



PSGR Krishnammal College for Women



**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 COMMERCE

**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES-
BASED CURRICULAR FRAMEWORK (LOCF)
(I & II Semesters)**

**BACHELOR OF COMMERCE (AIDED & SF)
2021 – 2024 BATCH**



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PROGRAMME LEARNING OUTCOMES (PLOs)

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

PLO1: Develop a broad range of knowledge in the accounting field for applying concepts and techniques in Commerce to meet the current and future expectation of business.

PLO2: Build a strong foundation in the areas of taxation, finance and corporate laws, thereby they relate the conceptual and analytical skills in business finance and audit

PLO3: Exhibit their intellectual, personal, interpersonal and societal skills with a focus on relevant professional career to maximize professional growth.

PLO4: Inculcate the necessary competencies and decision making skills to undertake entrepreneurship as a safe and viable career option.

PLO5: Acquire advanced knowledge and competency for employment and higher education.

PROGRAMME SPECIFIC OUTCOME (PSOs)

The students at the time of graduation will

PSO1: Replicate the concepts, principles and theories in the field of commerce, Accounting, Finance, Law and Taxation which promote the growth of their professional career and entrepreneurship

PSO2: Integrate knowledge and skills among students with an assurance for career opportunities in multiple pathways to accept the challenges in Industry and at global level



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DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR
FRAMEWORK (LOCF)
BACHELOR OF COMMERCE – 2021-2024 BATCH

Semester	Part	Subject Code	Title of the Paper	Category	Instruction hrs/week	Contact Hours	Tutorial	Duration of Examination	Examination marks				
									CA	ESE	TOTAL	Credits	
I	I	TAM2101/ HIN2101/ FRE2101	Language–Tamil/Hindi/French –Paper I	Language	6	86	4	3	50	50	100	3	
	II	ENG2101	English-Paper I	English	6	86	4	3	50	50	100	3	
	III A		CM21C01	Paper I–Principles of Accounting	CC	5	71	4	3	50	50	100	4
			CM21C02	Paper II–Modern Marketing	CC	5	71	4	3	50	50	100	4
			ES21A01/ ES21A02/ EG21A01	Indian Economic Development/ International Marketing/ English Through Classics	GE	6	86	4	3	50	50	100	5
			Non Tamil Students										
	IV		NME19B1	Basic Tamil									
			NME19A1	Advanced Tamil									
			Students with Tamil as Language										
			NME12WS	Women Studies/	AEC	2	28	2	2	100	--	100	
			NME12AS	Ambedkar Studies						100	--	100	
			NME12GS	Gandhian Studies/						100	--	100	
	II	I	TAM2102/ HIN2102/ FRE2102	Language – Tamil /Hindi / French – Paper II	Language	6	86	4	3	50	50	100	3
		II	ENG2101	English -Paper II	English	5	71	4	3	50	50	100	3
III A			CM21C03	Paper III – Financial Accounting	CC	5	71	4	3	50	50	100	4
			CM21C04	Paper IV- Business Management and Ethics	CC	5	71	4	3	50	50	100	4
			ES21A03/ ES21A04/ ES21A05	Economic Analysis/ Basics of Econometrics/ Money and Banking	GE	6	86	4	3	50	50	100	5
			Non Tamil Students										
		IV		NME19B2									
			NME19A2	Advanced Tamil – outside regular									

		class hrs										
		Self-Study Online course		--	--	--	--	--	--	--	--	
V	21PECM1	Professional English for Commerce and Management	AEC	3	45	15	--	50	50	100	2	
VI		Personality Development Programme	--	--	--	--	--	--	--	--	--	
VI	NM12GAW	General awareness		Self Study	---	--	--	100	--	100	Gr	

CC – Core Courses

ESE - End Semester Examination

CA – Continuous Assessment

AEC – Ability Enhancing Course

GE – Generic Elective

CM21C01	PRINCIPLES OF ACCOUNTING	Category	L	T	P	Credit
		Theory	71	4	-	4

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	K3
CLO5	Analyse and prepare financial accounting reports	K4

Mapping with Programme 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
CLO5	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 (Dependent Branches-Debtors and Stock & Debtors System–Independent Branches only)

Unit IV (14 Hrs)

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

Unit V (14 Hrs)

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

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy TS & A Murthy	Financial Accounting	Margham Publications	Reprint 2019

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	R L Gupta & Radhasamy	Advanced Accountancy (VolII)	Sultan Chand & Sons.	2018, 13 th 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 are port on the accounting policies followed
- To calculate the due date and amount on discounting of bills for a firm.
- Analyzingthefinancialstatementofahirepurchasecompanyandpresentareportonthecollection system.
- Analyse the treatment of depreciation for different firms

Pedagogy

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

Course Designers

1. Dr.S .Sujatha, Department of Commerce
2. Dr.C.Gomathy,Department of Commerce

CM21C02	MODERNMARKETING	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

To integrate the knowledge and skill to uphold an environment of learning and creativity in the field of marketing to manage business and equip them to contribute for the emerging challenges of marketing in the upcoming global scenario.

Prerequisite

- Basic Knowledge in Marketing

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 marketing and the role of marketing in business and society	K1
CLO2	Understand the composition of market, size, structure and their features and marketing processes	K2
CLO3	Explain the modern marketing techniques and discuss how it is used to Pursue new marketing opportunities	K2
CLO4	Identify the marketing mix elements and describe the components of Market mix.	K3
CLO5	Illustrate the process and new approaches in Marketing & Industry 4.0	K4

Mapping with Programme Outcomes

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

S-Strong ;M- Medium; L-Low

SYLLABUS

Unit I (15 Hrs)

Meaning and Definition of Markets& Marketing -Classification of markets, Objectives, Difference between Selling and marketing –Approaches in Marketing – Evolution – Concept of Marketing–Marketingsystem–Functions.Buying,AssemblingandSelling-Transportation– Storage and Warehouses -Standardization and Grading- AGMARK-BIS/ISI -Marketing Finance

Unit II (14 Hrs)

Product Mix: Product Planning – Classification of Products – Product Policies – Factors influencing the product mix–Product Lifecycle–Management of Product lifecycle – Development of new products. Price Mix: Pricing Objectives -Factors affecting Pricing Decision-Procedure for price determination-Kinds of Pricing .Branding- Labelling –Packaging. # Case study

Unit III (14 Hrs)

Promotion Mix: Sales Promotion–Objectives–Factors influencing sales promotion–Kinds- Advertising–DifferencebetweenAdvertisingandSalespromotion-Objectives–Functions – Advantages – Limitations –Types of Advertising – Kinds of Media -Advertisement Copy. Physical Distribution Mix: Middlemen in Distribution- - Wholesalers-Retailers - Functions – Kinds–Importance

Unit IV(14 Hrs)

Consumer Behaviour – Consumer Buying Decisions – Characteristics of buyer - Buying Motive. New Approaches in Marketing :Web- Based Marketing-E-Marketing-Multi Level Marketing-Social Media Marketing –Neuro - marketing – Green marketing –Referral marketing-Plano gram–Search engine optimization.

Unit V (14 Hrs)

Social responsibility in marketing - Ethics in Marketing .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 on Society, Business, Government and People Introduction to 5.0

Note:# Case study for Internals only.

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Pillai. R S & Bhagavathy. B	Modern marketing (Principles and Practices)	S. Chand & Co	2019 Reprint
2.	P. Kaliraj & T. Devi	Higher Education for Industry 4.0 and Transformation to Education 5.0		

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr.N. Rajan Nair & Sanjith R.Nair	Marketing	Sultan Chand & Sons	2018 Reprint
2	Sontakkai.CN	Principles of Marketing	Kalyani publishers,	2016 Reprint
3.	Philip Kotler & Gary Armstrong	Principles of Marketing	Pearson Education Ltd	17 th edition Version 2018

Skill Components:

- Identify different markets and networking of products and describe how the market is segmented
- Find a product of your choice and describe the different stages of the product life cycle and how it is positioned
- Study any popular-commerce website and overview the products and services available.
- Identify the ethics and green initiative followed in packaging and labelling of a product
- Prepare an advertisement copy for a product

Pedagogy

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

Course Designers

1. Dr.G.Kavitha–Department of Commerce
2. Dr.L.Nithya–Department of Commerce

CM21C03	FINANCIAL ACCOUNTING	Category	L	T	P	Credit
		Theory	71	4	-	4

Preamble

To enable the students to apply the conceptual principles and 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.

Prerequisite

- Basic Knowledge in accountancy

Course Outcomes

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

CLOs	CO 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
CLO5	Appraise the performance of partnership firms, Insurance claims and Insolvency Accounts	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (16 Hrs)

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 (13 Hrs)

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

Unit III (14 Hrs)

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 (14 Hrs)

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

Unit V (14 Hrs)

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

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Reddy T S & A Murthy	Financial Accounting	Margham Publications	Reprint 2019

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RL Gupta & Radhasamy	Advanced Accountancy (Vol I)	Sultan Chand & Sons.	2018, 13 th 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	2019

Skill Components:

- Working on practical aspects of admission and retirement with partners' capital
- Preparation of partnership deed with important terms and conditions
- Preparation of deficiency statement for a real time partnership firm
- Case study analysis on insolvency of partnership firms and individuals
- Calculation of Insurance claims for real time losses

Pedagogy

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

Course Designers:

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

CM21C04	BUSINESS MANAGEMENT AND ETHICS	Category	L	T	P	Credit
		Theory	71	4	-	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 Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Identify the fundamental concepts and principles of management including the basic roles and responsibilities.	K1
CLO2	Understand the management functions viz., planning, organising, staffing, directing, controlling etc.	K2
CLO3	Identify the management process and decision making in management functions	K2
CLO4	Apply the theories and practical applications of management concepts	K3
CLO5	Demonstrate the process of management functions and evaluate the social responsibility and ethical issues in business situations	K4

Mapping with Programme Outcomes

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

CLO3	S	S	S	M	S
CLO4	S	S	M	S	S
CLO5	S	S	M	M	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

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

Unit II (14 Hrs)

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

Unit III (15 Hrs)

Organization: Meaning-Nature and Importance-Process of Organization- Organization Structure- Organization Chart- Organization Manuals- Types of Organization. **Departmentation:** Span of Management – Authority – Responsibility- Accountability- Power- Delegation- Centralization- Decentralization – Staffing #case study

Unit IV (14 Hrs)

Leadership: Meaning-Importance-Functions of Leadership-Leadership Styles-Qualities of a Good Leader- Theories and Approaches to Leadership. **Directing:** Functions. **Coordination:** Meaning - Definition-Principles -Advantages & Disadvantages #case study

Unit V (14 Hrs)

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

Text Books

S. No	Authors	Title	Publishers	Year of Publication
1.	RK Sharma & Shasi K Gupta	Principles of Management	Kalyani Publishers	2017 reprint

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Dinkar Pagre	Principles of Management	Sultan Chand & sons	2018 reprint
2.	PC Tripathi & PN Reddy	Principles of Management	Tata Mcgraw Hill Publishing Co Ltd	2017 ed.
3.	Robbins, DeCenzo, & Coulter.	Fundamentals of Management	earson Education Ltd	2017 ed.

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, Assignment, Seminar, Group Discussion, Activity based Learning

Course Designers:

1. Dr.C.Gomathy, Assistant Professor
2. Dr.T.Ambika, Assistant Professor

21PECM1	PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT	Category	L	T	P	Credit
		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 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	CO Statement	Knowledge Level
CLO1	Recognise 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	L	M	S	S	S
CLO2	L	L	S	M	M
CLO3	M	L	M	L	M
CLO4	L	M	M	L	M
CLO5	L	M	M	M	M

S- Strong; M-Medium; L- Low

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 (TANSICHE)	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



**DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR
FRAMEWORK (LOCF)
BACHELOR OF COMMERCE – 2021-2024 BATCH**

Programme & Branch B.Com – Commerce													
Scheme of Examination (Applicable to students admitted during the academic year 2021- 2022onwards)													
SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits	
									CA	ESE	TOTAL		
III	IIIA	CM21C05	Paper V –Corporate Accounting I	CC	7	101	4	3	50	50	100	5	
	IIIA	CM21C06	Paper VI – Company Law	CC	6	86	4	3	50	50	100	4	
	IIIA	CM21C07	Paper VII – Human Resource Management	CC	6	86	4	3	50	50	100	4	
	IIIA	TH21A07	Mathematics for Commerce	GE	6	86	4	3	50	50	100	5	
	III	III	CM20SBP1/ CM20SBCE	Skill based subject: SPSS Package – Practical I/Course Era-Marketing and Business Analytics (III/IV SEM)	SEC	3	43	2	2	40	60	100	3
	III B	NM21EVS	Foundation Course-II (Environmental Studies)*	AECC	-	-	-	-	100	-	100	Gr	
	III B	NM21UHR	Foundation Course-III Universal Human Values and Human Rights	AECC	2	26	4	-	100	-	100	2	

CC – Core Courses

GE – Generic Elective

AECC – Ability Enhancing Compulsory Course

*Self-Study

CA – Continuous Assessment

ESE - End Semester Examination

SEC – Skill Enhancing Course

Bloom's Taxonomy Based Assessment Pattern

CIA Question Paper Pattern (Theory and Accounts Paper): 2 x 25 = 50 Marks

One question from each unit with each question comprising of

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

ESE Question Paper Pattern (Theory Paper): 5 x 20 = 100 Marks

One question from each unit with each question comprising of

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

ESE Question Paper Pattern (Accounts Paper): 5 x 20 = 100 Marks

One question from each unit with each question comprising of

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

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE – CM21C05					
CLO1	S	M	S	M	S
CLO2	S	M	M	M	S
CLO3	M	M	S	S	S
CLO4	S	M	S	S	S
COURSE – CM21C06					
CLO1	S	S	M	M	M
CLO2	S	S	S	S	S
CLO3	S	S	M	S	S
CLO4	S	S	S	S	S
COURSE – CM21C07					
CLO1	S	S	M	S	S
CLO2	S	S	S	M	S
CLO3	S	S	S	M	S
CLO4	S	S	S	S	S
COURSE – CM21SBP1					
CLO1	S	M	L	M	S
CLO2	S	M	L	M	S
CLO3	S	M	L	M	S
CLO4	S	M	L	M	S

CM21C05	CORPORATE ACCOUNTING I	Category	L	T	P	Credit
		Theory	101	4	-	5

Preamble

- To Construct the financial statements of company within the frame work of Companies Act 2013
- To Construct the restructuring of capital structure in the financial statement of Joint stock company
- To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception till their liquidation.

