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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
B.Com Information Technology
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Programme Outcome	
PO1	Commerce with Information technology gives a deeper understanding of both information technology and Commerce, there by enabling the graduates to pursue careers fast growing areas viz, IT industry, Commerce, Financial Sector, etc
PO2	The graduates will get hands on experience in various aspects of information technology viz. software updation, programme developing, web designing, etc
PO3	The program will help the graduates to take up the responsibilities in production, testing, designing and marketing in the information technologies and contribute for the growth of industry.
PO4	To familiarize the students with basic concepts of accounting, mathematics, statistics and their applications in business for better decision making.
PO5	Excel in designing business projects and venture by applying the knowledge of Commerce, Mathematics, statistics and technology.
PO6	Ability to work in teams with enhanced communication, inter-personal skills and business management skills, especially in providing technical support
PO7	Application of Information technology, banking, investment management, cost and management accounting, taxation and auditing techniques to facilitate in making right action, planning and control.
PO8	Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
PO9	Ability to analyse and evaluate the possible opportunities in the business environment and to excel in the field of entrepreneurship.
PO 10	Attaining proficiency in fundamental of law relating to business and commercial activities and to excel in concepts of accounting, banking, Human resources, etc

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Programme Specific Outcome	
PSO1	The Students will gain knowledge in both Commerce and Information technology and ready for employment in functional areas like Accounting, Banking, Finance, Auditing , Marketing, etc.
PSO2	Acquire high level of technological proficiency to recognize problems and to create Innovative Solutions which would be conventional to the need of Commerce and IT industry.
PSO3	Improve their computer literacy , their basic understanding of operative systems and a working knowledge of software commonly used in academic and professional environment
PSO4	Become a successful and dynamic entrepreneur in the emerging environment with innovative thinking, leadership skills and effective communication.
PSO5	Be capable of making a positive contribution to the society by enhancing social responsibility and moral values.

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SEM	PART	SUBJECT CODE	COURSE TITLE	MARKS				HOURS PER WEEK	EXAM DURATION	CATEGORY
				CREDITS	CA	TEE	TOTAL			
I	I	20100T	Tamil I	3	25	75	100	5	3	Theory
I	I	20100H	Hindi I							
I	I	20100F	French I							
I	I	20100M	Malayalam I							
I	II	20100E1	Contemporary English –I	3	25	75	100	6	3	Theory
I	III	20115A	Core: Principles of Accounting	5	25	75	100	6	3	Theory
I	III	20115B	Core: Business Economics	4	25	75	100	5	3	Theory
I	III	20115C	Core: Introduction to Information Technology	4	25	75	100	5	3	Theory
I	III	20115D	Allied: Business Organization and Management	4	25	75	100	5	3	Theory
I	IV	20100G	Skill Based Subject: General Awareness	2	25	75	100	1	3	Theory
II	I	20200T	Tamil II	3	25	75	100	5	3	Theory
II	I	20200H	Hindi II							
II	I	20200F	French II							
II	I	20200M	Malayalam II							
II	II	20200E1	Contemporary English –II	3	25	75	100	6	3	Theory

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II	III	20215A	Core: Financial Accounting	4	25	75	100	5	3	Theory
II	III	20215B	Core: IT Enabled Services	4	25	75	100	6	3	Theory
II	III	20215P	Allied: Lab – I MS Office and Accounting Software	3	40	60	100	4	3	Practical
II	III	20215K	Online Swayam : Basics of Digital Marketing	**4**	-	-	-	-	-	-
II	IV	20200G	Environmental Studies: Environmental Awareness	2	25	75	100	1	3	Theory
III	IV	20300A	Advance Tamil I	2	100	NA	100	2	3	Theory
		20300B	** Basic Tamil I							
		20300N	Personality Development and Soft Skills		40	60				Theory
III	III	20315A	Core: E – Banking	5	25	75	100	6	3	Theory
III	III	20315B	Core: Business Law	4	25	75	100	6	3	Theory
III	III	20315C	Core: Visual Basic	5	25	75	100	5	3	Theory
III	III	20315P	Skill Based Subject: Lab – II Programming in Visual Basic	2	40	60	100	4	3	Practical
III	III	20315D	Allied: Business Mathematics	4	25	75	100	6	3	Theory
III	IV	20300P1	Skill Based Subject: Professional Communication	2	25	75	100	4	3	Theory
III	V	20315S	Extension Activities: Mini Project	1	*GRADE			2		

