
V	**Process & Techniques of control**	https://www.youtube.com/watch?v=jOLHwYi-waI
	Structure of ethics management	https://www.makingbusinessmatter.co.uk/ethics-in-management/
	Ethics in business	https://online.hbs.edu/blog/post/business-ethics
	Social Responsibility in Business	https://www.icsi.edu/media/portals/2/ppt/ROC-CSR-300317%20.pdf

Course Designers

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

S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Experimental Learning	30
3	Problem Solving	20

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
EC24CP3	DATABASE PROGRAMMING PRACTICAL	PRACTICAL	-	-	45	2

Preamble

- To enhance practical knowledge in Database Management

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong; M- Medium; L-Low

Syllabus

1. Data Definition Language Table : **Student**

Regno	Number (5) primary key
Stud name	Varchar 2(15)
Gender	Char (6)
Dept name	Char (25)
Address	Char (25)
Percentage	Number (4,2)

Queries:

    a. To create a table

    b. To describe a table

    c. To alter a table

    d. To drop a table

    e. To truncate a table

2.   Data Manipulation Language Table: **Student**

Regno	Number (5) primary key
Studname	Varchar 2 (15)
Gender	Char (6)
Dept name	Char (25)
Address	Char (25)
Percentage	Number (4,2)

Queries:

a. To insert values

b. To retrieve records

c. To update records

d. To delete records

3. Create an Employee table with following   field.

Table: **Employee**

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

Queries:

a. Insert values and display the records

b. Display sum, maximum amount of basic pay

c. List the name of the clerks working in the department 20

d. Display name that begins with —G

e. List the names having —I as the second character

f. List the names of employees whose designation are —Analyst and —Salesman

g. List the different designation available in

the Employee table without duplication

(distinct)

4. Create a table "Company" with the following fields and insert the values for10 employees.

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

Queries:

a. Display all the records of the company which are in ascending order of GP Percent.

b. Display the name of the company whose supplier name is —Telco.

c. Display the details of the company whose GP Percent is

greater than 20 & order by GP Percent.

d. Display the details of the company having the employee ranging from 300 to 1000.

e. Display the name of the company whose supplier is same as the —Tata.

5. Create a table "Product" with the following fields and insert the values

Prod no	Number (6)
Prodname	Varchar 2 (15)
Unitofmeasure	Varchar 2 (15)
Qty	Number (6, 2)

Rate per unit	number (8,2)
Totamt	Number (8, 2)

Queries:

a. Using update statements calculate the total amount and then select the record.

b. Select the records whose unit of measure is" Kg".

c. Select the records whose quantity is greater than10 and less than or equal to 20.

d. Calculate the entire total amount by using sum operation.

e. Calculate the number of records whose unit price is greater than 50 with count operation.

6. Create the table Payroll with the following

fields and insert the values: Table: **Payroll**

Emp no	Number (8)
Emp name	Varchar 2 (8)
Dept	Varchar 2 (10)
Basic pay	Number (8, 2)
HRA	Number (6, 2)
DA	Number (6, 2)
PF	Number (6, 2)
Net pay	Number (8, 2)

Queries:

a. Update the records to calculate the net pay.

b. Arrange the records of the employees in ascending order of their net pay.

c. Display the details of the employees whose department is Sales.

d. Select the details of employees whose HRA>=1000 and DA<=900.

e. Select the records in descending order.

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

Table: **Deposit**

Acc no	Number (3)
Account Type	Varchar 2 (6)
Branch Name	Varchar 2 (15)
Cust name	Varchar 2 (20)
Balance amt	Varchar 2 (10)

Table: **Loan**

Loan no	Number (5)
Bname	Varchar 2 (15)
Custname	Varchar 2 (30)
Loanamt	Number (10)

Queries:

a. Insert the records in to the table.

b. Describe the structure of the table.

c. Display the records of Deposit and Loan.

d. Find the number of loans with amount between 10000 and 50000.

e. List in the alphabetical order the names of all customers who have a loan at the Coimbatore branch.

f. Find the average account balance at the Coimbatore branch.

g. Update deposits to add interest at 5% to the balance.

h. Arrange the records in descending order of the loan amount.

i. Find the total amount of deposit in —Trichy branch.