Prerequisite

- Basic Knowledge in Company Accounts

Course Learning Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the fundamental concepts of corporate accounting	K1
CLO2	Understand the corporate accounting principles involved in the preparation of financial statements, Demonstrate the accounting procedures and their essentials for Business operation	K2
CLO3	Apply the accounting concepts of company accounts as per the revised Schedule	K3
CLO4	Analyse the procedures and the essentials for different business operation for different business entity	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (21 Hrs)

Issue of Shares – Redeemable Preference Shares – ***Rights Issue – Bonus Capital*** – Issue, Forfeiture and Reissue shares, circumstances for issue of bonus shares - SEBI guidelines for issue of bonus shares - Surrender of Shares - ***Buy-Back of shares*** (accounting entries only) - ***Equity shares with differential rights, Employee stock option*** (Theory only)

Unit II (20 Hrs)

Issue and Redemption of Debentures (excluding own debentures) ***Introduction** - **Underwriting – Payment of Underwriting Commission*** - Pure Underwriting – Firm Underwriting. ***Profits Prior to Incorporation – Meaning*** – Calculation of Profit with the help of Time – Sales – Weighted Ratios

Unit III (20 Hrs)

Final Accounts of Companies - Statement of Profit and Loss - Balance sheet as per revised schedule of Companies Act - ***Case study*** - Calculation of managerial remuneration - ***Introduction***.

Unit IV (20 Hrs)

Alteration of Share Capital and Internal Reconstruction: ***Meaning – Importance – Legal Provisions relating to Capital Reduction*** – Preparation of Reconstructed Balance Sheets

Unit V(20 Hrs)

Accounts of Holding Companies - ***Meaning and Definition of Holding and Subsidiary Company – Consolidation of Balance Sheet of Holding company and its subsidiary company*** -Calculation of Capital Profit, Revenue Profit, Cost of Control, Minority Interest - Treatment of unrealised profit on stock and assets- Mutual obligation in bill - Revaluation of assets and liabilities -Issue of bonus shares by subsidiary company(Excluding Inter Company Holdings).

Distribution of Marks: Theory 20% Problem 80%

***Highlighted Content offered in Blended Mode**

Text Book

S.No	Author Name	Title	Publishers	Year and Edition
1.	Reddy.TSandM urthy.A	CorporateAccounting	MarghamPublicati ons	Revised Sixth Edition Reprint 2021

BooksforReference

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

Skill Component

- Calculate the profit prior and after incorporation of a company using their income and expenditure statement.
- Estimate the market value of rights/bonus issue of a company's share listed in stock market
- Study a Firm's Financial position and present a report.
- Analyse the accounting procedures of financial statement from the annual report

Pedagogy

- Power point presentations, Group Discussion, Seminar, Quiz Assignment, Experience Discussion, Brainstorming, Activity, Case Study

Course Designers

1. Dr.D.Vijayalakshmi - Department of Commerce
2. Dr.G.Indrani - Department of Commerce

CM21C06	COMPANY LAW	Category	L	T	P	Credit
		Theory	86	4	-	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 Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Examine the basics in Joint Stock company and its documentation procedures for incorporation.	K1
CLO2	Understand the legal provisions and the overall framework on the administration of the companies.	K2
CLO3	Interpret the corporate legal framework relating to business operations in compliance with Companies Act 2013.	K3
CLO4	Critically analyse and apply the provisions that are prevailing in the current trends of the companies.	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (18 Hrs)

Introduction to Company Law - Company – Definition & Features – ***Kinds of Companies– Concept of Corporate Veil - Incorporation of a Company*** – Documents to be filed – Certificate of Commencement of Business. Charter documents of Companies - ***Memorandum of Association– Doctrine of Ultravires–Articles of Association*** – Doctrine of Constructive Notice & Indoor Management – ***Alteration of Charter Documents*** - Alteration of Articles of Association and Memorandum of Association.

Unit II (17 Hrs)

Shares - Transfer and Transmission of Shares –Prospectus – Contents – Misstatements – Liability for Misstatements. Members and Shareholders - Membership of Company - Rights of Members - Shareholder Agreement - Subscription Agreements - Veto powers. Directors - ***DIN requirement - Types of Directors*** - Appointment/ Reappointment – Disqualifications - Vacation of Office – Retirement - Resignation and Removal and ***Duties of Directors - Rights of Directors - Director’s KYC***.

Unit III (16 Hrs)

Company Secretary – Appointment, Qualification, Powers and Duties. ***General Meetings – Kinds of Meeting*** – Resolutions, Minutes, Quorum, Proxy - Voting – ***Virtual Meeting - Technological Advancement in conduct of Board, Committee & General Meetings.***

Unit IV (18 Hrs)

An Overview of Corporate Reorganization –***Oppression and Mismanagement*** - Corporate Restructuring and Winding Up.***Concept and Modes of Winding Up under Companies Act 2013.Clause 49 (listing and unlisting requirements)***. National Company Law Tribunal and Appellate Tribunal.

Unit V (17 Hrs)

Corporate Governance - Corporate Governance in Indian Scenario –Need – Importance – Scope– Issues - Key features of Corporate Governance in the Companies Act 2013. Corporate Social Responsibility - Applicability of CSR - ***Types of CSR Activities-CSR Committee and Expenditure - Net Profit for CSR*** - Reporting requirements.

***Highlighted Content offered in Blended Mode .**

Text Book

S. No	Author Name	Title of the Book	Publisher	Year and Edition
1	Kapoor N. D	Company Law	Sultan Chand & Sons, New Delhi	Revised Edition 2014
2	Gogna P.P. S	A Textbook of Company Law	Sultan Chand & Sons, New Delhi	10 th Revised Edition 2013

Reference Books

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

Skill Component

- Analyse the basic knowledge of the regulatory framework of companies with reference to various provisions of Companies Act 2013 using case studies.
- Train the students on documentation procedures on the genesis of a company with reference to the various legal and regulatory rules.
- Host role play on conducting various company meetings including recording of documents namely resolutions, agenda, minutes, proxy and quorum.
- Discuss and apply the law governing modes of winding up based on real time case studies.

Pedagogy

• Lecture, PPT Presentation, Flipped Learning, E-Content, Quiz, Group Discussion on Case Laws, Seminar, Assignment, Activity Based Learning.

Course Designers

1. Dr. B. Thulasipriya- Department of Commerce
2. Ms. V.Bala Thripurasundari- Department of Commerce

CM21CO7	HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		Core	86	4	-	4

Preamble

- To understand the concept of human resource management and its relevance in organizations.
- To Gain basic understanding of human resource management and its essential role in contemporary organizations
- To analyse the strategies required to select and develop manpower resources.

Prerequisite

- Basic knowledge in Business Management

Course Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Define the basic concepts of human resource management	K1
CLO2	Understand the elements relate to various Managerial aspects of human resource management	K2
CLO3	Identify the various essential human resource framework and its role for effective business administration.	K3
CLO4	Analyse HRM related responsibilities and apply suitable strategies to manage the process	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

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

Unit II (17Hrs)

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

Unit III (18 Hrs)

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

Unit IV (17Hrs)

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

Unit V (17Hrs)

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

with stress – Methods of stress management.e - HRM – Introduction –Types – Advantages and Disadvantages*

*Highlighted Content offered in Blended Mode .

Text Book

S.No	Author Name	Book Name	Publisher	Year and Edition
1.	Gupta C.B	Human Resource Management	Sultan Chand & Sons	15 th Edition 2017

Reference Books

S.No	Author Name	Book Name	Publisher	Year and Edition
1.	Dwivedi R.S	Human Resource Management	Vikas Pub House - Noida	6 th Edition 2018
2.	Gary Dessler	Human Resource Management	Prentice Hall Of India	16 th Edition 2020
3.	Rao V.S.P	Human Resource Management	Excel Books	2 nd Edition 2020

Skill Components

- Plan a role play on job analysis for placing right candidate at the right place
- Preparation of a sample framework for awarding and rewarding the employees based on performance appraisal
- Analyse the various strategies to cope up stress among employees in an organization
- Prepare HR planning for an organisation

Pedagogy

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

Course Designers

1. Dr. S. Sujatha, Department of Commerce
2. Dr. M. RajaRajeswari, Department of Commerce

CM20SBP1	SPSS PACKAGE	Category	L	T	P	Credit
		Practical	-	2	43	3

Preamble

- To identify the suitable variables for research
- To apply the various statistical tools and interpret the result.
- To analyse the outcome of the result

Prerequisite

- No prerequisite required

Course Outcomes

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

CLOs	CLO Statement	Knowledge Level
CLO1	Acquire basic knowledge of SPSS Package	K1
CLO2	Understand the application of Statistical Package	K2
CLO3	Use appropriate statistical tools for analyzing the data	K3
CLO4	Analyze and interpret the results	K4

Mapping with Programme Outcomes

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

CLO3	S	M	L	M	S
CLO4	S	M	L	M	S

S- Strong; M-Medium; L-Low

List of Practicals

1. Creating a data file and defining variables
2. Creation of Google form for data collection
3. Entering the data and saving the data
4. Computation of basic statistics
5. Computation of Pearson's coefficient of correlation
6. Computation of spearman's rank correlation
7. Calculation of regression equation
8. Calculation of one sample t-test
9. Calculation of paired t-test
10. Analysis of variance (one way classification ANOVA)
11. Analysis of variance (Multiple classification ANOVA)
12. Calculation of chi square test using cross table
13. Calculation of Mann Whitney U-test
14. Calculation of McNemar's Test
15. Calculation of Kruskal Wallis H –test
16. Calculation of Kendall's Coefficient of Concordance

Pedagogy

- Demonstration, System, Hands on Training

Course Designers

1. Dr. S. Sujatha, Department of Commerce
2. Dr. C.Gomathy, Department of Commerce



DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR
FRAMEWORK (LOCF)
BACHELOR OF COMMERCE – 2021-2024 BATCH

Programme & Branch B.Com – Commerce												
Scheme of Examination (Applicable to students admitted during the academic year 2021- 2022 onwards)												
SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
IV	IIIA	CM21C08	Paper VIII–Business Law	CC	6	86	4	3	50	50	100	4
	IIIA	CM21C09	Paper IX- Business Finance	CC	6	86	4	3	50	50	100	4
	IIIA	CM21C10	PaperX –Corporate Accounting -II	CC	7	101	4	3	50	50	100	5
	IIIA	TH21A08	Statistics for Commerce	GE	6	86	4	3	50	50	100	5
	III	CM20SBCE (Course Era)	Skill based subject: Course Era-Marketing and Business Analytics/ SPSS Package Practical-I (III/IV)	SEC	3	45	-	-	-	-	100	3
	III A	NM21DTG	Foundation Course-IV Design Thinking	Finishing School Part A	2	26	4	-	100	-	100	2
	V		Extension Activities NSS / NCC/YR /Sports & Games /Eco Watch/YiNET/Rotaract		-	-	-	-	-	-	-	1
	V		Community Oriented Service									Gr

CC – Core Courses

GE – Generic Elective

AEC – Ability Enhancement Course

CA – Continuous Assessment

ESE - End Semester Examination

SEC – Skill Enhancing Course

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE –CM21C08					
CLO1	S	M	S	S	M
CLO2	S	S	S	S	S
CLO3	S	M	S	S	M
CLO4	S	S	S	M	S
COURSE –CM21C09					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	S
CLO4	S	S	S	M	M
COURSE –CM21C10					
CLO1	S	M	S	M	S
CLO2	S	M	M	M	S
CLO3	M	M	S	S	S
CLO4	S	M	S	S	S

CM21C08	BUSINESS LAW	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble

- To provide students with an understanding of general principles of law of contract and special contracts
- To provide an insight into the sale of Goods Act.
- To familiarize with various types of Insurance and claim.

Prerequisite

- Basic Knowledge on Indian contract Act

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	State the fundamental rules of commercial law applicable to all the business context	K1
CLO2	Understand the different elements of business and legal terminology of procedures in this current business scenario	K2
CLO3	Examine the rules regarding the administration of agreements relating to the business activities	K3
CLO4	Apply the various principles of contracts and interpret the legal issues	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

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

Unit II (17 Hrs)

Free Consent – Unlawful Agreements – ***Quasi Contracts - Different Modes of Discharge of Contract*** – Remedies of Breach – Principles for awarding Damages.

Unit III (17 Hrs)

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

Unit IV (18 Hrs)

Sale of Goods Act 1930 – Sale & Agreements to Sell – ***Rules Regarding Passing of Property in Goods***– Conditions & Warranties – Actual & Implied -Principle of “Caveat Emptor” and its Limitations–***Rights of Unpaid Vendor.***

Law of Agency – Kinds of Agency –***Rights & Liabilities of Principal and Agent.***

Unit V (17 Hrs)

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

***Theory Only**

***Highlighted Content offered in Blended Mode .**

Text Book:

S.No	Authors	Title	Publishers	Year of Publication
1.	Kapoor N.D	Business Law	Sultan Chand & sons	Seventh Revised Edition 2020

Books for Reference:

S.No	Authors	Title	Publishers	Year of Publication
1.	Pillai. R.S.N & Bagavathi. B	Business Law	S.Chand& Co	Third Revised Edition 2015
2	P C Tulsian and Bharat Tulsian	Business Law	Tata McGraw- Hill	Third Revised Edition 2017

Skill Component

- Preparation of different types of Contract and to develop the working knowledge on execution of the same.
- Apply the regulatory framework on various laws pertaining to business and sale of goods in real case analysis.
- Framing a sample legal deed of understanding between bailor and bailee
- Analyse the significant aspects in IRDA and calculate the claim of the insured.

Pedagogy:

Powerpoint presentations, Group Discussion, Seminar, Quiz , Assignment, Experience Discussion, Brainstorming, Activity, Case Study

Course Designers:

Dr. B.Thulasi Priya, Department of Commerce

Dr. S.Sujatha, Department of Commerce

CM21C09	BUSINESS FINANCE	Category	L	T	P	Credit
		Theory	86	4	-	4

Preamble

- To Understand the Concepts of Business Finance and their Applications for Managerial Decision Making.
- To analyse the short term and long term decision making techniques
- To examine the various determinants of dividends

Prerequisite

- No prerequisite required

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	State the concepts and approaches in finance	K1
CLO2	Demonstrate the possibilities for the optimum acquisition and application of the financial resources	K2
CLO3	Analyse the techniques required to select the feasible financial requirements of a Business Concern	K3
CLO4	Apply the concepts and tools of the financial decisions for adequate returns to the shareholders	K4

Mapping with Programme Outcomes

CLOs	PO1	PO2	PO3	PO4	PO5
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	S
CLO4	S	S	S	M	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

Business Finance – Meaning and Definition – ***Approaches to Finance Function – Fixed and variable objectives of Financial Management*** – Scope – Financial Decisions. Sources of Finance. Financial Planning – Objectives – Characteristics – ***Steps in financial planning – Estimation of Long Term and Short-Term Financial Needs – Limitations of Financial Planning.*** Time Value of money – Practical Applications of Time Value Techniques.