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IV	IV	20400A	Advance Tamil II	2	100	NA	100	2	3	Theory
		20400B	**Basic Tamil II							
		20400N	Basics in Business Process Outsourcing		40	60				
IV	III	20415A	Core: International Financial Reporting Standards	4	25	75	100	4	3	Theory
IV	III	20415B	Core: Cost Accounting	4	25	75	100	5	3	Theory
IV	III	20415P	Core: Lab III – Programming in C++	4	40	60	100	4	3	Practical
IV	III	20415K	Online Swayam : Business Ethics	4	-	-	-	-	-	-
IV	III	20415C	Allied: Business Statistics	4	25	75	100	6	3	Theory
IV	III	20415D	Core: Programming in C++	2	25	75	100	6	3	Theory
IV	IV	20400G1	Value Education: Indian Society People and Culture	2	25	75	100	2	3	Theory
V	III	20515A	Core: Management Accounting	4	25	75	100	5	3	Theory
V	III	20515B	Core: Taxation	4	25	75	100	6	3	Theory
V	III	20515K	Online Swayam : Database Management System	4	-	-	-	-	-	-
V	III	20515C	Core: Java Programming	3	25	75	100	5	3	Theory
V	III	20515P	Core: Lab IV –Java Programming	4	40	60	100	5	3	Practical
V	III	20515U1	Elective – I - Introduction to Artificial Intelligence	2	25	75	100	5	3	Theory
V	III	20515S	Skill Based Subject: Institutional Training	2	40	60	100	2	3	Practical

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VI	III	20615A	Core: Auditing	4	25	75	100	6	3	Theory
VI	III	20615B	Core: Internet of Things	4	25	75	100	6	3	Theory
VI	III	20615U1	Elective –II - Entrepreneurial Development	4	25	75	100	6	3	Theory
VI	III	20615V1	Elective – III - Investment Management	4	25	75	100	6	3	Theory
VI	III	20615C	Skill Based Subject: Human Resource Management	2	25	75	100	6	3	Theory
			TOTAL CREDITS & MARKS	**140**			**3800**			

Extra Credits

Professional Development - 6 Credits

Business Fundamental Workshop - 4 Credits

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10 Credits

** For Basic Tamil and Advanced Tamil – CA Only

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SCHEME OF EXAMINATIONS

SEMESTER	PART	SUBJECT CODE	SUBJECT NAME
ELECTIVE I			
V	III	20515U1	ELECTIVE I : INTRODUCTION TO ARTIFICIAL INTELLIGENCE
ELECTIVE II AND ELECTIVE III			
VI	III	20615U1	ELECTIVE II : ENTREPRENEURIAL DEVELOPMENT
VI	III	20615V1	ELECTIVE III : INVESTMENT MANAGEMENT

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20100E1	Contemporary English – I				1		3		3	2	2
20115A	Core - Principles of Accounting	2			3	1		2		1	3
20115B	Core - Business Economics	2		2	1	1		2		1	3
20115C	Core - Introduction to Information Technology	3	3	3	1	2	2	2	1	1	
20115D	Allied - Business Organization and Management	2	1	1	2	2	3	3	2	3	2
20200E1	Contemporary English – II		2		1		3		2		3
20215A	Core - Financial Accounting	2			1	1		2		1	3
20215B	Core - IT Enabled Services	3	3	3	3	1	3	1	1	2	
20215P	Allied : Lab – I MS Office and Accounting Software	1	3	3	2	2	2	1		1	
20215K	Online Swayam : Basics of Digital Marketing	1	2			3		2		1	
20315A	Core - E-Banking	2	2	1		1	2	3	1	1	3
20315B	Core - Business Law	2	1	1	2	2	2	2	2	2	3
20315C	Core - Visual Basic	1	3	3							
20315P	Skill based subject - Lab – II Programming in Visual Basic	1	3	3							
20315D	Allied - Business Mathematics	1			3	3	1	1			
20300P1	Skill based Subject - Professional Communication	1		1	2	1	3	2	3		1
20415A	Core - International Financial Reporting Standards	3	2	1	2	2	1	2	2	2	3
20415B	Core - Cost Accounting	3			3	1		3	2	1	2
20415P	Core : Lab III – Programming in C++	2	3	3	1	1					

