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

DEPARTMENT OF B COM (e-COMMERCE)

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

(I & II Semesters)

BACHELOR OF COMMERCE WITH e-COMMERCE

2021 – 2024 BATCH

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PROGRAMME LEARNING OUTCOMES (PLO's)

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

PLO1 Acquire quality professional education 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 (PSO's)

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.

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DEPARTMENT OF B COM (e-COM)

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

BACHELOR OF COMMERCE WITH e-COMMERCE

2021-2024 BATCH

SEM	Part	Subject Code	Title of the Paper	Course Type	Instruction Hours / Week	Contact Hours	Tutorial Hours	Duration of Examination	CIA	ESE	Total	Credits
I	I	TAM2101/ HIN2101/ FRE2101	Language I – Tamil I/ Hindi I/ French I/	Language	6	86	4	3	50	50	100	3
I	II	ENG2101	English Paper I	English	6	86	4	3	50	50	100	3
I	III	BP21C01	Principles of Accounting	CC	4	56	4	3	50	50	100	4
I	III	EC21C02	Fundamentals of e-Commerce	CC	4	56	4	3	50	50	100	4
I	III	TH21A07	Allied - Mathematics for Commerce	GE	6	86	4	3	50	50	100	5
I	III	EC21CP1	Computer Application Practical I-Office Package	CC	2	27	3	3	50	50	50*	1
I	IV	NME19B1/ NME19A1	Basic Tamil I/ Advanced Tamil I	AEC	2	28	2	2	50	50	100	2
		NME21ES	Introduction to Entrepreneurship			26	4	-	100	-	100	
II	I	TAM2102/ HIN2102/ FRE2102	Language II – Tamil II/ Hindi II/ French II	Language	6	86	4	3	50	50	100	3
II	II	ENG2102	English II	English	5	71	4	3	50	50	100	3

II	III	EC21C03	Web Page Designing	CC	6	86	4	3	50	50	100	5
II	III	TH21A08	Allied - Statistics for Commerce	GE	6	86	4	3	50	50	100	5
II	III	EC21CP2	Computer Application Practical II – Accounting Package and Web Designing	CC	4	57	3	3	50	50	50*	2
II	IV	NME19B2/ NME19A2	**Open Course (Self study Online) Basic Tamil II/ Advance Tamil II	AEC	--	--	--	--	--	--	--	Gr.
II	VI		Personality Development Programme		-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness		Self Study	--	--	Online Test	100	--	100	Gr.
II	V	21PECMI	Professional English for Commerce and Management	AEC	3	40	5	2	50	50	100	2

*100 Marks converted into 50   **** Outside regular class hours**

CC – Core Courses   CA – Continuous Assessment

GE – Generic Elective   ESE - End Semester Examination

AEC – Ability Enhancing Course

Bloom's Taxonomy based Assessment Pattern

CA I & II: (Theory & Accounts)

Bloom's Category	Section	Marks		Total
Remember (K_1) Understand (K_2) Apply, Analyse (K_3, K_4)	A – 5x2 marks	10	1 or 2 sentences	50
	B- 4x5 marks	20	250 words	
	C – 2 out of 3x 10 marks	20	500 words	

UG – End Semester Examination Pattern

Bloom's Category	Section	Marks		Total
Remember (K_1) Understand (K_2) Apply, Analyse (K_3, K_4)	A – 11 out of 13x2 marks	22	1 or 2 sentences	100
	B- 5 out of 7x6 marks	30	300 words	
	C – 4 out of 6x 12 marks	48	600-800 words	

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF CONTINUOUS INTERNAL ASSESSMENT
Theory

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

Practical

	Model Exam	Lab Performance(Practical+ Interaction)	Regularity in Record Submission	Attendance	Maximum Marks
Core	15	24(12+12)	8	3	50

Internal Pattern – Introduction to Entrepreneurship

Foundation Course	CIA I	CIA II	Quiz	Assignment	Schemes for Entrepreneurs	Idea Pitch	Project (Business Plan Presentation)	Total Marks
	*50	*50	5	5	5	5	20	100

*CIA I and II –50 Marks(2 hrs)Each - 100 marks - Converted into 60 Marks

Question paper pattern for CIA

Section	Marks		Marks	Total
A –4 out of 6x5 marks	20	**Paragraph answers**	20	50
B-2 out of 3x15 marks	30	**Essay type**	30	