Unit II (17 Hrs)

Capital Budgeting – Meaning – Need – ***Importance – Kinds and Process of Capital Budgeting*** – Methods of Capital Budgeting (Traditional and Modern methods only). Cost of Capital – Meaning – ***Significance – Classification of Cost*** – Computation of Cost of Capital: Cost of Debt, Preference, Equity, Retained Earnings and Weighted average Cost of Capital.

Unit III (17 Hrs)

Capital Structure – Introduction – Importance – Factors Determining the Capital Structure ***Theories of Capital Structure: Net Income Approach- Net Operating Income Approach-Traditional Approach and Modigliani and Miller Approach***. Leverage – Meaning – Types of Leverage – Impacts of Financial Leverage - Significance and Limitations.

Unit IV (18 Hrs)

Capitalisation – Concept – Need- Theories of Capitalisation – ***Fair capitalization – Over Capitalization – Under Capitalization – Watered Stock – Over Trading and Under**

Trading.*Working Capital Management – Meaning – Classification-***Importance- Factors Determining the Working Capital Requirements***– Management of Working Capital – Methods of Estimating Working Capital Requirements.

Unit V (17 Hrs)

Receivables Management – Forming of credit policy. Inventory Management – Tools and Techniques.Dividend Policy – Determinants of Dividend Policy – ***Types of Dividend Policy – Advantages and Disadvantages of Stable Dividend Policy – Theory of Relevance***and Irrelevance.

***Distribution of marks : Theory 40 % Problems 60 %**

***Highlighted Content offered in Blended Mode .**

Text Book

Sl.No.	Author name	Title of the book	Publisher	Year & Edition
1	Shashi. K. Gupta Sharma R. K	Financial Management	Kalyani Publishers	2018

Reference Books

Sl.No.	Author name	Title of the book	Publisher	Year &Edition
1	Ravi. M. Kishore	Financial Management - Problems and Solutions	Taxmann Publications Pvt Ltd	2017 Edition
2	Khan & Jain	Financial Management	Tata McGraw Hill	2018
3	Maheshwari S. N	Financial Management	Sultan Chand & Sons	15 th Edition 2019
4	Alan C. Shapiro Peter Moles	International Financial Management	Wiley	2016 Edition

Skill Components

- Preparation of financial planning for the concern
- Application of time value techniques to the real situations
- Analyse the capital structure of different companies belong to different industries
- Estimate the cost of capital for the funds raised by the company
- Application of capital budgeting techniques to select the project proposals.
- Analyse the financial statements and Estimate the working capital requirements of the company.

Pedagogy

- Lecture, Group Discussion, Case study, Role playing, Activity based learning

Course Designers:

- 1.Dr. D. Vijayalakshmi, Department of Commerce
2. Dr. B. Thulasipriya, Department of Commerce

CM21C10	CORPORATE ACCOUNTING II	Category	L	T	P	Credit
		Theory	101	4	-	5

Preamble

- To lay down a foundation for drafting accounts for special corporate bodies such as Banking Companies, Insurance Companies
- To Understand the concept related to Government Accounting and Inflation Accounting

- To enable the students to have a comprehensive practice in the preparation of Corporate accounting suitable to the corporate sector.

Prerequisite

- Basic Knowledge in Company Accounts

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the concept and provisions of financial statements relating to companies	K1
CLO2	Understand the prescribed formats and adjustments pertaining to different companies	K2
CLO3	Examine the legal procedures and accounting process of the companies	K3
CLO4	Apply the latest provisions for preparation of financial reports of various companies	K4

Mapping with Programme Outcomes

CLOs	PO1	PO2	PO3	PO4	PO5
CLO1	S	M	S	M	S
CLO2	S	M	M	M	S
CLO3	M	M	S	S	S
CLO4	S	M	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (20 Hours)

Accounting for Amalgamation and Absorption as per Accounting Standard 14: Meaning – Calculation of Purchase Consideration under different methods–Journal Entries and Ledger Accounts in the books of Vendor Companies and Journal Entries and Balance Sheet in the books of Purchasing Company (Simple & Basic Problems)

Unit II (20 Hours)

Accounts of Banking Companies. - Preparation of Profit & Loss Account – Guidelines of RBI for Profit and Loss account – Balance Sheet – Guidelines of RBI for Balance Sheet– Items requiring Special Attention in Preparation of Final Accounts - Classification of Bank Advances - Non Performing Assets.

Unit III (21 Hours)

Accounts of Insurance Companies: Types of Insurance – Life Insurance – Important terms and their treatment in final accounts of life insurance companies - Premium, Reinsurance, Claims, Commission, Annuities, Surrender value, Paid Up value, Bonus, Life Assurance fund and Double insurance- Net liability of Life Insurance business. Accounts of Life Insurance – Form A – RA Revenue Account –Form A - BS Balance Sheet. Accounts of General Insurance - Form B – RA Revenue Account –Form B – PL – Profit & Loss Account - Form B - BS Balance Sheet.

Unit IV (20 Hours)

Introduction to Government accounting (theoretical aspects only)- Inflation Accounting (theoretical aspects only).Valuation of Goodwill - Meaning – Need for valuation of Goodwill – Factors affecting Valuation of Goodwill– Methods of Valuation – Average Profit Method – Super Profit Method – Capitalization Method. Valuation of Shares – Need for Valuation – Net Asset Method – Yield Method – Fair value

Unit V (20 Hours)

*** Liquidation of Companies: Types of Liquidation ***–Preparation of Liquidator’s Final Statement of Accounts – Order of Payment – Liquidator’s Remuneration – Calculation of Preferential Creditors (Excluding Statement of Affairs). ***Indian Accounting Standards - Elementary introduction to International Financial Reporting Standards.*** (Theoretical Aspects only)

Distribution of Marks: Problems 80% Theory 20%

***Highlighted Content offered in Blended Mode**

Text Book:

S. No	Authors	Title	Publishers	Year of Publication
1.	B Reddy . T S and Murthy. A	Corporate Accounting	Margham Publications	Reedition 2021

Books for Reference:

S. No	Authors	Title	Publishers	Year of Publication
1.	S.P. Jain & K.L. Narang	Corporate Accounting	Kalyani Publishers	2018
2.	Gupta. R L and. Radhasamy. M	Corporate Accounting Vol- II	Sultan Chand& sons	2018
3.	Pillai. RSN, Bhagavathy and Uma. S	Advanced Accountancy Vol -II	S.Chand& Co	2018

Skill Component

- List any 5 cases of amalgamation in the nature of merger or acquisition of Joint Stock Companies.
- Calculate the value of shares and goodwill of a company using suitable method
- Prepare the subsidiary and statutory books of a life insurance company as per the requirement of schedule A of IRDA regulations.
- Collect the annual report of a Banking company and list out its assets and liabilities in Form A of the Banking regulation Act.
- list out the order in which liabilities are discharged in the event of liquidation of a company

Pedagogy

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

Course Designers

1. Dr.C.Gomathy, Department of Commerce
2. Dr. G.Indrani, Department of Commerce



**PSGR
Krishnammal College for Women**



**DEPARTMENT OF COMMERCE
(Aided & Self Finance)**

**CHOICE BASED CREDIT SYSTEM & OUTCOME
BASED EDUCATION SYLLABUS (LOCF)**

BACHELOR OF COMMERCE

2021 – 2024 BATCH



DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR
FRAMEWORK (LOCF)
BACHELOR OF COMMERCE – 2021-2024 BATCH

Programme & Branch B.Com – Commerce

Scheme of Examination

(Applicable to students admitted during the academic year 2021- 2022onwards)

SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits
									CA	ESE	TOTAL	
V	IIIA	CM21C11	Paper X I-Management Accounting	CC	5	73	2	3	50	50	100	4
	IIIA	CM21C12	Paper XII-Direct Taxation	CC	6	88	2	3	50	50	100	4
	IIIA	CM21C13	Paper XIII-Financial Technologies	CC	5	73	2	3	50	50	100	4
	IIIA	CM21E01	Paper XIV- Financial Markets and Services	GE	5	73	2	3	50	50	100	5
		CM21E02	Paper XIV-Banking Theory Law and Practice									
		CM21E03	Paper XIV – Performance Management									
	IIIA	CM21PROJ	Project and viva voce	PROJ	4	-	-	-	50	50	100	5
	IIIB	NM21CS1	Cyber Security I	AECC	2	30	-	-	100	-	100	Gr
	III	CM21AC1/ CM21AC2	Advanced Learner Course ** Customer Relationship Management / International Business	ALC	Self study	-	-	3	25	75	100	(5)*
	III	CM21SBP2	Skill Based Subject AccountingPackage Practical- II	SEC	3	41	4	-	100	-	100	3
IIIA		On Line-Comprehensive Examination (Core Subjects)		-	-	-	-	-	100	100	Gr	
III	INST 1	Fieldwork/Internship (15Days)		-	-	-	-	100		100	2	
		Community Services 30 Hours							Completed or not)			

Bloom's Taxonomy Based Assessment Pattern

CIA Question Paper Pattern: 3 x 20 = 60 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 Marks : $2 \times 3 = 6$
- One question with a weightage of 6 Marks (Internal Choice at the same CLO level) :
 $6 \times 3 = 18$
- One question with a weightage of 12 Marks (Internal Choice at the same CLO level): $12 \times 3 = 36$

Total :60 Marks

ESE Question Paper Pattern: 5 x 20 = 100 Marks

Question from each unit comprising of

- One question with a weightage of 2 Marks : $2 \times 5 = 10$
- One question with a weightage of 6 Marks (Internal Choice at the same CLO level) :
 $6 \times 5 = 30$
- One question with a weightage of 12 Marks (Internal Choice at the same CLO level): $12 \times 5 = 60$

Total :100 Marks

ESE Question Paper Pattern:(for Accounts Paper) 5 x 20 = 100 Marks

Question from each unit comprising of

- One question with a weightage of 2 Marks : $2 \times 5 = 10$
- One question with a weightage of 6 Marks : $6 \times 5 = 30$
- One question with a weightage of 12 Marks (Internal Choice at the same CLO level): $12 \times 5 = 60$

Total: 100 Marks

End Semester for - Advance Learner Courses

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

Total: 75 marks

Cyber Security I

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

ADVANCED LEARNERS COURSE:

Eligibility- The student should secure 75% in Part III subjects till IV semester (Optional not included for grant total and total credits earned). Extra credit 5 per paper.

INTERNSHIP TRAINING:

Internship for a period of 15 days at the end of the semester IV during the vacation and report to be submitted in semester V which will be evaluated for 100 marks divided as follows:

EVALUATION:

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

INDIVIDUAL/GROUP PROJECT & VIVA VOCE

Each group will comprise of 5 members and will be allotted to staff co-ordinator. A specific problem will be assigned to the students or they will be asked to choose a problem/area of their interest. The topic/area of work will be finalized at the end of fourth semester allowing scope for the students to gather relevant literature during the vacation. The research work can be carried at the college or any other organisation approved by the staff co-ordinator and the HoD.

INTERNAL EVALUATION:

- I Review** – Selection of the field of study, Topic & Literature Collection - 15 Marks
II Review – Research Design & Data Collection - 15 Marks
III Review – Analysis & Conclusion, Preparation of Rough Draft - 20 Marks
Total - 50 Marks

END SEMESTER EXAMINATION:

- Evaluation of the project - 30 Marks
Viva Voce - 20 marks
Total - 50 Marks

Viva voce/ presentation will be conducted by a panel of internal examiners including the HOD and staff Co-ordinator guiding the project.

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE –CM21C11					
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 –CM21C12					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	M	M
COURSE –CM21C13					
CLO1	S	S	S	M	S
CLO2	S	S	S	M	S
CLO3	S	S	S	M	S
CLO4	S	S	S	M	S

COURSE –CM21E01					
CLO1	S	S	M	L	S
CLO2	S	S	M	S	M
CLO3	S	S	S	M	S
CLO4	S	S	S	M	S
COURSE –CM21E02					
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 –CM21E03					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M
COURSE – CM21SBP2					
CLO1	S	S	S	S	M
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	M	M

CM21C11	MANAGEMENT ACCOUNTING	Category	L	T	P	Credit
		Theory	73	2	-	4

Preamble

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

Prerequisite

- Basic Knowledge in Financial Statements

Course Outcomes

On the successful completion of the course, students will be able to prepare and present information for management decision making and control process

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

Mapping with Programme 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; L-Low

Syllabus

Unit I (15 Hrs)

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

Unit II (15 Hrs)

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

Unit III (14 Hrs)

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

Unit IV (15 Hrs)

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

Unit V (14 Hrs)

Marginal Costing–Cost-Volume-Profit Analysis and Break-Even Analysis, Managerial Applications of Marginal Costing including transfer pricing- Significance and limitations of Marginal Costing.***Standard Costing-Meaning, suitability as a management tool-limitation-Variance Analysis***-Material and Labour Variances only

Distribution of Marks - Theory 20% and Problems 80%

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

Links

Unit I

- <https://nptel.ac.in/courses/110101003>
- <https://www.udemy.com/tutorial/management-accounting/introduction-to-management-accounting-video/>
- <https://archive.nptel.ac.in/courses/110/107/110107073/>
- <https://youtu.be/qX7x8m6snZc>

Unit -II

- <https://corporatefinanceinstitute.com/resources/accounting/ratio-analysis/>
- <https://zerodha.com/varsity/chapter/the-financial-ratio-analysis>
- <https://www.youtube.com/watch?v=MTq7HuvoGck>
- <https://ncert.nic.in/textbook/pdf/leac205.pdf>
- <https://www.youtube.com/watch?v=yPUb6PsVvLA>
<https://youtu.be/z7UVV0exqJY>

Unit III

- <https://www.wallstreetmojo.com/fund-flow-statement-format/>
- <https://www.financestrategists.com/accounting/management-accounting/fund-flow-statement-vs-balance-sheet-vs-income-statement>
- <https://groww.in/p/funds-flow-statement>
- <https://www.youtube.com/watch?v=Ytuu9wKEmNU>

Unit -IV

- <https://youtu.be/HfbqVNgGk8g>
- <https://www.oercommons.org/authoring/15104-budgeting/view>
- <https://www.youtube.com/watch?v=qzDVYhJgn6I>
- <https://archive.nptel.ac.in/courses/110/101/110101132/>
- <https://archive.nptel.ac.in/courses/110/101/110101003/>
- <https://www.wallstreetmojo.com/marginal-costing/>
- <https://www.oercommons.org/courses/marginal-revenue-and-marginal-cost>

Unit -V

- <https://www.wallstreetmojo.com/marginal-costing/>
- <https://www.oercommons.org/courses/marginal-revenue-and-marginal-cost>
- <https://www.oercommons.org/courses/marginal-cost-average-variable-cost-and-average-total-cost>
- <https://www.digimat.in/nptel/courses/video/110107127/L45.html>
- https://www.youtube.com/watch?v=81X5_bmvSDY

Text Book :

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Sharma R.K Sashi K.Gupta Neeti Gupta	Management Accounting	Kalyani Publishers	Reprinted 2017, IV edition

Books for Reference:

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Jain and Narang	Cost and Management Accounting	Kalyani Publishers	2013, 21 st Edition
2	Dr. Maheswari S.N & Dr.S.N.Mittal	Management Accounting	Sultan Chand and Sons	2020, Reprint
3	Reddy T.S and Reddy H.P	Management Accounting	Margham Publications	2013, VIII Edition

Pedagogy

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

Skill Component

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

Course Designers

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

CM21C12	DIRECT TAXATION	Category	L	T	P	Credit
		Theory	88	2	-	4

Preamble

- To gain expert Knowledge of the provisions of Income tax Act under different heads of incomes.