8. Create the course and batch table with following fields

Table: **Course**

Course no	**Number (5) primary key**
Course name	Varchar 2 (20)
Fees	Number (8,2)

Table: **Batch**

Batch no	**Number (5) primary key**

Course no	Number (5) foreign key
Start date	Date
Duration	Varchar 2(15)

Queries:

a. Insert values and display the records

b. Display the records from batch table whose Course no is ―9‖

c. Display the Course no, Course name for the batch starting from ―25June2000‖

d. List Batch no for the batch starting before ―30th June2001‖ and after ―December2001‖

e. List the details of the batch who have joined before the end of ―September 2001‖

9. Create Employee and Department table with following fields

Table: **Employee**

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

Table: **Department**

Dept no	Varchar 2 (15) primary key
Dept name	Varchar 2(15)

Queries:

a. Display the details of department table

b. List the name, salary and PF amount of all the employees (PF is calculated as 10% of salary)

c. List the department numbers and number of employees in each department (Group by)

d. List the average salary from each job excluding managers

e. List the jobs and the number of employees in each job. The result should be in descending order of the number of employees

f. List the employees who are eligible for 5% commission whose salary >25000

g. List the names of the employees who are not "managers‖

10. Create Employee Salary and Department table with following fields

Table: **Employee Salary**

Eno	Number (5) primary key
Ename	Varchar 2(20) not null
Deptno	Number (2) not null
Desig	Char (10) not null
Sal	Number (9, 2) not null
Comm.	Number (7,2) null
Shift	Varchar 2(15)

Table: **Department**

Deptno	Varchar 2 (15) primary key
Deptname	Varchar 2(15)

Queries:

a. List the department number and the total salary payable in each department

b. List the total salary, maximum and minimum salary and the average salary of employees
designation wise

c. Display the emp no, name whose shift is ―FN

d. List average salary for all departments employing more than five people

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

f. Raise employee salary by 0.15 for the employees working as ―programmers‖

g. Delete the records where commission is ―null

h. List the average salary and number of employees working in the department ―20

11. Create Library with the following fields

Book no	Number (5)
Booknm	Varchar 2 (10)
Authornm	Varchar 2 (10)
Price	Number (3,8)
Status	Varchar 2 (5)
Category	Varchar 2 (5)

Queries:

a. Display the author name, price of tax book

b. Display the price of book banking

c. Display the count of category —commerce

d. List the book details in ascending order of price (order by)

e. List the book details in descending order of book no and price (order by)

12. Create a simple student marks processing using parallel-style logic on two separate tables

a) Com Student – table name

Student id	UNSIGNED, INT, AUTO INCREMENT, PRIMARY KEY
First name	VARCHAR (60)
Last name	VARCHAR (60)
Marks	INT (5)

b). IT Student -table name

Student id	FOREIGN KEY refers to user id field of user table
First name	VARCHAR(60)
Last name	VARCHAR (60)
Marks	INT (5)

a. SELECT all the users along with their marks to calculate Parallel-style Query (Combine &
Calculate Average)

b. List the students who scored more than 80 in any department using Parallel-Style Filter.

13. Sales in Multiple Regions (East & West) using Distributed Database style.

Table : East region

Sales id	INT PRIMARY KEY
Produt name	VARCHAR(20)
City	VARCHAR(20)
Amount	Numeric(12,2)

Table: West region

Sales id	INT PRIMARY KEY
Produt name	VARCHAR(20)
City	VARCHAR(20)
Amount	Numeric(12,2)

Queries:

a. Retrieve the Query: Show All Sales from Both Branches.

b. Retrieve all the Sales Above ₹10,000 from both the regions.

c. Find the Highest Sale in Each Region.