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT
Evaluation pattern: Internal 50 marks
ESE 50 marks

NOTE 1:

Internals 5 tests x 10 marks each=50 marks

Test 1: Listening

Test 2: Speaking

Test 3: Reading

Test 4: Listening

Test 5: Speaking

ESE: **Only Reading, Writing and Vocabulary components from all 5 units**

Question Paper pattern for ESE

Section A : 5 x 2 = 10 marks

Section B : 4/6 x 5 = 20 marks

Section C : 2/3 x 10 = 20 marks

Total = 50 Marks

Internals 5 tests x 10 marks each

Test 1 : Listening (20 blanks x ½ mark each)

Test 2 : Speaking (5 minutes)

Test 3 : Reading (5 minutes)

Test 4 : Listening (20 blanks x ½ mark each)

Test 5 : Speaking (5 minutes)

Rubrics for speaking

	4 marks	3 marks	2 marks	1 mark
Topic understanding Max marks : 4	Clear	Shows awareness	Shows little awareness	No awareness
Vocabulary Max marks : 4	Wide range of vocabulary	Limited range	Repetition of common words	inappropriate words used
Content Max marks : 4	Exceptionally well presented	Well presented	Content is sound	Not good
Coherence Max marks : 4	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Style: Details and Examples Max marks : 4	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

Total-20 marks (converted to 10 marks)

Rubrics for Reading

	4 marks	3 marks	2 marks	1 mark
Volume Max marks : 4	Adjust volume	Appropriate volume	extremely loud or very soft level	Inappropriate change in level of volume
Expression Max marks : 4	Pays close attention to punctuation	Student pays attention to punctuation.	Reads with a monotone voice.	Doesn't read with expression
Phrasing Max marks : 4	reads longer phrases smoothly and varies the length of phrases appropriately for impact.	Student reads in 2-3 word phrases	Student reads word-by-word or sounds out the majority of words.	No evidence of phrasing

		Students makes some errors that do not affect meaning	Student makes numerous errors but are self corrected.	Student makes numerous errors which are not self-corrected.
Accuracy Max marks : 4	Student makes zero errors.			
Speed Max marks : 4	Student reads text with smooth, conversational, comfortable rate	Student reads text too quickly	Student reads text with uncomfortable pauses	Student reads slower than normal speech. Many pauses.

Total-20 marks (converted to 10 marks)

Instructions

1. Unit 1 &3 to be handled by English faculty
2. Unit 2,4 &5 to be handled by faculty of respective department
3. Test 2 & 5 to be conducted by both faculty – mark to be entered by faculty of respective department
4. ESE Question paper to be prepared by faculty of respective department

RUBRIC ASSESSMENT TOOL

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

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

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

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
Focus Purpose	Clear	Shows Awareness	Shows little Awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
Organization: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style Details and Examples	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

QUIZ

Maximum - 20 Marks (converted to 4 marks)

APPLICATION ORIENTED/INNOVATION/CREATIVITY ASSIGNMENT

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

CLASS PARTICIPATION
Maximum - 20 Marks (converted to 5 marks) – Scaled from 5 to 1

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark
Level of Engagement in Class	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas
Listening Skills	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others Speak.
Behavior	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive behavior during class
Preparation	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.

MAPPING OF POs WITH CLO's

COURSE	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
COURSE - BP21C01					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE - EC21C02					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE - EC21CP1					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S
COURSE - EC21C03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	S
COURSE - EC21CP2					
CLO1	S	S	S	S	M
CLO2	S	M	S	S	S
CLO3	M	S	S	S	M
CLO4	S	S	S	S	S

SEMESTER I

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BP21C01	PRINCIPLES OF ACCOUNTING	THEORY	56	4	-	4

Preamble

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

Course Learning Outcomes

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium

PRINCIPLES OF ACCOUNTING- BP21C01 (56 HRS)

Unit I (11 Hrs)

Basic Accounting Concepts- Final Accounts- Bank Reconciliation Statement

Unit II (11 Hrs)

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

Unit III (11 Hrs)

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

Independent Branches only)

Unit IV (12 Hrs)

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

Unit V (11 Hrs)

Depreciation (excluding change in method of depreciation) - Departmental Accounts-

Basis for allocation of expenses

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

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2015
2.	Jain S.P &Narang K.L	Principles of Accountancy	Kalyani Publishers	2018