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20415K	Online Swayam : Business Ethics	2			3		2	1	2		
20415C	Allied - Business Statistics	1			3	3	1				
20415D	Core - Programming in C++	2	3	3		1					
20515A	Core - Management Accounting	3			3	3	2	3	2	3	3
20515B	Core – Taxation	3		1	3	3	2	3	2	3	3
20515K	Online Swayam : Database Management System	2	1	2		3		2		2	
20515C	Core - Java Programming	2	3	3		1					
20515P	Core - Lab IV –Java Programming	2	3	3		1					
20515U1	Elective – I - Introduction to Artificial Intelligence	2	3	3	1	2	1			1	
20515S	Skill based subject - Institutional Training	2	-	2	-	2	2	2	2	2	-
20615A	Core – Auditing	2	1	1	2	2	2	3	2	2	3
20615B	Core - Internet of Things	2	3	3	2	2	2	2	2	1	
20615U1	Elective - II - Entrepreneurial Development	3	1	2	3	3	3	3	3	3	2
20615V1	Elective - III - Investment Management	3	1	2	3	3	3	3	3	3	2
20615C	Skill based subject - Human Resource Management	3			2	2	2	3	2	2	1

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	20100E1	Contemporary English I	3	Theory	-	100

Objective:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar (Teaching Hours: 12)

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication (Teaching Hours: 12)

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English (Teaching Hours: 12)

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills (Teaching Hours: 12)

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature (Teaching Hours: 12)

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.
Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.
Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor		Second Edition
2	Path of Glory	Ed Rangaswamy		
3	Radiance-English for communication			
4	Understanding and Using English Grammar	Betty Schrampfer Azad		

Pedagogy: Teaching /learning methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20115A	CORE: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

Objective of the Course:

To learn about accounting concepts, conventions and accounting framework.

UNIT I- Fundamentals of Book Keeping (Teaching Hours: 14)

Fundamentals of book keeping – Accounting Concepts and Conventions – Journal and Ledger – Trial Balance- Subsidiary Books – Uses – Preparation of Subsidiary Books.

UNIT II – Cash book, BRS and Rectification of errors (Teaching Hours: 12)

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – purpose- Preparation of Bank reconciliation statement – Errors – Types of Errors – Rectification of Errors.

UNIT III – Final Accounts (Teaching Hours: 13)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business.

UNIT IV - Account current and average due date (Teaching Hours: 13)

Bills of exchange – meaning and definition – features – types- Accounting entries for Bills transactions-accommodation bills – Account current – Meaning – Procedure – product method-daily balance method -Average Due date – meaning- Determination of Due date.

UNIT V – Accounts of Non – Trading Concerns (Teaching Hours: 13)

Accounts of non-trading concerns – receipts and payments account – income and expenditure account and balance sheet.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about accounting concepts, conventions and to prepare journal, ledger, trial balance and Subsidiary books.	K1, K2
CO2	To prepare different types of cash book, bank reconciliation statement and to rectify errors	K2, K3
CO3	To prepare final accounts of a sole trader	K3, K4
CO4	To learn about bill of exchange, account current and to ascertain Average due date	K3, K4
CO5	To prepare Receipts and payments accounts and Income and Expenditure account.	K2, K3, K4