Prerequisite

No prerequisite Knowledge required

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Define the basic principles of the Income Tax Act	K1
CLO2	Understand the assessment procedure of different heads of incomes	K2
CLO3	Apply the various procedures for submission of income tax return	K3
CLO4	Analyse the taxable income of an assessee	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (DL 18 Hrs)

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

Unit II (DL 18 Hrs)

Income under the head 'Salaries': ***Income under the head 'Salaries': Meaning, Basis of charge, Forms of Salary***, Allowances, Perquisites, Provident Fund, ***Permissible deductions under section 16***, Retirement benefits – ***Death-cum-retirement Gratuity***, Leave Salary, Pension, Commuted pension.

Unit III (DL 18 Hrs)

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

Expressly Allowed –Expense Expressly Disallowed.

Unit IV (DL 17 Hrs)

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

Unit V (DL 17 Hrs)

Permissible deductions from gross total income : ***Permissible deductions from gross total income 80C, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGB, 80GGC, 80JJA, 80QQB, 80RRB, 80U*** – Set off and Carry Forward Set off losses - Computation of total income and tax liability- Assessment of Individuals. Introduction to e-Filing, Penalties, prosecution and appeals.

Distribution of Marks - Theory 20% and Problems 80%

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

Links

Unit I

- <https://www.taxmann.com/post/blog/basic-concepts-of-income-tax/>
- <https://taxguru.in/income-tax/introduction-basic-concepts-income-tax.html>
- <https://www.taxmann.com/post/blog/difference-between-capital-and-revenue-expenditure/>

Unit II

- <https://www.tn.gov.in/dop/p5.html>
- <https://incometaxmanagement.com/Pages/Tax-Ready-Reckoner/GTI/Salary/List-of-Different-Form-of-Salary-Income.html>
- https://incometaxindia.gov.in/_layouts/15/dit/pages/viewer.aspx?path=http://www.incometaxindia.gov.in/charts++tables/deductions.htm%3Fint=1&grp=&searchfilter=&k=&isdlg=0
- <https://www.lawinsider.com/dictionary/death-cum-retirement-gratuity>

Unit III

- <https://incometaxmanagement.com/Pages/Tax-Ready-Reckoner/GTI/House-Property/Annual-Value-of-House-Property-Income.html>
- <https://taxguru.in/income-tax/tax-profits-gains-business-profession.html>
- https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjvXIP187z_AhWQd2wGHR1aAfaAQFnoECAQQA&url=https%3A%2F%2Fincometaxmanagement.com%2FPages%2FTax-Ready-Reckoner%2FGTI%2FBusiness-Profession%2FDefinition-Of-Head-Business-or-Profession.html&usg=AOvVaw22A1StA-BIsYg0caquSHsa

Unit IV

- <https://www.bankbazaar.com/tax/how-calculate-capital-gains.html>
- <https://www.investopedia.com/terms/c/capitalgain.asp>
- <https://learn.quicko.com/capital-gain-tax>

Unit V

- <https://cleartax.in/s/80c-80-deductions>
- <https://www.paisabazaar.com/tax/section-80g-of-income-tax-act/>
- <file:///e:/Downloads/Deductions-from-Gross-Total-Income.pdf>

Text Book

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gaur V.P. and Narang D.B	Income Tax and Practice	Kalyani Publishers	CurrentEdition

Reference Books

Sl. No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Income Tax and Practice	Sultan Chand & Sons	Current Edition
2	Mehrothra	Income Tax and Practice	Sultan Chand & Sons	Current Edition

Pedagogy

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

Skill Component

- Identify various sources of incomes that are of revenue and capital in nature.
- To apply various concepts and practical calculations with reference to provisions.
- Collect the list of scientific research institutions under Business/Professions.
- Preparations of Tax statement for sample income.
- Filling of Demo Returns.

Course Designers

1. Dr. B. Thulasipriya– Department of Commerce
2. Dr. S. Sujatha - Department of Commerce

CM21C13	FINANCIAL TECHNOLOGIES	Category	L	T	P	Credit
		Theory	73	2	-	4

Preamble

- To understand the fundamentals of financial technology and the creation of businessmodel for Fintech
- To offer exposure to the students about Internet of Things, block chain technology and crypto currency
- To attain expertise in the field of Fintech Applications



Prerequisite

- Basic Knowledge in Financial Services

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Remember and Understand the importance and role of financial technology in different financial services	K1
CLO2	Classify the types of fin tech innovation and understand the role of IOT and block chain technology	K2
CLO3	Expertise in the field of Fintech Applications	K3
CLO4	Develop the Fin Tech business model for various financial services	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (15 Hrs)

Introduction - Definition of Fintech – History of Fintech - Importance of Fintech – Fintech stages – An overview of fintech – Fintech ecosystems – ***Downsides of Disruptive fintech initiatives -A Business Model for Fintech. Fintech innovation – Types of innovation – Product innovation: Mobility – Process innovation: Big data analytics*** – Organization innovation: Robots – Business Models innovation: Tech Organisations – Other fin tech initiatives: Artificial Intelligence, Cloud computing and social network.

Unit II (14 Hrs)

Next Generation Commerce in a Flash – Changes in customer shopping behaviour – Point of Sales (POS) - Evolution – Understanding MPOS – MPOS Business model- Key Players - ***The Internet of things in a Flash – Drivers of growth of IOT – The impact of IOT on businesses – The IOT in categories – Combining IOT and Block Chain – The IOT in Financial Services*** – O2O and IOT in Fintech – Challenges faced by IOT – Successful IOT use cases in the financial Sector.

Unit III (15 hrs)

Digital Lending Innovation in a Flash - Short History of Lending - Peer-to-Peer Lending - P2P Marketplace Lending Business Model - Key Players – ***Consumer Lending - Key Players- Digital Lending for Students - Key Players - Digital Lending for SMEs - Key Players - Digital Mortgages - Key Players- The Future in a Flash***.

Unit IV (15 Hrs)

Block chain and distributed ledgers – The components of block chain – Types of block chain - Main Potential applications of block chain - Top crypto currencies – Impact of block chain on Financial services – Investment in block chain – Uses cases for Block Chain – Smart contracts – Payments – Digital Medical Records - Electronic Voting – Clearing and Settlement – Smart Assets – Digital identity – The Future in a flash.

Unit V (14 Hrs)

Commercial Banking Transformation – Introduction- the Impact of Fin tech on business banking – The impact of fintech on corporate banking – ***The rise of insurtech in a flash – How insurance works – Market size – Drivers of disruption – Peer to Peer insurance*** – Block chained insurance – Machine learning – Wearables in insurance-***What traditional insurance firms can do interesting insur tech ideas – Micro insurance – Key players in Insurtech – Regtech***.

***Theory Only**

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

Links

Unit I

- <https://guides.loc.gov/fintech/regulating-agencies>
- <https://www.youtube.com/watch?v=tU7VeCVkvu8>
- <https://www.youtube.com/watch?v=EtCxp9B4pxQ>
- <https://www.boardofinnovation.com/blog/10-innovative-fintech-business-models/>
- <https://101blockchains.com/top-fintech-innovations/>

Unit II

- <https://101blockchains.com/iot-on-the-business-sector/>
- <https://www.oercommons.org/courses/fintech-and-innovation-i/view>

Unit III

- <https://www.youtube.com/watch?v=xvJSMRtZLkE>
- <https://startuptalky.com/top-digital-lending-companies-india/>

- https://www.ey.com/en_in/financial-services-emeia/why-digital-lending-is-the-future-for-banks-and-smes

Unit IV

- <https://www.oercommons.org/courses/fintech-and-innovation-i/view>
- <https://guides.loc.gov/fintech/21st-century/cryptocurrency-blockchain>

Unit V

- <https://www.youtube.com/watch?v=pA-AgV8wo0o>
- <https://www.oercommons.org/courses/fintech-and-innovation-ii/view>
- <https://guides.loc.gov/fintech/regulating-agencies>

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Agustin Rubini	Fintech in a Flash– Financial Technology Made Easy	Simtac Ltd. www.fintechflash.co.uk London, United Kingdom	2017

Reference Books

S. No	Authors	Title	Publishers	Year of Publication
1.	Theo Lynn John G. Mooney Pierangelo Rosati Mark Cummins	Disrupting Finance - Fintech and Strategy in the 21st Century	Palgrave Macmillan	2019
2	Bernardo Nicoletti	The Future of FinTech – Integrating Finance and Technology in Financial Services	Palgrave Macmillan	2017

Pedagogy

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

Skill Component

- Analyse the application of IoT in Fintech.
- Prepare a list of basic usage of Fintech application in Banking services
- Analyse and Evaluate the components of Insur tech of different insurance companies
- Analyse the application of block chain technology in Cryptocurrency exchanges
- Analyse and interpret the digital lending practices in SMEs

Course Designers

1. Dr. D. Vijayalakshmi– Department of Commerce
2. Dr. B. Thulsipriya – Department of Commerce

CM21E01	FINANCIAL MARKET AND SERVICES	Category	L	T	P	Credit
		Theory	73	2	-	5

Preamble

- To acquire knowledge on the capital market sector.
- To understand about investments funds and foreign exchange.
- To know about the equities, risk of owning shares and types of capital market.

Prerequisite

- No prerequisite required

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Acquire knowledge on the capital market sector.	K1
CLO2	Understand about investments funds and foreign exchange.	K2
CLO3	Demonstrate the theoretical foundation of capital market	K3
CLO4	Critically analyse and apply the provisions that are prevailing in the current trends in the market.	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (15 Hrs)

Capital Market: *Meaning – Features – Functions - Primary Market – Secondary Market* - Reasons for the sale of securities by Govt and companies – Why do investors buy securities? – Return on investment – Who invest in securities – Market participants – Issuers – Investors – Regulators - Intermediaries – ***Stock Exchange - Stock Broker – Sub-Broker - Prime Broker*** – Investment Banking (IB) – Underwriter - Investment Management (IM) – Depository & Depository Participants – Custodian - ***Clearing Agency – Registrar and Transfer Agents (R&TA) – Credit Rating Agency - Data Vendors – Stock Market Indices***.

Unit II (14 Hrs)

Asset Classes: Introduction to Financial Securities – Equity – Fixed Income – ***Money Market – Treasury Bill – Commercial Paper – Certificate of Deposit – Derivatives – Warrants*** – Investment Funds – Introduction to Investment Fund and Mutual Fund – Fund structure – ***Open Ended Fund , Closed Ended Fund***, Exchange traded fund – Pension Fund – Insurance -Funds - Hedge fund – Private equity – Foreign Exchange (FX) – Introduction – ***Spot Vs Forward Market*** – Reading Currency Pair – Bid, Ask, Spread, PIP and Lot Size – Buying and Selling Forex.

Unit III (15 Hrs)

Equities: Introduction, Features & Benefits – Types of Equity Capital - Common stock & Preferred stock – Risk of Owning shares – Corporate Action – Mandatory corporate action, Voluntary corporate action and mandatory with choice – Corporate Action Dates – Declaration date, CUM Date, Ex-date, Record Date & Payment Date – Introduction to EPS & PE Ratio – Procedures to invest in stock based on Price-earnings ratio (PE) – Over valued or Undervalued – Depository Receipts – Introduction – ***American Depository Receipt (ADR) – Global Depository Receipt (GDR)*** – Securities identifiers – Introduction - Committee on Uniform Securities Identification Procedures (CUSIP) - ***stock exchange daily official list (SEDOL) - International Securities Identification Numbering system (ISIN)*** – Types of Order – Market,

Limit & Stop order - Equity trade ticket.

Unit IV (15 Hrs)

Fixed Income: *Introduction – features and benefits of bond – Why do people Invest in Bond – Who will issue Bonds? - Types of Bonds (Zero coupon, Callable, Puttable, Convertible, Floating rate, Step-up & step-down, Government, Corporate, Asset-backed securities – ABS & Mortgage-backed securities – MBS)*
– Influence of market interest rate on the bond price– Introduction to risk – Types of risk (Interest Rate, credit, liquidity, inflation etc.) – Accrued Interest of the Bond – Day Count Convention - Present Value of a Single payment received/paid in Future - Present Value of an Annuity - Basic Relationships for Premiums and Discounts - Selling Price of a Bond - ***Components of Bond Trade Ticket***.