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RL Gupta &Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13th ed.
2.	MC Shukla, T.S. Grewal& S.C. Gupta	Advanced Accountancy	S. Chand & sons	2013 ed

Pedagogy

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

- **Contents and Presentation Schedule**

Module No.	Topic	No. of Periods	Content Delivery methods	Participatory Learning	Knowledge Levels
	Unit I				
1	Basic Accounting Concepts	3	Presentation	Discussion& Practice	**K1&K2**
2	Final Accounts	4	Presentation	Discussion& Practice	**K3&K4**
3	Bank Reconciliation Statement	4	Presentation	Discussion& Practice	**K2**

Module No.	Topic	No. of Periods	Content Delivery methods	Participatory Learning	Knowledge Levels
	Unit II				
4	Bills of exchange (trade bills only)	5	Presentation	Discussion& Practice	**K3**
5	Joint Venture (AS-27)	6	Presentation	Discussion& Practice	**K3&K4**
	Unit III				
6	Branch Accounts (Dependent Branches)	4	Presentation	Discussion & Practice	**K3&K4**
7	Debtors and Stock & Debtors System	3	Presentation	Discussion & Practice	**K3&K4**
8	Independent Branches	4	Presentation	Discussion & Practice	**K4**
	Unit IV				
9	Hire purchase Accounts	6	Presentation	Discussion & Practice	**K3&K4**
10	Royalties (AS-19) (excluding sublease)	6	Presentation	Discussion & Practice	**K3**
	Unit V				
11	Depreciation (excluding change in method of depreciation)	4	Presentation	Discussion, Practice& Quiz	**K2**
12	Departmental Accounts	4	Presentation	Discussion & Practice	**K2**
13	Basis for allocation of expenses	3	Presentation	Discussion & Practice	**K2**

1. Mrs.R.Jayasathya
2. Mrs.NithyaRamadass

Skill Components

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

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC21C02	FUNDAMENTALS OF e-COMMERCE	THEORY	56	4	-	4

Preamble

- To establish knowledge about and acquaint the basic concepts of e-commerce.
- To instill idea of convergence of business relationship through recent technologies.
- To identify, define and differentiate the various modes of electronic commerce.
- To demonstrate an awareness of the main components and concepts of Industry 4.0, and the vital role it plays in e-business practice.

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong

Syllabus

UNIT I (11 hours)

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

UNIT II (11 hours)

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

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

UNIT III (11 hours)

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

UNIT IV (11 hours)

Internet Payment System: Characteristics of Payment system – 4C Payment methods – SET Protocol for credit card payment - Micropayment system – *Overview of smart card and Mondex[7]* – e-commerce security & secure messaging - Information Security- Security Threats -

V-commerce[8] – Introduction and features - M-Commerce - Mobile Commerce Risk, Security and Payment Methods -

UNIT V (12 hours)

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

Text Books

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

Reference Books

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

Related Online Content

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

Blended Learning Links

1. https://www.tutorialspoint.com/e_commerce/e_commerce_resources.htm
2. https://www.investopedia.com/terms/e/ecommerce.asp
3. https://www.youtube.com/watch?v=GiTY8QPnqOI

4. https://www.scribd.com/doc/20489539/Corporate-Digital-Library
5. https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7/date-warehousing-11849.html
6. https://securionpay.com/blog/e-payment-system/
7. https://www.youtube.com/watch?v=xHmEH0k-mrc
8. https://whatis.techtarget.com/definition/virtual-commerce-vCommerce-v-commerce-or-vCom

Pedagogy

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

Course Contents and Lecture Schedule

Module No.	Topic	No. of periods	Content delivery methods	Participatory Learning	Knowledge Level
Unit I					
1	**Introduction to e-Commerce[1]** – Definition – Perspectives – History of e-Commerce –e-Commerce drivers – Nature & Scope of e-Commerce – Categories of e-Commerce -	5	Lecture & Presentation	Discussion	K1
2	Electronic data interchange - Electronic funds transfer – Comparison between traditional and electronic commerce –	4	Lecture & Presentation	Discussion	K2
3	Advantages and disadvantages of e-commerce[2] - Security Issues in e-Commerce.	2	Lecture & Presentation	Discussion	K4
Unit II					
4	Introduction to e-Services: Categories of e-Services – Web enabled services – Match making services – Information selling on the web – e-Entertainment – Auctions & other specialized services.	5	Lecture & Presentation	Discussion	K1
5	E-Commerce Technology: Introduction –Electronic Commerce Framework – Electronic Commerce and	6	Lecture & Presentation	Discussion	K2