Note: Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			3	2	1	1	1	1	2
CO2	2			3	2	1	1	1	1	2
CO3	2			3	2	1	1	1	1	3
CO4	2			3	3	2	1	1	1	3
CO5	2			3	3	2	1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books:				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Accounting,	Reddy Murthy,	Margam Publication	2017
2	Introduction to accounting,	T. S. Grewal,	S Chand & Co.Ltd,	2011
3	Introduction to Adv. Accounting	R. L. Gupta, V. K. Gupta,	S Chand & Co.Ltd,	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	S.P.Jain and K.L.Narang,	Kalyani Publishers	2011
2	Financial Accounting	V.K.Goyal	Excel Books	2nd Edition 206
3	Advanced Accounting	S.N.Maheswari	Vikas Publication	2012

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	20115B	CORE: BUSINESS ECONOMICS	4	Theory	-	100

Objective: Define Economics and its objectives, study demand, production function and cost , study pricing of goods in perfect & its imperfect market, study monetary policy of India

UNIT-I – Nature of Business Economics **(Teaching Hours – 12)**

Business Economics-Meaning-Definition-Characteristics of Business Economics-Nature and Scope of Business Economics-Distinction between Business Economics and Economics-Uses of Business Economics-Role and Responsibilities of a Business Economist-Principles of business economics.

UNIT-II- Law of Demand **(Teaching Hours – 12)**

Meaning of Demand-Determinants of Demand- Law of Demand- Demand Analysis – Demand Schedule- Elasticity of Demand-Types of Elasticity of Demand (Price, Income, Cross and Advertisement)-Methods of Measuring Elasticity of Demand-Demand Forecasting – Meaning and objectives - Methods of Demand forecasting - Objectives of Demand Forecasting.

UNIT-III - Production function **(Teaching Hours – 15)**

Production function-Factors of Production- Production functions with one variable input- Production functions with two variable inputs- Production functions with all variable inputs Law of Supply- Determinants of supply- Meaning of Cost-Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run- Economies of scale- Diseconomies of scale - Pricing Policies and methods.

UNIT-IV -Market function **(Teaching Hours – 14)**

Market definition-Types of Market (Perfect competition, Monopoly, Monopolistic, oligopoly, Price discrimination)-Price and Output determination in Perfect and Imperfect markets.

UNIT-V - Business Cycle **(Teaching Hours – 12)**

Business cycle –Meaning and different phases of business cycle - Monetary Policy of India-objectives and instrument of monetary policy Fiscal Policy of India – objectives and Instruments of fiscal policy - Recent Budget analysis.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to study the Nature of Business Economics	K1, K2
CO2	Students' are well acquainted with the Law of Demand and Elasticity	K1,K2
CO3	Students' are to understand production function and cost	K2,K3,K5
CO4	Students' are to get educated on the market function	K2,K4
CO5	Students are to be expertise about the business cycle	K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	1	1	1	2	2	3	2
CO2	1		1	2	2	2	2	3	3	1
CO3	1		3	4	2	2	2	3	3	1
CO4	1		2	3	1	1	3	3	2	1
CO5	2		2	3	3	2	1	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Principles of Economics	Seth.M.L,	Lakshmi Narain Agarwal	1996 & 13th Edition
2	A Text Book of Economic Theory	Stonier and Hague	Pearson Education	2008 & 5th Edition
3	Business Economics	Sankaran S	Margham	11 th edition – 2006
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1.	Macro Economics	M.L Jhingan	Vikas Publishing House Private	1984
2.	Business Economics	KPM Sundharam& E N Sundharam	Sulthan Chand&Sons	13th edition – 1980
3	Business Economics	K. Jothi sivananam, R. Srinivasan	Tata McGraw	1st edition -2010

- **Pedagogy:** **Lecture,PPT Presentation,**Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20115C	CORE: INTRODUCTION TO INFORMATION TECHNOLOGY	4	Theory	-	100

Objective: To cater the needs of Commerce students in understanding the applications of IT in business area in such a way that they may be easily intelligible.

UNIT I – Computer basics **(Teaching Hours – 13)**

Definition of computer - characteristics of computer - Importance of computer- components of computer – hardware – software - Classification of computers - based on principles of operation, purpose of application, based on size and speed. -Generations of computer – I- Vth Generations - computer applications in various areas – computer related jobs in business.

UNIT II - Networks **(Teaching Hours – 13)**

Data – Information - Data processing, data storage and data retrieval capabilities – Data representation of character in computer - Different types of data processing system, Networks - Types of Networks.