Unit V (14 Hrs)

Derivatives: Introduction – *Spot Vs Derivative Market – Players in Derivative Market – Hedgers , Speculators , Arbitrageurs – Forwards – Non-deliverable forward, Deliverable forward*, Sample trade – Futures – Underlying instruments – Market to market margin – Sample Trade - Futures Trade Ticket – Option – Types of Option – Call & Put Option – ***Exchange Traded Vs OTC Option*** – Swaption – Option on futures – Interest Rate Option – Option Exercising – Option Strategies – Option Trade Ticket – Swaps – Interest rate, Currency, Credit Default Swaps

***Theory Only**

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

Links

Unit I

- <https://www.angelone.in/knowledge-center/share-market/what-is-primary-market>
- <https://www.vedantu.com/commerce/capital-market>
- www.oercommons.org/courses/finance-and-capital-markets-bonds-vs-stocks
- <https://www.youtube.com/watch?v=4t73bcTRfgI>
- <https://choiceindia.com/blog/role-of-broker-and-sub-broker-in-capital-market/>
- <https://support.zerodha.com/category/console/ipo/other-ipo-queries/articles/registrar-and-transfer-agents-rta>
- <https://www.investopedia.com/terms/c/clearinghouse.asp>

Unit II

- <https://www.wallstreetmojo.com/money-market/>
- <https://www.investor.gov/introduction-investing/investing-basics/investment-products/certificates-deposit-cds>
- <https://www.desjardins.com/ca/co-opme/action-plans-tips/savings-investment/treasury-bills-money-market-securities/index.jsp>
- <https://www.livemint.com/money/personal-finance/open-ended-vs-close-ended-mutual-funds-where-you-should-invest-11668347519762.html>
- <https://cleartax.in/s/close-ended-vs-open-ended-funds>
- <https://www.economicdiscussion.net/difference-between/difference-between-spot-market-and-forward-market-foreign-exchange/615>

Unit III

- <https://groww.in/p/equity-share-capital>
- <https://www.indmoney.com/articles/stocks/equity-share-capital>
- <https://www.investopedia.com/terms/g/gdr.asp>
- https://www.business-standard.com/podcast/finance/adr-vs-gdr-know-the-difference-122081700031_1.html
- <https://corporatefinanceinstitute.com/resources/capital-markets/stock-exchange-daily-official-list-sedol/>

- <https://cleartax.in/s/isin-code>

Unit IV

- <https://groww.in/p/bonds>
- <https://www.investopedia.com/terms/b/bond.asp>
- <https://www.managementstudyguide.com/what-are-bonds.htm>
- <https://www.finra.org/investors/investing/investment-products/bonds#types>
- <https://www.finra.org/investors/insights/bond-yield-return>

Unit V

- <https://www.investopedia.com/terms/n/ndf.asp>
- <https://www.wallstreetmojo.com/arbitrageur/>
- https://www.google.com/search?client=firefox-b-d&q=Players+in+Derivative+Market+%E2%80%93+Hedgers+%2C+Speculators+%2C+Arbitrageurs#fpstate=ive&vld=cid:7d36a603,vid:iJUwDR_3-b4
- <https://www.tickertape.in/blog/exchange-traded-derivatives-vs-over-the-counter-otc-derivatives/>
- <https://www.investopedia.com/terms/o/otcoptions.asp>

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	E. Gordon and K. Natarajan	Financial Markets and Services	Himalaya publishing house	2016

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gurusamy . S	Financial markets and Institutions	Vijay Nicole Imprints Pvt Ltd	4th edition 2015
2.	Bhole .N	Financial Institutions & Markets	Tata McGraw-Hill Education	2015

Pedagogy

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

Skill Component

- Analyse the application of IoT in Fintech.
- Prepare a list of basic usage of Fintech application in Banking services
- Analyse and Evaluate the components of Insurtech of different insurance companies
- Analyse the application of blockchain technology in Cryptocurrency exchanges
- Analyse and interpret the digital lending practices in SMEs

Course Designers

2. Dr. D. Vijayalakshmi– Department of Commerce
2. Dr. B. Thulsipriya – Department of Commerce

CM21E02	BANKING THEORY LAW AND PRACTICE	Category	L	T	P	Credit
		Theory	73	2	-	5

Preamble

- To understand the legal procedures formulated under Banking Regulation Act, Negotiable Instruments Act and other legal issues
- To provide exposure to the students with the latest developments in the banking field
- To acquire specialized knowledge of law and practice relating to Banking

Prerequisite

- Basic Knowledge in Banking

Course Outcomes

On the successful completion of the course, students will be able to prepare and present information regarding banking and technologies used

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand and explain the conceptual framework of banking	K1
CLO2	Classify and Demonstrate the types of deposit, cheques, loans and advances	K2
CLO3	Illustrate the various electronic payment methods	K3
CLO4	Analyse the models of E-banking	K4

Mapping with Programme 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; M-Medium; L-Low

Syllabus

Unit I (15 Hrs)

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

Unit II (14 Hrs)

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

Unit III (15 Hrs)

Cheques- ***Crossing of cheques –types*** – payment of cheques – ***precautions by paying bankers – statutory protection of the paying banker*** – collection of cheques – legal status – conversion – RBI instruction to banks. Truncated cheque and Electronic cheque.

Unit IV (15 Hrs)

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

Unit V (14 Hrs)

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

***Theory Only**

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

Links:**UNIT – I**

- <https://www.youtube.com/watch?v=CvwjzZqd8Og>
- https://en.wikipedia.org/wiki/List_of_banks_in_India
- <https://www.iedunote.com/role-of-banks-in-economic-development>
- <https://www.imf.org/en/Publications/fandd/issues/Series/Back-to-Basics/Banks#:~:text=Banks%20also%20play%20a%20central,markets%20within%20which%20they%20operate.>

UNIT – II

- <https://www.youtube.com/watch?v=dbvsk17mxDQ>
- <https://www.youtube.com/watch?v=YZu7HKn-xMI>
- <https://www.youtube.com/watch?v=REfByUEp0Uk>
- <https://www.indiafilings.com/learn/know-your-customer-kyc/>

UNIT – III

- <https://www.youtube.com/watch?v=hotkHSggsng>
- <https://groww.in/banking/what-is-cross-cheque>
- <https://www.youtube.com/watch?v=j3UpIsy1gBE>
- <https://www.youtube.com/watch?v=o-4ZOoP-OW4>

UNIT – IV

- <https://www.youtube.com/watch?v=KHsFhYpqOlq>
- <https://www.iedunote.com/principles-of-sound-lending>
- https://www.youtube.com/watch?v=nmtdHCOrf0&list=PLJoALJA_KM ODvdAOKDmipEB5jOuNbaY1z&index=11
- <https://unacademy.com/content/bank-exam/study-material/general-awareness/the-protection-of-paying-banker>

UNIT – V

- <https://www.investopedia.com/terms/v/virtual-currency.asp>
- <https://study.com/academy/lesson/digital-virtual-currencies-definition-types-forms.html>
- <https://study.com/academy/lesson/electronic-payment-systems-definition-types.html>
- <https://www.stampli.com/blog/payments/electronic-payment-types/>

Text Book:

S. No	Authors	Title	Publishers	Year of Publication
1.	Varshney. P. N	Banking Theory Law and Practice	Sultan Chand & sons	20 th Revised 2014

Books for Reference:

S. No	Authors	Title	Publishers	Year of Publication
1.	Dr. S. Gurusamy	Banking Theory, Law and Practice	Vijay Nicole Imprints(p) Ltd	4 th Edition 2016

2	E.Gordan and K.Natarajan	Banking Theory, Law and Practice	Himalaya publishing house	26 th Revised ed 2017
3.	Kandasami. K.P	Banking Law and Practices	S Chand & Company	Revised ed 2010

Pedagogy

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

Skill Component

- Analyse the role of public and private sector banks in India
- Collect the guidelines of public and private sector bank for opening of different types of bank accounts
- Collect the different types of cheques and analyse it
- Analyse the documentation procedures for different types of loans offered by commercial banks
- Apply the different types of e payment system in your day-to-day transaction

Course Designers

1. Dr. D. Vijayalakshmi– Department of Commerce
2. Dr. B. Thulasipriya – Department of Commerce

CM21E03	PERFORMANCE MANAGEMENT	Category	L	T	P	Credit
		Theory	73	2	-	5

Preamble

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

Prerequisite

- No prerequisite Knowledge required

Course Outcome

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

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

Mapping with Programme 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; L-Low

Syllabus

Unit I (14 Hrs)

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

Unit II (14 Hrs)

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

Unit III (14 Hrs)

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

Unit IV (15 Hrs)

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

Unit V (14 Hrs)

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

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

Text Book:

S. No	Authors	Title	Publishers	Year of Publication
1	Performance Management(ACCA),- Kaplan Publishing			

Books for References:

S. No	Authors	Title	Publishers	Year of Publication
1	R K Sahu	Performance Management System	Excel Books	2007
2	T V Rao	Performance Management: Toward Organizational Excellence	Sage Publications Pvt Ltd	2 nd Edition 2016
3	PremChandha	Performance Management: It's About Performing - Not Just Appraising	Laxmi Publication	2003

Pedagogy

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

Skill Component

- To Examine about business and financial modelling for Cost Volume and Profit Analysis

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

Course Contents and Lecture Schedule

Unit I

- <https://www.financestrategists.com/accounting/cost-accounting/costing-methods-and-techniques/>
- <https://in.video.search.yahoo.com/>
- <https://www.accaglobal.com/in/en/student/>
- <https://www.slideshare.net/prachisingla4/target-costing-and-life-cycle-costing>
- <https://www.slideshare.net/soblo/life-cycle-costing-42535022>

Unit II

- <https://www.stevewillistraining.com/acca-pm-help-specialist-management-accounting-techniques/>
- <https://www.accaglobal.com/lk/en/student/exam-support-resources/>
- <https://www.accaglobal.com/gb/en/student/exam-support-resources/>

Unit III

- <https://www.youtube.com/watch?v=XHl3Ygp-BgM>
- <https://www.investopedia.com/terms/c/cost-volume-profit-analysis.asp>
- <https://www.investopedia.com/terms/m/make-or-buy-decision.asp>

Unit IV

- <https://www.economicdiscussion.net/cost-accounting/budgetary-control/32588>
- <https://indiafreenotes.com/quantitative-analysis-in-budgeting-standard-costing/>
- <https://www.accaglobal.com/gb/en/student/>
- <https://in.video.search.yahoo.com/>

Unit V

- <https://bizfluent.com/facts-7899960-performance-measurement-control-system.html>
- <https://www.datapine.com/blog/management-reporting-best-practices-and-examples/>
- <https://www.youtube.com/watch?v=QZNUJ1KC0IE>
- <https://www.accaglobal.com/gb/en/student/>
- <https://kfknowledgebank.kaplan.co.uk/acca>
- <https://indiafreenotes.com/external-considerations-and-behavioral-aspects/>

Course Designers

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

ADVANCED LEARNERS COURSE – SELF STUDY PAPER

CM21AC1	CUSTOMER RELATIONSHIP MANAGEMENT	Category	L	T	P	Credit
		ALC	-	-	-	5

Objectives

- To know CRM and e-CRM Concepts.
- To integrate the CRM with ERP and Data Warehouse.
- To understand the CRM Process.

Syllabus

UNIT I

Introduction and significance of CRM-Benefits-CRM strategies for building relationship- the emerging trends and issues –CRM in the Internet ERA- CRM issues and problems.

UNIT II

e-CRM: CRM to E-CRM- Differences- Web experience- Market dynamics relating to CRM- Need to adopt E-CRM- Basic requirements- Three dimensions –Customer interaction- Problems with E- CRM solutions – E-CRM tools.

UNIT III

CRM process: Introduction and objective of a CRM process- CRM Business transformation- CRM Implementation- The warnings of implementation-A framework for successful CRM.

UNIT IV

Integration of CRM with ERP systems: Benefits of ERP – Supply Chain Management (SCM) –Supplier Relationship management (SRM) – Partner Relationship Management (PRM).

UNIT V

Implementing CRM in Indian Service Sectors: A step by step process - CRM service in Hospitality Industry, Banking, Insurance Indian Telecom Industry, Entertainment and Aviation Industry.

Text Book

S.No	Author/s	Title of the book	Publishers	Year of publication
1	PeeruMohammed.H, Sagadevan.A	Customer Relationship Marketing: A step by step approaches	Vikas Publishing House	Current revised edition.

Reference Books:

S.No.	Author/s	Title of the book	Publishers	Year of publication
1	VenkataRamana.V &Somayajulu.G	Customer Relationship Management: A key to Corporate Success	Excel Books	Current Edition
2.	Dr.Shamsher Singh,	Customer Relationship Management	Himalaya Publishing Company	1 st Edition, 2018
3.	Sheth, Parvatiyar, Sha	Customer Relationship Management: Emerging Concepts,	Tata McGraw Hill Publishing Ltd	Latest Edition

Course Designers

1. Dr.S.Sujatha– Assistant Professor, Department of Commerce
2. Dr.G.Indrani - Assistant Professor , Department of Commerce

CM21AC2	INTERNATIONAL BUSINESS	Category	L	T	P	Credit
		ALC	-	-	-	5

Objective

- To provide students with the knowledge, skills, and abilities of International business
- To understand the global economic, political, cultural and social environment within which firms operate.
- To provide insight on Global trade and liberalisation

Syllabus

UNIT – I

IB an overview – Reasons for International Business-Types of International Business-Constraints of International Business-. International Business Orientation - International Commercial Terms.

UNIT – II

Definitional dimensions – Globalization of world economy – essential conditions for Globalisation – Factors favouring globalization – Globalization strategies – implications and Impact – Comparisons between the old and new Globalisation–Policy options.

UNIT – III

International of International Business and its significance- Economic environment- Socio /cultural environment- Demographic environment- Political environment Technological environment.

UNIT – IV

Bretton Woods system- EMS, ECU and Euro, Foreign exchange market- Determinants of exchange rates- Classifications and convertibility-Currency exchange risk- Foreign exchange management.

UNIT – V

India- An emerging market- India in Global Trade- Liberalisation and integration with Global Economy.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Francis Cherunilam	International Business-Text and Cases	PHI LearningPrivate Ltd	2014

Reference Books:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Charles W L Hill & ArunKumarJain	International Business: Competing inthe Global market place	McGraw Hill Education IndiaPvt Ltd	2014
2	C.B.Gupta	International Business	Sultan Chand & Sons.	2014
3	Rakesh Mohan Joshi	International Business	Oxford University press India	2009

Course Designers:

- 1 Dr. B. Thulapriya
- 2 Dr.C.Gomathy

CM21SBP2	ACCOUNTING PACKAGE	CATEGORY	L	T	P	CREDIT
		Practical	-	4	41	3

Preamble

- To impart knowledge regarding the concept of financial accounting
- To acquire knowledge in inventory management
 - To familiarize statutory features

Prerequisite

- No prerequisite required

Course Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	To create accounting transactions and reports	K1
CLO2	To manage accounting and inventory	K2
CLO3	To explain statutory features	K3
CLO4	To create accounting voucher entries including advance voucher entries	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	M	M

S- Strong; M-Medium; L-Low

List of Programmes

1. To Create Company, Groups and Ledgers
2. To prepare Receipt & Payment voucher entries
3. To prepare Purchase Order, Purchase voucher and Debit Note for a given list of transactions
4. To prepare Sales Order, Sale voucher and Credit Note for a given list of transactions
5. To prepare Contra and Journal vouchers
6. To prepare final accounts for a given trial balance
7. To prepare accounts with inventory
8. To prepare Stock Summary and Godown wise summary
9. To prepare simple Payroll voucher and to display payroll report (pay slip report, pay sheetreport and payroll statements report)
10. Recording GST Invoices at Company Level
11. Recording GST invoices at Stock Group & Stock Item Level
12. Recording Sales to Consumers
13. Recording interstate sales to unregistered dealers
14. Filling up of GST Returns

Course Designers

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



**PSGR
Krishnammal College for Women**



**DEPARTMENT OF COMMERCE
(Aided & Self Finance)**

**CHOICE BASED CREDIT SYSTEM & OUTCOME
BASED EDUCATION SYLLABUS (LOCF)**

BACHELOR OF COMMERCE

2021 – 2024 BATCH



**DEPARTMENT OF COMMERCE
CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES BASED CURRICULAR
FRAMEWORK (LOCF)
BACHELOR OF COMMERCE – 2021-2024 BATCH**