	Media convergence. The Network Infrastructure for Electronic Commerce – Corporate Digital Library[4] - Dimension of Internal Electronic Commerce Systems - Types of Digital Documents. Corporate data Warehouse[5] - Types of data warehouse.				
Unit III					
6	**Electronic payment system[6]** – Introduction – Problems with traditional payment system – features of e-payment system – Types of e-payment system: e-token – e-cash – e-cheque – Credit cards – Debit cards – Smart cards.	6	Lecture & Presentation	Discussion, Quiz	K2
7	Smart card and e-Payment system – Credit Cards based e-Payment system - Advantages of EPS – Designing e-Payment system.	5	Lecture & Presentation	Discussion	K4
Unit IV					
8	Internet Payment System: Characteristics of Payment system – 4C Payment methods – SET Protocol for credit card payment - Micropayment system – Overview of smart card and Mondex[7] –	6	Lecture & Presentation	Discussion, Quiz	K2, K3
9	e-commerce security & secure messaging - Information Security-Security Threats - V-commerce[8] – Introduction and features - M-Commerce - Mobile Commerce Risk, Security and Payment Methods -	5	Lecture & Presentation	Discussion	K3

Unit V					
10	Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e-Care. Examples of the types of e-Commerce: Intel - Amazon – e-bay – Priceline.	4	Lecture & Presentation	Discussion	K2
11	Introduction to Industry 4.0 - Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles	5	Lecture & Presentation	Discussion	K1
12	Technologies of Industry 4.0- Skills required for Industry 4.0- Advancements in Industry 4.0 – Impact of Industry 4.0 on Society, Business, Government and People - Introduction to 5.0	3	Lecture & Presentation	Discussion	K3

Course Designers

1. M.Sumathi

2. B.Shamile

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

Preamble

- To give hands on training in basic computer applications

- To inculcate programming ability to compute data

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

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium

Syllabus

WORD

1. Type a paragraph and Perform:

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

   b. Insert page numbers at the bottom right alignment

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

   d. Numbers.

   e. Change the paragraph into two or three columns

   f. Check the spelling and grammar

   g. Use bullets and numbering

   h. Use drop cap

   i. Find and replace a word

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

3. Prepare an application for a job with the bio-data using auto text.

4. Prepare a college day invitation using borders and shading option, word art and pictures.

5. Using mail merge, draft a shareholder's meeting letter for 5 members.

EXCEL

6. Enter the data with following fields:

   b) Serial no

   c) Name

   d) Address

   e) City

   f) Date of Joining

   g) Salary

        h) Course

        i) Duration

        j) No of students

        k) Total fees

Perform the following:

        a. Change font as bold

        b. Arrange the alignment as center

        c. Rename the sheet

        d. Insert a new sheet

        e. Move a sheet

        f. Delete a sheet

        g. Hide/Unhide Column

        h. Change Column Width

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

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

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

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

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

POWERPOINT

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

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

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

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

Pedagogy

Demonstration through System, Demonstration through PPT

Course Contents and Presentation Schedule

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level

1	Type a paragraph and Perform:
	  a. Font using font size, font style, line spacing tc.
	  b. Insert page numbers at the bottom right alignment
	  c. Insert header consisting of date and time, insert footer consisting of page
	  d. Numbers.
	  e. Change the paragraph into two or three columns
	  f. Check the spelling and grammar
	  g. Use bullets and numbering
	  h. Use drop cap
	  i. Find and replace a word
		2	Presentation	Demo, Hands-on training	K1

2	Prepare a class timetable using table option and merging cells. Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format	1	Presentation	Demo, Hands-on training	K1
3	Prepare an application for a job with the bio-data using auto text.	2	Presentation	Demo, Hands-on training	K1
4	Prepare a college day invitation using borders and shading option, word art and pictures.	1	Presentation	Demo, Hands-on training	K1
5	Using mail merge, draft a shareholder's meeting letter for 5 members.	3	Presentation	Demo, Hands-on training	K1
6	Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading	1	Presentation	Demo, Hands-on training	K1