UNIT III –Computer devices **(Teaching Hours – 13)**

Input devices – examples - output devices – examples - storage devices - types. Software -types. Programming Language - types. Flowchart - types of flowchart. Steps in developing a program.

UNIT IV –Operating System **(Teaching Hours – 13)**

Operating system - DOS, Windows, UNIX, Windows NT, Windows98. Internet - Features of Internet - E Mail its uses and importance – Intranet – Extranet – WWW - Mobil Computing.

UNIT V- Computer Security **(Teaching Hours – 13)**

Information system security – threats & implications – security policy – biometric – facial & smart cards – firewalls – kinds of firewalls – packet filters – distributed firewalls – building firewalls (only steps).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn about computer Hardware and Software basics.	K1, K2
CO2	Students can get complete knowledge about data storage and access in Networks.	K2, K4
CO3 .	Students know about various device used in system and its characteristics	K2, k4
CO4	To learn the basics functionalities of Operating System and its uses.	K1,k2
CO5	Learning about computer Security in Personal computer and Networks.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	1			2			
CO2	1	2	2		2		1			
CO3	2	2		3			2			
CO4	1	2	2		2		2			
CO5	2		2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Computer and Commonsense	Roger Hunt and John Shellery	Prentice Hall of India Private LTD	1990- Fourth Edition
2	PC Software made Simple	R.K.Taxali	Tata Mcgraw- Hill Publishing Company	2001- Second Edition
3	Introduction to Information technology	V.Rajaraman	Prentice Hall India Learning Private Ltd	2013- Second Edition

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S.No.	Title	Author	Publishers	Year of Publications
1	Computer Fundamentals	Priti Sinha Pradeep K.Sinha	BPB Publications	2018
2	A Text book of Information Technology	R. Saravana Kumar P.Parameswaran	S. Chand & Company Ltd New Delhi	2010
3	Understanding Information technology	V.K.Pandey, D.K.Dey	Arya Publishing Company	2020- Fourth Edition

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20115D	Allied: BUSINESS ORGANIZATION AND MANAGEMENT	4	Theory	-	100

Objective :

To gain knowledge on business organization and management functions in most useful and in organized way.

UNIT I: Forms of organization **(Teaching hours:15)**

Business Organisation: Nature and scope of business –forms of business organization – sole trader, partnership firm, join stock companies, co-operative societies and public enterprises – MSME-Features-Business combination Causes-Types and forms-Effects of Business combination.

UNIT II: Business Entity **(Teaching hours: 13)**

Business Entity-Types of entity-Registered entity-Un registered entity-Different categories of business licenses-Legal requirements and registration procedures.(Food Processing industry, Textile industry, software industry, Engineering industry)

UNIT III:Managerial Planning **(Teaching hours: 12)**

Definition of Management-Nature and scope of management- Functions of Management - Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Methods and types of Plans

UNITIV:Nature and process of organization **(Teaching hours:13)**

Decision making - Steps in decision making - Organisation - Meaning, nature, importance and process of organisation - Principles of sound organisation - Organisation structure - Departmentation, Delegation and Decentralisation –authority relationship – directing requirements of effective directions.

UNIT V: Motivational theories **(Teaching hours: 12)**

Motivation - Need - Maslow's theory of motivation X, Y and Z theories - Co-ordination - Need and techniques- Control - Techniques of control –leadership – styles and qualities- Staffing – meaning, importance-authority and responsibility.

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Course Outcome mapping with Knowledge level

Course Outcome	Co Statement	Knowledge level
CO 1	To help the students gain understand of the functions and responsibilities of managers.	K1, K2, K4
CO 2	Students can learn various types of business entity and legal requirements and registration procedure	K2, K4
CO 3	To help the students to develop cognizance of the importance of the managerial planning.	K1, K2
CO 4	To get brief knowledge about organization structure.	K2, K4
CO 5	Students get knowledge on motivation and its theories, management control techniques .	K1, K2