Programme & Branch B.Com – Commerce

Scheme of Examination
(Applicable to students admitted during the academic year 2021- 2022onwards)

SEM	Part	Subject Code	Title of the Paper		Instruction hours/week	Contact hours	Tutorial	Duration of Examination	Examination Marks			Credits	
									CA	ESE	TOTAL		
VI	III A	CM21C14	Paper XIV–Cost Accounting	CC	6	88	2	3	50	50	100	4	
	III A	CM21C15	Paper XV–Auditing	CC	6	88	2	3	50	50	100	4	
	III A	CM21C16	Paper XVI- Business Taxation	CC	5	73	2	3	50	50	100	4	
	III A	BB21C14	Paper XVII- Entrepreneurial Development	CC	5	73	2	3	50	50	100	4	
	IIIA		CM21E04	Elective IV - Investment Banking Operations	GE	5	73	2	3	50	50	100	5
			CM21E05	Elective V- Digital Marketing									
			CM21E06	Elective VI- E-Commerce									
	IIIA	CM21SBP3	Skill Based Subject Python for Accounting	SEC	3	41	4	-	100	-	100	3	
	III	CM21AC3/ CM21AC4	Advanced Learner Course ** Business Communication / Service Marketing	ALC	Self Study	-	-	3	25	75	100	(5)*	
			Total Credits								3800	140	

MAPPING OF PLOs WITH CLOs

COURSE	PROGRAMME OUTCOMES				
	PLO1	PLO2	PLO3	PLO4	PLO5
COURSE –CM21C14					
CLO1	S	S	S	S	S
CLO2	S	S	S	M	S
CLO3	S	S	M	S	S
CLO4	S	M	S	S	S
COURSE –CM21C15					
CLO1	S	S	S	S	S
CLO2	S	S	S	M	M
CLO3	S	S	M	S	S
CLO4	S	S	S	M	S
COURSE –CM21C16					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	S
CLO3	S	S	S	S	S
CLO4	S	S	S	S	M
COURSE –CM21E04					
CLO1	S	S	S	M	S
CLO2	S	S	S	M	S
CLO3	S	S	S	M	S
CLO4	S	S	S	M	S
COURSE –CM21E05					
CLO1	S	S	S	S	M
CLO2	S	S	M	S	M
CLO3	S	S	S	S	M
CLO4	S	M	M	M	M
COURSE –CM21E06					
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 – CM21SBP3					
CLO1	S	S	S	S	S
CLO2	S	S	S	S	M
CLO3	S	S	S	S	M
CLO4	S	S	S	S	M

CM21C14	COST ACCOUNTING	Category	L	T	P	Credit
		Theory	88	2	-	4

Preamble

- To provide an in-depth study of the Cost Accounting Principles and Techniques for Identification, Analysis and Classification of Cost Components
- To Explain the Basic Concepts and Processes in Determination of Cost of Products and Services
- To Facilitate Managerial Decision-Making Process

Prerequisite

- Knowledge on Classification of Material, Labour and Overheads

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Know the areas of Application of Costing Techniques.	K1
CLO2	Understand and Explain the Conceptual Framework of Cost Accounting	K2
CLO3	Apply the Concept and Role of Cost Accounting in the Business Management of Manufacturing and Non-Manufacturing Companies	K3
CLO4	Analyze in detail on Cost Ascertainment	K4

Mapping with Programme 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	M	S	S	S

S- Strong; M-Medium; L-Low

Syllabus

Unit I (17 Hrs)

Cost Accounting – Definition, Meaning & Scope – ***Relationship of Cost Accounting with Financial Accounting and Management Accounting – Methods of Costing*** – Cost Analysis, Concepts and Classifications – Elements of Cost, Preparation of Cost Sheet and Tender – Costing as an Aid to Management – Limitations and Objections Against Cost Accounting - Reconciliation of Costs and Financial Accounts.

Unit II (18 Hrs)

Materials – Purchasing of Materials, *** Procedure and Documentation Involved in Purchasing*** –

Requisitioning for Stores – ***Techniques of Materials Control*** - Maximum, Minimum & Re-ordering Levels – Economic Order Quantity – Perpetual Inventory. Methods of Valuing Material Issues - FIFO, LIFO, Simple and Weighted Average methods.

Unit III (18 Hrs)

Labour – ***concept and treatment of Idle Time - Control Over Idle Time*** – Labour Turnover- Methods of wage payment - Time Rate, Piece Rate, Taylor’s Differential piece rate, Merrick’s Multiple piece rate – Incentive Methods - Halsey & Rowan Plan – Group Incentive Scheme

Unit IV (18 Hrs)

Classification of Overheads - Allocation & Apportionment – Primary Distribution - Secondary Distribution - Reapportionment of Service Department Costs to Production Departments - Direct Method - Reciprocal Methods - Repeated Distribution Method and Simultaneous Equation Method - Absorption of Overheads and Computation of Machine Hour Rate. ***Activity Based Costing***

Unit V (17 Hrs)

Process Costing – Features – Process Losses, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain and Inter-process Profit (Excluding Equivalent Production) – ***Accounting for Joint and By-products***.

Distribution of Marks: Theory 20% and Problems 80%

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

Links

Unit-I

- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-Oct.pdf>
- <https://www.studocu.com/in/document/jamia-millia-islamia/cost-accounting/relationship-of-cost-accounting/23300667>
- https://www.youtube.com/results?search_query=difference+between+cost+accounting+and+management+accounting
- https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
- <https://www.youtube.com/watch?v=99ry31LnbrY>
- <https://unacademy.com/content/upsc/study-material/commerce/methods-of-costing/>

Unit II

- <https://www.accountingnotes.net/cost-accounting/materials/procedure-for-purchasing-and-receiving-of-materials-cost-accounting/14952>
- <https://www.yourarticlelibrary.com/cost-accounting/material-control/techniques-of-material-cost-control-11-techniques/55434>
- <https://www.accountingnotes.net/cost-accounting/materials-control/techniques-of-materials-control-6-techniques-cost-accounting/14937>
- <https://www.youtube.com/watch?v=MrUfKxvVCi4>
- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-Oct.pdf>

Unit III

- <https://commerceiats.com/accounting-treatment-of-idle-time/>
- https://icmai.in/upload/Students/MTPSYl2016June2017/Inter/Paper8-Solution_Set1.pdf
- <https://cmatutors.com/overtime-and-idle-time/>
- https://www.youtube.com/watch?v=Uq--v35D5_k
- <https://www.accountingnotes.net/cost-accounting/employee-cost/idle-time-causes-and-accounting-treatment-employees/10304>

Unit IV

- <https://icmai.in/upload/CASB/icwaicas3.pdf>
- <https://www.youtube.com/watch?v=2-a4aUkNEr4>
- <https://www.youtube.com/watch?v=J51CGM3u7Y>
- <https://www.investopedia.com/terms/a/abc.asp>
- <https://indianaccounting.org/downloads/econtent/Cost%20and%20Management%20Accounting%20-Activity%20Based%20Costing.pdf>

Unit V

- [https://www.srcc.edu/sites/default/files/Process%20Costing%20\(1\).pdf](https://www.srcc.edu/sites/default/files/Process%20Costing%20(1).pdf)
- https://ugcmoocs.inflibnet.ac.in/assets/uploads/1/198/6456/et/23_Transcript200313040403034444.pdf
- <https://www.youtube.com/watch?v=7x1Y2apUx-I>
- <https://keydifferences.com/difference-between-joint-and-by-product.html>
- <https://www.youtube.com/watch?v=qT7pXrarenk>

Text Book

S. No	Authors	Title	Publishers	Year of Publication
1.	Jain and Narang	Cost Accounting	Kalyani Publishers	Reprint 2018

Books for Reference:

S. No	Authors	Title	Publishers	Year of Publication
1.	Pillai R.S.N and Bagawathi	Cost Accounting	S Chand & co	2015 Edition
2	Maheswari. S N	Principles of Cost Accounting	Sultan Chand & sons	Reprint 2016

Pedagogy

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

Skill Components

- Preparation of real time cost sheet and reconciliation of cost and financial statements
- Applications of material and wage system in real time business environment
- Analyze the classification of overheads for products and services
- To ascertain the cost of production for every process, department or service of a business

Course Designers

1. Dr. G. Kavitha - Department of Commerce
2. Dr. C. Gomathy - Department of Commerce

CM21C15	AUDITING	Category	L	T	P	Credit
		Theory	88	2	-	4

Preamble

- To introduce the basic concepts of auditing, with the emphasis on the external and internal auditing contexts
- To gain a fair working knowledge in the areas of internal check in practice in various organizations
- To ensure a complete understanding of the importance of vouching of Financial Statements

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	Understand the basic auditing principles, concepts, planning an audit and due diligence.	K1
CLO2	Illustrate the steps required to perform Internal control and Internal check, Vouching and Verification and Valuation of Assets and Liabilities.	K2
CLO3	Gain expert knowledge on current auditing practices and procedures and apply them in auditing engagements as well as detection of frauds.	K3
CLO4	Analyze the knowledge and understanding the Methods of audit in specialized area like impersonal Ledger and company audit.	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I

Definition - General Objectives of Auditing - ***Advantages and Limitations of Auditing*** - Auditing and Investigation - ***Qualification of an Auditor*** – Auditors Vis-a Vis Errors and Frauds. ***Various types of audit - Continuous audit - Final Audit-interim audit*** - Balance Sheet audit – Merits and Demerits. Different classes of Audit and their advantages.

Unit II (17 Hrs)

Auditing in EDP Environment - ***Audit procedure*** - Planning of Audit - ***Audit programme*** – Audit files- Types of audit files - Audit Note book - Audit Working Papers - ***Internal Control - Internal Check***. Internal Check as regards cash, wages, sales etc. - position of External Auditors as to Internal Auditor.

Unit III (18 Hrs)

Audit evidence -Types of Audit evidence -***Vouching –Vouching of Cash transactions*** - Trading transactions - ***Impersonal ledger***.

Unit IV (17 Hrs)

Verification and ***Valuation of Assets and Liabilities – Land & Buildings, Plant & Machinery***, patents & Trademarks, Furniture, Investments, Stock, Bills Receivable, Cash. ***Verification of liabilities - Auditors' position*** & duty regarding Reserves and provisions – Depreciation.

Unit V (18 Hrs)

Company Audit –Types of Audit (Cost Audit and Branch Audit) ***Audit of Share capital and Share Transfer- Appointment and Removal of Auditors*** – Rights and Duties of Company Auditors – liabilities – ***Audit Report***- Qualities of audit report. CARO-Applicability- Reports requirements.

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

Links

Unit I

- <https://youtu.be/6noTz7sA9xk?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://www.vedantu.com/commerce/advantages-and-limitations-of-auditing>
- <https://youtu.be/3fki55k3Hms?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://www.youtube.com/watch?v=lidCD2nWcTM>
- <https://www.youtube.com/watch?v=ZF-AK3WCRPk>

Unit II

- <https://youtu.be/OnszrbRiz34?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://youtu.be/bEvJ94ugLCQ?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://youtu.be/XmbvTONuUgc?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- https://youtu.be/IyY_nXHdA8I?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn

Unit III

- <https://youtu.be/ahIN6HmQQUU?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://youtu.be/jnOPacS4Ltc?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://accountlearning.com/vouching-of-impersonal-ledgers-how-are-impersonal-ledgers-vouched/>

Unit IV

- <https://youtu.be/adZ334IXcvY?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://youtu.be/rXH7POJ3Qeo?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>
- <https://youtu.be/9Saa2ynhdTg?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn>

Unit V

- <https://accountlearning.com/auditing-transfer-of-shares-role-of-auditor/>
- <https://youtu.be/QZFW23UDZJo>
- https://youtu.be/SBx1_nNFQ6M?list=PLlhSIFfDZcUXeFh759nFs4DarOrjZGxpn

Text Book

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Dinkar Pagare	Principles and Practice of Auditing	Sultan Chand & Sons, New Delhi	2020 Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Tandon. B.N, Sudharsanam and Sundarabahu.	A Hand Book of Practical Auditing	S.Chand & Company Ltd.	Revised Edition, 2020
2.	Kumar, Pardeep Sachdeva, Baldev Singh, Jagwant	Auditing Theory and practice	Kalyani Publishers	13 th Edition, 2016

Pedagogy

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

Skill Component

- Apply the various stages involved in performing an audit of financial statements.
- Analyse the misstatements in the financial statements.
- Identify the relevant applicable standards for the key elements in auditing.
- Construct audit working papers.
- Prepare regulatory framework of auditing for related services.

Course Designers

1. Dr. B. Thulasi Priya – Department of Commerce
2. Dr. T. Ambika – Department of Commerce

CM21C16	BUSINESS TAXATON	Category	L	T	P	Credit
		CORE	73	2	-	4

Preamble

- To understand the basic concepts, definitions and terms related to taxation
- To understand the concepts and development of different sub structures related to taxation.
- To provide an in-depth study of the various provisions of indirect taxation laws and their impact on business decision-making

Prerequisite

- No prerequisite Knowledge required

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CO1	Remember and relate the basic principles underlying the Indirect Taxation	K1
CO2	Interpret the provisions under taxation applicable to different statutes related to business	K2
CO3	Apply the concepts and procedures for registration, assessment, powers, duties, offences, penalties etc.	K3
CO4	Analyse the changes in the taxation for Practical exposure in business.	K4

Mapping with Programme 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	M

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14Hrs)

Assessment of Firms (Including LLP) – *Meaning of Partnership, Firm and Partners – New Scheme of Taxation of Firms* – Assessment of Firms (Section 184) – Computation of Firm's Business Income – Treatment of Interest, Commission, Remuneration received by partners. Problems on Computation of tax liability. (Theory only)

Unit II (14Hrs)

Assessment of Companies – Introduction – ***Meaning of Company – Types of Companies*** – Computation of Depreciation u/s 32 – Computation of Taxable Income of Companies – *** Minimum Alternative Tax (MAT)*** – Deductions u/s 80G, 80GGB, 80IA, 80 IB and Problems on Computation of Tax Liability. (Theory only)

Unit III (15 Hrs)

Introduction to Goods and Services Tax (GST) – Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST – Constitutional amendments - ***Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST*** - GST Council: Structure, Powers and Functions. Provisions for amendments (Theory only).

Procedure and Levy under GST: Definition- Goods and Services, Aggregate turnover, Business, Place of business, Person, Casual taxable person, Non-resident person, Supply, ***Composite supply, Mixed supply, Exempt supply, Outward supply, Principal supply***.