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level

7	Enter the data with following fields:
	    l) Serial no
	    m) Name
	    n) Address
	    o) City
	    p) Date of Joining
	    q) Salary
	    r) Course
	    s) Duration
	    t) No of students
	    u) Total fees
	Perform the following:
	    i. Change font as bold
	    j. Arrange the alignment as center
	    k. Rename the sheet
	    l. Insert a new sheet
	    m. Move a sheet
	    n. Delete a sheet
	    o. Hide/Unhide Column
	    p. Change Column Width
		2	Presentation	Demo, Hands-on training	K1

8	Draw different graphs Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, for a sample data.	1	Presentation	Demo, Hands-on training	K2
9	Calculate Simple and Compound Interest. Prepare a statement of Bank customers account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions	2	Presentation	Demo, Hands-on training	K3
10	Enter the semester marks and calculate total auto-sum and average using function wizard.	1	Presentation	Demo, Hands-on training	K3
11	Sort: Sort by Color, Reverse List, Randomize List.	2	Presentation	Demo, Hands-on training	K2
12	Filter: Number and Text Filters, Date Filters, Advanced Filter, Data Form, Remove Duplicates, Outlining Data	1	Presentation	Demo, Hands-on training	K3
13	Design presentation slides for a product of your choice. The slides must include name, brand	2	Presentation	Demo, Hands-on training	K2

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
	name, type of product, characteristics, special features, price, special offer etc				
14	Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.	1	Presentation	Demo, Hands-on training	K2
15	Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. The presentation should work in custom mode.	2	Presentation	Demo, Hands-on training	K2
16	Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.	1	Presentation	Demo, Hands-on training	K2
17	Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart	2	Presentation	Demo, Hands-on training	K2

Course Designers
1. Dr.P.Aishwarya
2. M.Sumathi

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

Unit 1:(5 hrs)

Nature of Entrepreneurship (3 hrs)

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

Entrepreneurship

Activity: Assignment, Discussion (2 hrs)

Unit 2: (6 hrs)

Role of Entrepreneurs (4 hrs)

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

Activity: Quiz / Role Play (2 hrs)

Unit 3: (6 hrs)

Formulation of Business Idea (4 hrs)

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

Activity: Business Idea Pitch (2 hrs)

Unit 4: (6 hrs)

Business Planning (4 hrs)

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

Activity: Schemes available for Entrepreneurs (2 hrs)

Unit 5: (7 hrs) (7 hrs)

Project:

Interface with Successful Entrepreneurs – 4 hrs

Business Plan Presentation – 3 hrs

Reference Books

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

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
EC21C03	WEB PAGE DESIGNING	THEORY	86	4	-	5

Preamble

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

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong

Syllabus

Unit I (17 Hrs)

Introduction to HTML[1] – Information files creation – Web Client / Browser – Hyper Text Markup Language (HTML) – Commonly used HTML commands – Lists – Adding graphics to HTML documents – Tables – Linking Documents – Frames – Projects in

HTML.***Extensible Mark-Up Language (XML)***[2]: Introduction- HTML vs. XML. HTML5 – Introduction – embracing the reality of web markup – HTML5 document structure changes – HTML5's open media effort.

Unit II (17 Hrs)

Cascading CSS – Introduction to CSS – Where to add CSS Rules – CSS Properties – Controlling Fonts – Text Formatting – Text Pseudo-Classes – Selectors – Lengths – Introduction to Box Model – Links – Backgrounds – Lists – Tables – Outlines - :focus and :active Pseudo-Classes Generated Content – Miscellaneous Properties – Additional Rules – Positioning with CSS. ***Dynamic HTML***[3].

Unit III (18 Hrs)

Search Engine Optimization (SEO):- Introduction-Importance of SEO-History of Search Engines- How search Engines Operate- Crawling Techniques- Basic types of Search Tools- How People use search engines and portals- page rank- anatomy of hyperlink- keywords and Queries- How to conduct keyword research- Why site structure is important- ***On page optimization vs. off page optimization***[4]- critical components of optimizing a site- information architecture – How to build a Traffic Worthy Site.