Pedagogy

Lecture, Demo in System

Course Content and Presentation Schedule

Module No	Topic	CLO Level	No.of Periods	Content delivery methods	Learning Methods
1	Data Definition Language Table using SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning
2	Data Manipulation Language Table Using SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning
3	Create an Employee table using SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning
4	Create a table "Company" SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning

5	Create a table "Product" using SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning
6	Create the table Payroll using SQL	**CLO 1**	3	Presentation	Participatory Learning, Experimental Learning
7	Create a table Deposit and loan Using SQL	**CLO 4**	3	Presentation	Participatory Learning, Experimental Learning
8	Create the course and batch table Using SQL	**CLO 2**	4	Presentation	Participatory Learning, Experimental Learning
9	Create Employee and Department Table using SQL	**CLO 3**	4	Presentation	Participatory Learning, Experimental Learning
10	Create Employee Salaryand department table using SQL	**CLO 2**	4	Presentation	Participatory Learning, Experimental Learning
11	Create Library details using SQL	**CLO 3**	4	Presentation	Participatory Learning, Experimental Learning
12	Create Distributed Database using SQL	**CLO 3**	4	Presentation	Participatory Learning, Experimental Learning
13	Create a Parallel –related database schema using SQL	**CLO 2**	4	Presentation	Participatory Learning, Experimental Learning

Course Designers:

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S.NO	LEARNING METHODS	PERCENTAGE
1	Participatory Learning	50
2	Experimental Learning	50

COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CREDIT
EC24SBP1	**DIGITAL MARKETING ANALYTICS IN e-COMMERCE**	**PRACTICAL**	-	4	41	3

Preamble

- To impart knowledge of digital marketing fundamentals and key strategies for effective brand development

- To equip students with hands-on experience in website development, content creation, and social media marketing

- To enable students to track and analyze marketing performance using web analytics and AI tools for optimized decision-making

Prerequisite

- Basic understanding of digital marketing concepts and business principles

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the fundamentals of digital marketing and key strategies for business growth.	K1
CLO2	Interpret and implement digital marketing techniques such as content creation and social media engagement.	K2
CLO3	Evaluate the role of AI tools and web analytics in optimizing digital marketing campaigns	K3
CLO4	Apply website development and customization techniques to create an effective digital marketing presence.	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

Syllabus

Unit I (9 Hours)

Fundamentals of Digital Marketing-Introduction to Digital Marketing - Marketing Objectives-Business & Competitive Analysis- Customer Engagement- Brand Development- Campaign Execution.

Hands- on Activity: Exploring Tools

▪ Identify a newly launched business (eg: Handmade jewellery or online coaching service) and Define three SMART marketing objectives such as Brand Awareness, Customer engagement, Sales Growth using Google Docs or Notion.

▪ Develop a Brand identity for a new start up business- Design a Logo- Brand colour and Tag line using Canva or Looka.

Unit II (9 Hours)

Market Research & Website Development- Market Understanding, Buyer Persona, Value Proposition, Digital Marketing Strategies- Website Development- WordPress Basics, Website Setup, Theme Customization, Content Management.

Hands- on Activity: Simple Marketing Tools

▪ Conduct market research and Create a Buyer Persona for a new online language learning platform targeting young professionals using Google Trends or Canva.

▪ Customize a website for a small bakery business using WordPress.

Unit III (9 Hours)

Marketing Strategies- Content Marketing- Content Strategy, Audience Research, Copywriting vs. Content Writing, Effective Copywriting Techniques. Social Media Marketing- Facebook, Instagram, YouTube Marketing, Content Planning, Audience Engagement. Influencer Marketing- Benefits, Finding the Right Influencers, Campaign Setup.

Hands- on Activity: Creative Marketing Strategies

▪ Write one blog post and one Ad copy for the same product to understand a difference using Grammarly.

▪ Develop and automate a one-week social media content plan for a fashion brand using RiteTag and Canva.

Unit IV (9 Hours)

e-Commerce Fundamentals & AI in Marketing- AI in Marketing (ChatGPT & AI Tools) - AI for Content, Ad Copies, SEO, Marketing Automation eCommerce Fundamentals- Business Models (B2B, B2C), Online Store Setup, Payment Gateways.

Hands-on Activity: AI in practice

- Use ChatGPT and Jasper AI to create Ad copies for a new product launch.
- Build a basic online store using Square Online or WooCommerce.

Unit V (9 Hours)

Web Analytics & Performance Tracking- SEO Essentials- Basics of SEO, Keyword Research - Google Search Console, Google Analytics 4 (GA4), Performance Reporting- Performance Tracking & Analytics- Conversion Tracking, eCommerce Analytics, Performance Reports.

Hands-on Activity: Performance Analytics

- Create a complete e-Commerce performance report integrating insights from all modules using Google Analytics, Lookers studio and Google Sheets.

Course Designers:
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