Unit IV (15 Hrs)

Place of supply, Supplier, Manufacture, Input tax credit, Input service distributor, ***Forward Charges, Reverse charge***, Works contract, Adjudicating authority. Scope of supply, Tax liability on Mixed and Composite supply, Time of supply of goods and services, ***Value of taxable supply, Inter-state supply, intra-state supply, Zero rates supply***, – Computation of taxable value and tax liability.

Input tax Credit: eligibility, apportionment, Inputs on capital goods, ***Distribution of credit by Input Service Distributor (ISD)*** - Simple Problems on valuation, payment of tax, Input tax credit adjustment. (Simple problems) .GST Registration – Procedure – Returns - E- Way Bills .

Unit V (15 Hrs)

Customs Act: Meaning –Features-objective– ***Types of Custom Duties*** – Valuation for Customs Duty – Tariff Value – Customs Value – ***Methods of Valuation for Customs*** – Problems on valuation and payment of Custom Duty. (Theory only)

Distribution of Marks: Theory 80% Problems 20%

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

Links

Unit I

- <https://taxguru.in/income-tax/assessment-firms-llps.html>
- <https://www.investopedia.com/terms/p/partnership.asp>
- <https://www.youtube.com/watch?v=FTFTw0HuXwY>
- <https://taxguru.in/income-tax/assessment-firms.html>
- <https://tax2win.in/guide/income-tax-slabs>

Unit II

- <https://www.youtube.com/watch?v=T1-dd60WU8U>
- <https://cleartax.in/s/types-of-company>
- <https://cleartax.in/s/tax-planning-under-mat>
- <https://www.youtube.com/watch?v=HV0nRxbxqd0>
- <https://www.indiafilings.com/learn/mat-vs-amt/>

Unit III

- <https://www.youtube.com/watch?v=gPUGr4C-E8I>
- <https://www.youtube.com/watch?v=wGYM6UxxjNk>
- <https://taxguru.in/goods-and-service-tax/various-types-supply-gst-decoding-definitions.html>
- <https://cleartax.in/s/mixed-composite-supply-gst>
- <https://cleartax.in/s/exemptions-gst-goods>

Unit IV

- <https://www.youtube.com/watch?v=GTwPWpupMW0>
- <https://www.indiafilings.com/gst-portal/gst-model-law/taxable-supply#:~:text=15.,sole%20consideration%20for%20the%20supply.>
- <https://cleartax.in/s/interstate-and-intrastate-gst>
- <https://cleartax.in/s/zero-rated-supplies-in-gst>
- <https://www.youtube.com/watch?v=vvrllaSNmnY>

Unit V

- <https://cleartax.in/s/customs-duty-india>
- <https://www.indiafilings.com/learn/types-of-customs-duty/>
- https://www.youtube.com/watch?v=Lny5M4anE_g
- <https://www.youtube.com/watch?v=6Fco88JHSNg>

Text Book

Sl.No.	Author Name	Title of the book	Publisher	Year and edition
1	Gaur V.P and Narang D.B – UNIT I&II	Income Tax and Practice	Kalyani Publishers	Current Edition
2	Dr.R.Parameshwaran CA. P. Viswanathan – UNIT III,IV,V	Indirect Taxes GST and Custom Laws	Kavin Publications	Current Edition

Reference Books

Sl.No	Author Name	Title of the book	Publisher	Year and edition
1	Dr. Vinod K. Singhania and KapilSinghania	Direct Tax Law and Practice	Taxmann Publication	2018 Edition
2	Dr. Mehrotra and Dr. Goyal	Direct Taxes Law and Practice	Sahitya Bhavan Publication.	2018
3	Dr. Vandana Bangar, Yogendra Bangar	Indirect Tax Laws	Aadhya Prakashan Allalabad	2018
5	V.S. Datey	All About GST	Taxmann Publication	2018
6	V.S. Datey	Indirect Taxes Law and Practice	Taxmann Publication	2018
7	V.S. Datey	GST Law and Practice with Customs and FTP	Taxmann Publication	2018
8	K.M Bansal	GST and Customs Law	Taxmann Publication	2018
9	Dr. Vinod K. Singhania and Monica Singhania	Student's guide to Income Tax including Service Tax/ VAT/ Excise Duty/ Custom Duty/ CST	Taxmann publication	2018
10	Dr. Vinod K. Singhania and	Student's guide to	Taxmann publication	2018

	Monica Singhanian	Income Tax with Problems and Solution,		
11	Dr. Mehrotra and Dr. Goyal	Income Tax Law and Practice	SahityaBhavan Publication	2018
12	DinakarPagare	Law and Practice of Income Tax	Sultan Chand and sons	2018
13	B.B. Lal and N. Vashisht	Income Tax Law and Practice	I.K. International Publishing House Pvt. Ltd	2018
14	Mahesh Chandra	Income Tax Law and Practice	Pragati Publication	2018
15	V.P. Gaur, D.B. Narang, Puja Gaur, Rajeev Puri	Income Tax Law and Practice	Kalyani Publications	2018

Pedagogy

- Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

Skill Component

- Gather the yearly tax tables, instructions, and forms to compute taxes for clients.
- To prepare a sample invoice for different types of Goods and services.
- Preparation of sample tax returns and reports as needed.
- Analyse the procedure for registration and to fill the registration form.
- To calculate input tax credit for a given sample.

Course Designers

1. Dr. B. Thulasi Priya, Department of Commerce
2. Dr. M. Rajarajeswari, Department of Commerce

CM21E04	INVESTMENT BANKING OPERATIONS	Category	L	T	P	Credit
		Theory	73	2	-	5

Preamble

- To understand the basic concepts of investment Banking Operations
- To know the different types of risk involved in investment banking operations
- To provide in-depth knowledge on trade life cycle and fund administration

Prerequisite

- Basic Knowledge on Investment Avenues

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 the Investment Banking Operations	K1
CLO2	Gain knowledge on services offered by Investment Bank	K2
CLO3	Examine the Risks & Market Data Providers	K3
CLO4	Analyze about the Trade Life Cycle and Fund Administration	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

SYLLABUS

Unit I (14 Hrs)

Investment Banking – Introduction - Investment Banking Services – ***Underwriting and types - Investment bank structure - Types of Investment Banks*** – Commercial Bank vs Investment Bank - Role of Investment Banking in Financial Market – ***Global Corporate and Investment Banking*** - Role of investment banks during the last financial crisis 2008.

Unit II (15 Hrs)

Introduction - Custody Services - Transfer Agency – ***Safekeeping & Settlements, Reporting & Record keeping*** – Investible Cash - Income Process - Corporate Actions – Collateral Services - Reconciliation - Securities Valuation – Pricing - ***Fund Accounting– Financial Reporting***

Unit III (15 Hrs)

Risk: What is Risk – Risk Management – Types of Risk – ***Market Risk - Credit Risk – Liquidity Risk – Regulatory Risk – Operational Risk***. Market Data Providers: – Meaning – Players – Reference Data – Market Data

Unit IV (14 Hrs)

Trade Life Cycle – Introduction – Transaction Types - ***Stages of trade life cycle - Pre- Trade – Trade - Post Trade – Equity Trade Life Cycle - Front office - Middle office - Back office*** – Parties in Trade Life Cycle.

Unit V (15 Hrs)

Fund Administration – Role of Fund Administrator – Support Functions of Fund Administration - Responsibilities of Fund Administrator – Technology – Fees – Accounting and other reporting services – Compliance Services – Portfolio Administration – ***NAV, pricing and valuations – NAV – Pricing of funds – Pricing Assets – Pricing controls & failure impact***

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

Links

Unit I

- <https://corporatefinanceinstitute.com/resources/career/investment-banking-overview/>
- <https://smartasset.com/investing/what-is-investment-banking>
- <https://www.youtube.com/watch?v=-PkN15TtFnc>
- https://www.youtube.com/watch?v=985wmsqC_AI

- https://www.mckinsey.com/~media/mckinsey/dotcom/client_service/financial%20services/latest%20thinking/reports/global_corporate_and_investment_banking_an_agenda_for_change.pdf

Unit –II

- <https://www.occ.gov/publications-and-resources/publications/comptrollers-handbook/files/custody-services/pub-ch-custody-services.pdf>
- <https://www.youtube.com/watch?v=07HCLRBIxgE>
- https://www.youtube.com/watch?v=EkFWVo_3Fdk

Unit III

- <https://www.youtube.com/watch?v=TE8uxeBmzRc&t=6s>
- <https://www.youtube.com/watch?v=RvqrzvY3Sm8>
- <https://www.youtube.com/watch?v=phdvDakY4yM&t=9s>
- <https://www.youtube.com/watch?v=JxW452d4-YQ>
- <https://www.youtube.com/watch?v=Fz5yZwuqAPo>
- https://www.youtube.com/watch?app=desktop&v=ozMsD_cTNOM

Unit –IV

- <https://www.intuition.com/the-lifecycle-of-a-trade-5-key-stages/>
- https://www.youtube.com/watch?v=d4_oAjx9Oqk
- <https://mentormecareers.com/trade-life-cycle-stages-in-investment-banking-with-ppt/>
- <https://www.youtube.com/watch?v=Mcy8DKoEveY>
- <https://www.angelone.in/knowledge-center/intraday-trading/equity-trade-life-cycle>

Unit –V

- <https://www.apexgroup.com/insights/what-is-fund-administration-the-evolution-of-the-fund-administrator/>
- <https://www.youtube.com/watch?v=Src1OjZpaXo>
- <https://www.youtube.com/watch?v=UD2s3RRvW3A>

Textbook

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Pratap Giri S	Investment Banking – Concept Analyses and Cases	MC Graw Hill	2021 – 4 th Edition

Books for Reference

Sl.No.	Author Name	Title of the book	Publishers	Year and Edition
1	Gratz Exafin	Investment Banking – Complete Overview	Kindle	2023 Edition
2	Joshua Rosenbaum and Joshua Pearl	Investment Banking – Valuation, Leveraged Buyouts and Merger and Acquisitons	Wiley	2015 Edition

Pegagogy

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

Skill Component

- Identify the types of underwriting
- Prepare the Financial Report
- Analyse the different types of risk involved in investment banking operations

- Investigate the stages of trade life cycle and take investment decision
- Calculation of pricing of funds and assets

Course Designers

1. Dr. D. Vijayalakshmi – Department of Commerce
2. Dr. M. RajaRajeswari – Department of Commerce

CM21E05	DIGITAL MARKETING	CATEGORY	L	T	P	CREDIT
		Theory	73	2	-	5

Preamble

- To enable the students to Enhance the knowledge in the Digital Marketing
- Understand the concepts and developments of Digital Marketing
- Learn the practical aspects of Digital Marketing

Prerequisite

- Basic Knowledge in Marketing

Course Learning Outcomes

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

CLOs Number	CLO Statement	Knowledge Level
CLO1	Recall the basic concepts related to Digital Marketing	K1
CLO2	Infer the changing marketing landscape in the context of digital marketing	K2
CLO3	Interpret the theoretical framework about Digital Marketing optimization	K3
CLO4	Analyse the various technological advancement and implications in Digital marketing	K4

Mapping with Programme Outcomes

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

S- Strong; M-Medium; L-Low

Syllabus

Unit I (14 Hrs)

Digital Marketing-meaning- ***Origin and Development of Digital Marketing- Traditional Vs. Digital Marketing***- Benefit of Changing Marketing Landscape- Web and the New Corporation- Internet and Business-E-Marketing-Strengths and Applications-Types of Digital Marketing-***Types of E-mail Marketing***- Types of Internet Marketing-Types of Mobile Marketing-Types of social media marketing- Instagram and Pin interest - Digital marketing optimization-Need for Digital Engagement-The implications of Digital change.

Unit II (15 Hrs)

Online Marketing Mix & Branding- E-products, E-place, E-Price, E-Promotion. E-Products- Creating customer value in an Online world- Marketing Segmentation-Consumer traits- Consumer and online shopping issues-Targeting-Positioning- The online value- Digitization and Implications to online marketing mix decisions- Digital ecosystem-The Rise of Digital marketing-Digital paradigm and marketing-Online consumer behaviour-Dynamics of online consumer visit.
Branding- Digital Brand Ecosystem-Brand Experience- –Cyber branding-Digital Brand Ecosystem-Brand Experience.

Unit III (15 Hrs)

Online Campaign Management- Campaign Management using Facebook- Campaign Management using Twitter-Twitter Marketing-Campaign Management using Corporate Blogs- Tagging and Folk somonis-Campaign Management-Sentiment Mining-Using Corporate Blog as a CRM Tool— Customer Liking, Satisfaction, Involvement- E-Tools-**Interactive Digital TV**-Uses of IDTV-Benefits for the marketer-Digital Radio-benefits of Digital Radio-Disadvantages– Mobile Devices-Benefits and disadvantages of Mobile Technologies-***Interactive self-service kiosks-Benefits and Disadvantages of Kiosks***-Interactive Business Cards-Miscellaneous tools.

Unit IV (15 Hrs)

Technological Advancements in Digital Marketing – Video marketing – Types-Voice search, Beacon Technology, Micro Moment Marketing, Cross device marketing, Artificial Intelligence, Chabot's, Big data, Virtual Reality, Augmented Reality, Block Chain Technology. Gamification and game based marketing. ***Traffic Building-Search marketing methods for Traffic Building*** – Internet Traffic plan-Internet cookies and traffic buildings-Traffic Building Goals-***Search Engine Marketing-Techniques of Search Engine Marketing***- Search Engine Optimization (SEO)-website and internet marketing.

Unit –V (14 Hrs)

Electronic Customer Relationship Management-Meaning-Goals of customer Relationship management-Benefits of Electronic CRM Technology–Customer Relation management processes-Role of CRM technology-CRM and the Customer Life cycle-Bonding for customer Relationship-Electronic Customer Relationship Management-Customer Relationship Management – The B2C Dimensions-Key Customer Relationship Management Applications- ***Social Media-Social Media Model-Social Media Analytics-Social Media Tools***.