Unit IV (17 Hrs)

Webhosting: - Webhost-types-VPS-Domain for a website-DNS Information- Webhost: Bandwidth- Control Panels- Statistics- uptime-Ecommerce**. Website Design: -** Introduction-***Role of Website in B2C E-commerce***[5]- Website strategies and Goals- Website Specification-Design principles-push and pull approaches- E-mail- E-mail Etiquette- E-mail Security-Online Marketing and promotion. **Tools for Website Design: -** Introduction- HTML- Front page- ASP-MS-Access.

Unit V (17 Hrs)

Security Guidelines for Developing E-Commerce Applications: - Introduction-Information Security- Security Threats-Database Security-SQL Injection- Approaches to Avoid SQL Injection- HTTP Char Set- Security Checklist for web Server- Information Disclosure-Session Hijacking- Database Encryption Concepts. **E-Commerce Testing Process:-** Introduction- Setting Up an E-commerce System- Need for Testing- Types of Testing- Testing Web Tier-Testing Middle Tier- Testing Data Tier- Other Tests.

Text Book

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Ivan Bayross	Web Enabled Commercial Application Development Using HTML, Java script, DHTML and PHP(Unit–I, II)	BPB Publications	2015 Revised Edition
2.	Jon Duckett	Beginning Web Programming with HTML, XHTML, and CSS (Unit-II)	Wiley India Pvt. Ltd	2015 Revised Edition
3.	Dr. Pandey U S, Er. SaurabhShukla	E-Commerce and Mobile commerce Technologies (Unit-III, IV, V)	S. Chand	2015 Revised Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Thomas A. Powell	The Complete Reference HTML & CSS	Tata McGraw-Hill	2015 Revised Edition
2.	Michele Petrovsky	Dynamic HTML in Action	Tata McGraw-Hill	2015 Revised Edition

Related Online Content

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

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

Blended Learning Links

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

Pedagogy

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

Course Contents and Lecture Schedule

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

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

9	Why site structure is important-On page optimization vs. off page optimization- critical components of optimizing a site- information architecture – How to build a Traffic Worthy Site.	6	Lecture & Presentation	Discussion	K3
Unit IV					
10	**Webhosting: -** Webhost-types-VPS-Domain for a website-DNS Information- Webhost: Bandwidth- Control Panels-Statistics- uptime-Ecommerce**.**	6	Lecture & Presentation	Discussion, Quiz	K2
11	**Website Design: -** Introduction-Role of Website in B2C E-commerce- Website strategies and Goals- Website Specification-Design principles-push and pull approaches- E-mail- E-mail Etiquette- E-mail Security-Online Marketing and promotion.	6	Lecture & Presentation	Discussion	K3
12	**Tools for Website Design: -** Introduction- HTML- Front page-ASP- MS-Access - Amazon Web Server.	5	Lecture & Presentation	Discussion, Quiz	K3
Unit V					
13	**Security Guidelines for Developing E-Commerce Applications: -** Introduction-Information Security- Security Threats-Database Security-SQL Injection- Approaches to Avoid SQL Injection- HTTP Char Set-Security Checklist for web Server- Information Disclosure-Session Hijacking- Database Encryption Concepts.	10	Lecture & Presentation	Discussion	K3
14	**E-Commerce Testing Process:-** Introduction- Setting Up an E-commerce System- Need for	7	Lecture & Presentation	Discussion	K2

	Testing- Types of Testing-Testing Web Tier-Testing Middle Tier- Testing Data Tier- Other Tests.				

Course Designers

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

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
EC21CP2	**COMPUTER APPLICATION PRACTICAL II - ACCOUNTING PACKAGE AND WEB DESIGNING**	**PRACTICAL**	-	-	57	2

Preamble

- To practice accounting procedures and to maintain books of accounts using accounting software.
- To explore and acquire skills in computerized accounting procedures and practices for accounting needs of every commercial organization.
- To learn the language of the web: HTML and CSS.
- To develop skills in analyzing the usability of a web site. .
- To aim at making experts to design a webpage and accounting package

Course Learning Outcomes

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

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

Mapping with Programme Learning Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

ACCOUNTING PACKAGE

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

WEBPAGE DESIGNING PROGRAMS

1. Create a webpage using list tags for manufacturing company to publish its information on the Web to draw user attention to its list of products.
2. Create a web page giving the following train details
   - Train name
   - Starting Place
   - Destination
   - Arrival and Departure Time
   - Fare

   Place a border for the table and use cell padding to present the cell data with clarity. Align the table in the center of the screen. Use a Caption saying 'Time Table and Fare list'.
3. Create a document with two links to an external document. The first should lead to the beginning of the external document. The second link should lead to a particular section in the external document.
4. Create a specimen of a corporate web page. Divide the browser screen into two frames. The frames on the left will be a menu consisting of hyperlinks. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right hand side.
5. Create a web page, which accepts user information and user comments on the web site. Design the web page using form elements and checks if all the text fields have being entered with data else display an alert.
6. Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.
7. Create a web page with audio and video embedding using simple HTML5 program.