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

Links

Unit I

- <https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article>
- <https://www.educba.com/traditional-marketing-vs-digital-marketing/>
- <https://egyankosh.ac.in/handle/123456789/79506>
- <https://intellipaat.com/blog/traditional-marketing-vs-digital-marketing/#:~:text=It%20involves%20conventional%20methods%20like,many%20benefits%20of%20Digital%20Marketing>.
- <https://blog.hubspot.com/blog/tabid/6307/bid/33987/11-types-of-marketing-emails-you-could-be-sending-free-templates.aspx>

Unit II

- <https://www.learnmarketing.net/emarketing.htm>
- <https://www.peoi.org/Courses/Coursesen/emarket/emarket2.html>
- <https://www.techtarget.com/searchcio/definition/digital-ecosystem>
- <https://brimaronlinemarketing.com/blog/digital-marketing-ecosystem/>
- <https://kalicube.com/learning-spaces/faq/brand-serps/brand-digital-ecosystem-definition/>

Unit III

- <https://blog.hootsuite.com/twitter-marketing/>
- <https://www.upwork.com/resources/twitter-marketing>
- <https://www.oracle.com/in/cx/marketing/campaign-management/what-is-campaign-management/>
- <https://www.igi-global.com/book/interactive-digital-television/640>
- <https://advertising.amazon.com/library/guides/interactive-marketing>
- <https://medium.com/@jatindrall32/what-are-the-advantages-and-disadvantages-of-kiosks-adcee4c32e5f>
- <https://www.marketingtutor.net/what-is-a-kiosk-definition-types-pros-cons-examples/>

Unit IV

- <https://www.techtarget.com/whatis/feature/9-types-of-video-marketing-for-businesses-to-reach-customers>
- <https://www.pipedrive.com/en/blog/video-marketing>
- <https://www.simplilearn.com/what-is-video-marketing-working-examples-strategies-article>
- <https://thegreatonline.com/traffic-building/>
- <https://digitalmarketingskill.com/effective-traffic-building-techniques/>
- <https://www.techtarget.com/searchcontentmanagement/definition/Search-engine-marketing-SEM>
- <https://www.youtube.com/watch?v=CEpcMPyjX4s>

Unit V

- <https://www.techopedia.com/definition/30914/electronic-customer-relationship-management-e-crm>
- <https://crm.walkme.com/electronic-customer-relationship-management-e-crm/>
- <https://www.youtube.com/watch?v=UWRNyAGi0gU>
- <https://www.geektonight.com/what-is-e-crm/>
- <https://www.emerald.com/insight/content/doi/10.1108/IMDS-03-2015-0075/full/html>
- <https://www.ibm.com/topics/social-media-analytics>

Text Book

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Vandana Ahuja	Digital Marketing	Oxford University	2 nd Edition 2018
2.	Seema Gupta	Digital Marketing	Mc Graw Hill	2 nd Edition 2021

Books for Reference

S. No	Authors	Title of the Book	Publishers	Year of Publication
1.	Alan Charles worth	Internet Marketing	Routledge	1 st Edition 2012
2.	Ward.A.Hanson & KirthiKalyan	Internet Marketing & e-commerce	Sanat Printers	1 st Edition 2017

Pedagogy

Power point presentations, Group Discussion, Interactive Presentation, Scenario Analysis, Seminar, Quiz , Assignment

Skill Component

- Analyse the various modes of online marketing mix
- Application of social media sites such as face book, twitter and corporate blocks for campaign management
- Analyse the case studies for in-depth analysis of digital marketing
- Application of industry 4.0 technologies in different digital marketing platforms
- Get familiar with the strategic and tactical choices pertaining to internet marketing

Course Designers

1. Dr. G Indrani, Department of Commerce
2. Dr. L. Nithya, Department of Commerce

CM21E06	E-COMMERCE	CATEGORY	L	T	P	CREDIT
		Theory	73	2	--	5

Preamble

To enable the students

- To enrich the students' knowledge in the effect of changing technology on traditional business models and strategy;
- To impart knowledge about E-Commerce basic concepts, working models' payment mechanisms and security issues in the Internet.
- To demonstrate an awareness of -commerce and Current trends in electronic world this plays vital role in modern business practice.

Prerequisite

- Basic Knowledge in e-commerce

Course Learning Outcomes

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Describe the impact of E-commerce on business models and strategy	K1
CLO2	Analyze the electronic payment methods and usage of electronic delivery channels and to Examine the internet security aspects and e-business communication modes	K2
CLO3	Explain the key features of Internet, Intranets and Extranets and Explain how they relate to each other and summarize thee-commerce frame work and its applications	K3
CLO4	Creathetheknowledgeinm-commerceapplicationandcurrenttrendsine-commerce	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; L-Low

Syllabus

Unit-I (14 Hrs)

E-Commerce: -Introduction-Meaning-***History-framework of e-commerce***-e-commerce drivers-nature and scope-acceptance-e-business -categories of E-Commerce Applications-***Global trading environment and adoption of e-commerce-comparison between traditional and electronic commerce-advantages and disadvantages of E-Commerce***.

Unit -II (15 Hrs)

Business Models of E-Commerce: Business to Consumer: Definition, characteristics and application of B2C- Models of B2C-major challenges-***Business to business: Definition, characteristics and application of B2B***-need—development-types-relationship of B2B e-commerce with other perspectives-impact and benefits. ***Difference between B2B and B2C-C2C, C2B and B2G: Definition, characteristics and application. Electronic data interchange: Introduction-paperless transactions-components of EDI –features of EDI***

Unit -III (15 Hrs)

E-Commerce Technology: - IT Infrastructure-characteristics-elements of IT infrastructure-internet- history- architecture-***WWW***-domain name- client-server-characteristics –types-TCP/IP – web server- HTTP and FTP- middleware- intranet –uses-advantages and disadvantages-extranet-***VPN-types-advantages and disadvantages of VPN-Firewall-working of firewall. -social media marketing-tools-goals and objectives***.

Unit -IV (15 Hrs)

Electronic payment systems: -***Problems with the traditional payment system***-***EPS-features-types-advantages***-risk-payment gateway-issues of electronic payment technology recommendations of the security of electronic payment systems-***internet banking-growth-types-risk-security requirement of electronic payment system***-secure socket layer-S-HTTP-SET-authentication techniques, processes and methodologies -biometrics.

Unit –V (14 Hrs)

Mobile commerce: - ***application of mobile commerce –advantages of mobile commerce***- security and ***payment methods*** - mobile payment operations-standardization-Current trends in electronic world-electronic waste-problems-predictions-***e-waste in India***-e-surveillance -stages -e-governance -essence -modules -***e-governance and its relevance to India-initiatives taken by government of India***.

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

Links

Unit I

- <https://youtu.be/12hfAMozfNE>
- https://youtu.be/vz-u_qt7Vvk
- <https://byjus.com/commerce/difference-between-traditional-commerce-and-ecommerce/>
- <https://archive.nptel.ac.in/content/storage2/courses/106108103/pdf/PPTs/mod13.pdf>
- <https://www.toppr.com/guides/business-environment/emerging-trends-in-business/electronic-commerce/>

Unit II

- <https://snov.io/glossary/b2b/>
- <https://bsscommerce.com/knowledge-base/b2b-ecommerce/b2b-b2c-ecommerce/>
- <https://www.finaleinventory.com/tips/what-is-edi-and-why-is-it-important>
- <https://www.tutorialspoint.com/e-commerce/e-commerce-business-models.htm>
- https://www.youtube.com/watch?v=k1Vs_KEkCNU

Unit III

- <https://www.boddunan.com/articles/computers-technology/37-new-technologies/14834-electronic-commerce-and-the-world-wide-web.html>
- <https://www.techtarget.com/searchnetworking/definition/virtual-private-network>
- <https://www.youtube.com/watch?v=t0GGcKawHv0>
- <https://youtu.be/dqaIqlgNyKw>
- <https://www.watelectronics.com/virtual-private-network/>

Unit IV

- https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf
- <https://youtu.be/SPMmII4dEuA>
- <https://byjus.com/commerce/e-banking/>

Unit V

- <https://clearbridgemobile.com/mobile-commerce-advantages-disadvantages/>
- <https://www.kevin.eu/blog/what-are-mobile-payments/>
- <https://recykal.com/blog/growing-concern-about-e-waste-in-india/#:~:text=In%202020%2D2021%2C%20India%20processed,there%20is%20a%2031%25%20increase.>
- <https://www.insightsonindia.com/2014/11/23/e-governance-india-concept-initiatives-issues/>

Text Book

S.No	Author Name	Book Name	Publisher	Year and Edition
1.	Dr.U.S.Pandey and Er.Saurabhshukla	E-Commerce and mobile commerce technologies	S.Chand	2014,2 nd Edition

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and Edition
1	Ravi Kalakota and Andrew B.Whinston	Frontiers of Electronic commerce	Pearson Publication Ltd	2009,2 nd Edition
2.	Joseph P.T	Electronic Commerce–A Managerial Perspective	Pearson Education,	2009,2 nd Edition
3.	Murthy CSV	E-Commerce – Concepts, Models, Strategies	Himalaya Publishing House	2010,2 nd Edition

Pedagogy

- Power point presentations, Group Discussion, Seminar, Quiz, Assignment, Interactive Presentation, Scenario Analysis.

Skill Component

- Identify the various applications of B2C, B2B, C2C, C2B, and B2G models.
- Identify and address major challenges in B2C and B2B e-commerce.
- Categorize the latest trends and issues in the electronic world, including e-waste and e-surveillance.

- To create and implement digital marketing strategies for e-commerce business.
- Create a compelling product description, blog posts and multimedia content

Course Designers

1. Dr. G. Indrani, Department of Commerce
2. Dr. K. Dhivyabharathi, Department of Commerce

ADVANCED LEARNERS COURSE – SELF STUDY PAPER

CM21AC3	BUSINESS COMMUNICATION	Category	L	T	P	Credit
		ALC	-	-	-	5

Objective

- To enhance the student's knowledge with regard to effective communication
- To improve letter writing skills & characteristics of good report
- To know how media of communication is helpful for the business

Syllabus

Unit I

Introduction to Communication – Objectives – Importance – Elements of Communication process – Internal and External Communication – Media of Communication –Electronic media- Barriers to Communication – Principles of Communication- Formal and Informal Communication – Upward, Downward, Lateral and Diagonal Communication – Communication network.

Unit II

Essentials of Communication: Introduction – Objectives – Media – Types- Barriers. Need, function and kinds of a business letter- Planning Business message- Lay out.

Unit III

Business Correspondence: Enquiries and Replies- Order and Execution. Circular letter- Sales Letters

Unit IV

Banking, Insurance and Miscellaneous Correspondence: Banking letters, Insurance letters, Agency correspondence, Import & Export Correspondence, Letter to the Editors and Complaints of Personnel and Public Relations Letters.

Unit V

Technological Correspondence: Text, E-Mail & Netiquette – Memorandums and Letters – Business Proposal – Report – Resume – Sales Message

Text Book

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Rajendra Pal & J.S.Korlahalli	Essentials of Business Communication	Sultan Chand & Sons, New Delhi	13 th Revised edition, 2018

Books for Reference

S.No	Author Name	Book Name	Publisher	Year and edition
1.	Jain Omprakash V.K. Biyani	Business Communication	Sultan Chand & Company Ltd, New Delhi	Reprint 2017, 1 st edition
2.	Pillai R.S.N. & Bagavathi	Modern Commercial Correspondence	Sultan Chand & Company Ltd, New Delhi	Reprint 2017, 1 st edition

Course Designers:

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

CM21AC4	SERVICE MARKETING	Category	L	T	P	Credit
		ALC	-	-	-	5

Objective

- To create awareness among the students about the ever-growing importance of the service sectors
- To understand the unique challenges faced by managers in marketing the services.
- To impart knowledge to the students in understanding the marketing mix for various services and the importance of CRM in service sector

Syllabus**Unit I**

Concept of service marketing: Services- Distinctive nature of services- Evolution of service Sector as value contributors-Classification of services- Growth of service sector and reason for the growth -Difference between services and goods-Contribution of service sector to the economy-Service marketing – Concept – Feature and importance of service marketing- Issues in service marketing- Globalization and its impact on Indian service market.

Unit II

Marketing mix for service sector: The service product- Service product strategy and new service product development- Service product life cycle- Pricing of services- Service distribution and challenges to service distribution-Promotion-People- Importance and classification of service people- Physical evidence and importance of physical evidence in services-Process- Issues of Service process and important factors affecting service design and implementation.

Unit III

Consumer behaviour in service- importance and factors influencing consumer behaviour-consumers expectations- levels and factors influencing consumer expectation-consumer perception-customer satisfaction and service quality – satisfaction Vs service quality –CRM in service marketing-meaning and concept- customer retention- successful approaches to CRM lifetime value of customer - consumer protection in service marketing.

Unit IV

Delivering and performing service –employee and customer’s role in service delivery- financial and economic effects of service-Delivering service through intermediaries.

Unit V

Marketing of major service sector: Banking- Insurance- Education- Transportation- Health service- Hospitality and tourism- Telecommunication and IT services- Profession and consultancy services.

Text Book

S.No	Authors	Title	Publishers	Year of Publication
1.	Ramneek Kapoor, Justin paul & BiplabHalder	Service marketing- Concepts and practices	Tata McGrawhill Publishing House, Delhi	2011
2	Dr.L.Natarajan	Service marketing	Margham Publications	2014

Reference Books

S.No	Authors	Title	Publishers	Year of Publication
1.	Douglas Hottmann. K. John EG Bateson	Essential of service marketing concepts strategies and Cases	Thomson south western	second edition 2002
2	Gupta. S.C. & Ratna. VV	Marketing of services– an Indian Perspective	Wisdom Publications	First Edition 2005

Course Designers

1. Dr. B. Thulapriya, Department of Commerce
2. Dr.C.Gomathy, Department of Commerce

CM21SBP3	PYTHON FOR ACCOUNTING	CATEGORY	L	T	P	CREDIT
		Practical	-	4	41	3

Preamble

- To impart knowledge about financial record keeping and transaction tracking.
- To implement functions to manage financial transactions efficiently.
- To understand the tedious parts of accounting and make it easier for processing automated accounting process.

Prerequisite

- Basic accounting Knowledge required.

Course Learning Outcome

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

CLO Number	CLO Statement	Knowledge Level
CLO1	Understand the applications of modern techniques financial record keeping	K1
CLO2	Illustrate the features to track the transactions	K2
CLO3	Examine to integrate with financial tools to streamline financial processes.	K3
CLO4	Apply how to optimize the system performance to handle data efficiently	K4

Mapping with Programme 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; L-Low

List of Programmes

1. Write a Program to read data from data file and show Data File Handling related functions utility in python.
2. Perform all the operations with reference to table 'Employee' through MySQL-Python connectivity.

- a. Fetching all the records from EMP table having salary more than 70000.
 - b. Deleting record(s) from table using DELETE
 - c. Update Record(s) to the table using UPDATE
3. EMI chart for a loan in Python
 4. Create a dashboard based on Excel data in Python.
 5. Create a simple stock portfolio tracker that calculates the total value of a portfolio based on the number of shares and current stock prices.
 6. Create a simple program to help users track their monthly income, expenses, and savings, and provide insights into their financial habits.
 7. Write a program that uses historical stock price data to implement a simple algorithmic trading strategy, such as a moving average crossover.
 8. Build a data visualization tool to create interactive financial charts and plots using libraries like Matplotlib and Plotly.
 9. Building an Automated Data Extraction Solution (from e-governance sites) with Python
 10. Automate Tally process using Python

Course Designers

1. Dr. B. Thulasipriya – Department of Commerce
2. Dr. M.Rajarajeshwari – Department of Commerce