Pedagogy

Demonstration through System, Demonstration through PPT

Course Contents and Presentation Schedule

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
1	To Create Company, Groups and Ledgers	3	Presentation	Demo, Hands-on training	K2

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
2	To prepare Receipt & Payment voucher entries	4	Presentation	Demo, Hands-on training	K2
3	To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions	4	Presentation	Demo, Hands-on training	K3
4	To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions	4	Presentation	Demo, Hands-on training	K3
5	To prepare Contra and Journal vouchers	4	Presentation	Demo, Hands-on training	K2
6	To prepare simple Payroll voucher and to display payroll report(pay slip report, pay sheet report and payroll statements report)	3	Presentation	Demo, Hands-on training	K3
7	To prepare final accounts for a given trial balance	3	Presentation	Demo, Hands-on training	K2
8	To prepare Stock Summary and Godown wise summary	4	Presentation	Demo, Hands-on training	K3
9	Create a webpage using list tags for manufacturing company	4	Presentation	Demo, Hands-on training	K2
10	Create a web page giving the train details using tables	4	Presentation	Demo, Hands-on training	K3
11	Create a document with two links to an external document	4	Presentation	Demo, Hands-on training	K3
12	Create a specimen of a corporate web page. Divide the browser screen into two frames	4	Presentation	Demo, Hands-on training	K3
13	Create a web page, which accepts user information and	4	Presentation	Demo, Hands-on training	K4

Module No	Topic	No. of Periods	Content delivery methods	Participatory Learning	Knowledge Level
	user comments on the web site. Design the web page using form elements				
14	Design a web page for CYBERSHOP INC, Using style sheets	4	Presentation	Demo, Hands-on training	K4
15	Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes	4	Presentation	Demo, Hands-on training	K4

Course Designers

1. Mrs. A. Anitha Begum
2. Ms. B.Shamile

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

Objectives

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

Course Outcomes

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

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

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

Mapping with Programme Outcomes

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

S- Strong; M-Medium

Syllabus

UNIT 1: COMMUNICATION   8 Hours

Listening   : Listening to audio text and answering question. Listening to Instructions

Speaking   : Pair work and small group work.

Reading   **:** Comprehension passages –Differentiate between facts and opinion

Writing   **:** Developing a story with pictures**.**

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 2: DESCRIPTION   8 Hours

Listening   **:** Listening to process description.-Drawing a flow chart.

Speaking   **:** Role play (formal context)

Reading   **:** Skimming/Scanning- Reading passages on products, equipment and gadgets.

Writing   **:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

Vocabulary : Register specific -Incorporated into the LSRW tasks.

UNIT 3: NEGOTIATION STRATEGIES   **8 Hours**

Listening : Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking : Brainstorming. (Mind mapping).Small group discussions (Subject- Specific)
Reading : Longer Reading text.

Writing : Essay Writing (250 words)
Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 4: PRESENTATION SKILLS   **8 Hours**

Listening : Listening to lectures.

Speaking : Short talks.

Reading : Reading Comprehension passages
Writing : Writing Recommendations Interpreting Visuals inputs
Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT 5: CRITICAL THINKING SKILLS   **8 Hours**

Listening : Listening comprehension- Listening for information.
Speaking : Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing : Problem and Solution essay– Creative writing –Summary writing
Vocabulary : Register specific - Incorporated into the LSRW tasks

Textbook

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

Reference Books

S.No.	Authors	Title of the Book	Publishers	Year of Publication
1	Sreedharan, Josh	The Four Skills for Communication	Foundation books	2016
2	Pillai, G Radhakrishna, K Rajeevan, P Bhaskaran Nair	Spoken English for you	Emerald	1998
3	Pillai, G radhakrishna, K Rajeevan, P Bhaskaran Nair	Written English for you	Emerald	1998

Course Contents and Lecture Schedule

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

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