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	3
CO2	3	2			1	2				2
CO3			2	3	2			1	1	2
CO4			3	2			1	2		1
CO5		2	3	2			1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Business organization and Management	Bhusan Y.K	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramaśamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2003, Twentieth

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	20200E1	Contemporary English- II	3	Theory	-	**100**

Objective:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar **(Teaching hours: 12)**

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

Unit-II: Effective Communication **(Teaching hours: 12)**

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations-Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice **(Teaching hours: 12)**

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills **(Teaching hours: 12)**

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinion, Extended Multiple Choice, Summary Completion
Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings
Reading skills- Information and Communication Technology, Globalization and Economic Policy
Writing skills-Feature Writing, Interviewing & Ad Writing

Unit-V: Literature **(Teaching hours: 12)**

Prose-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat
Poetry- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu
Short Stories-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

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Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 2nd
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	20215A	CORE: FINANCIAL ACCOUNTING	4	Theory	80	20

Objective of the Course:

To Provide basic knowledge about the accounting principles and Procedures.

UNIT I- Depreciation and Reserves and Provisions (Teaching Hours – 13)

Depreciation – Meaning and definition-Causes of depreciation-Methods of providing depreciation-Straight line method - Written down Value Method – Annuity method- Change in method of depreciation- Reserves and Provisions-Types of reserves and Provision-Difference between reserves and Provisions.

UNIT II- Self Balancing ledger and Fire Insurance Claims (Teaching Hours – 13)

Self balancing ledger – Meaning and advantages – Preparation of Debtors ledger, Creditors ledger and general ledger. Fire Insurance claim: Computation of claims to be lodged for loss of stock – Average clause.

UNIT III - Single Entry System (Teaching Hours – 13)

Single Entry System – Meaning and features – Statement of affairs method and conversion Method.

UNIT IV – Departmental Accounts and Branch Accounts (Teaching Hours – 13)

Departmental accounts – Transfer at Cost and selling price – Branch accounts excluding foreign branches and independent branches.

UNIT V- Hire Purchase System and Installment Purchase System (Teaching Hours – 13)

Hire Purchase System – Meaning – Features – Differences between Hire purchase and Installment system – Accounting entries in the books of Hire Purchaser and Hire Vendor- Calculation of Interest and Cash Price- Default and Repossession of Asset-Installment Purchase System.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about the preparation of Depreciation, Provisions and Reserves	K1, K2
CO2	To Prepare Self balancing ledger and fire insurance claims	K2, K3
CO3	To learn about single entry system	K3, K4
CO4	To prepare departmental accounts and branch accounts	K3, K4
CO5	To learn about hire purchase system and installment system	K2, K3, K4

- **Note: :** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			3	2	1	1	1	1	2
CO2	2			3	2	1	1	1	1	2
CO3	2			3	2	1	1	1	1	3
CO4	2			3	3	2	1	1	1	3
CO5	2			3	3	2	1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Accounting,	Reddy Murthy,	Margam Publication	2011 & VII Edition
2	Advanced Accounting	S.N.Maheswari	Vikas Publication	1984
3	Financial Accounting	S.P.Jain and K.L.Narang,	Kalyani Publishers	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	**Financial Accounting**	By P. C. Tulsian	Perarson Education	2009
2	Introduction to accounting,	T. S. Grewal,	S Chand & Co.Ltd,	1978
3	Advanced Accounts	M C Shukla T S Grewal S C Gupta	S Chand and Company Pvt Limited	2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20215B	CORE: IT ENABLED SERVICES	4	Theory	-	100

Objective: To empower the students by giving the concepts of Information Technology. It also tells about the changes in the business world in the field of IT.

Unit– I –Strategic IT Planning **(Teaching Hours – 14)**

Introduction to IT- Definition- IT Enabled Services – Advantage s of IT Services. **Strategic IT Planning:** Business Implications for IT Strategic and Planning, Strategic IT Planning Motivations, Program Management, Benefits of PMO, Desired Qualities of a Program Office Manager, Maturity of PMO, Implementation of PMO Strategy, Measuring PMO Performance, Success Factors for PMO, Project Scope Management, PMO Reporting.

Unit – II – IT Service portfolio and Business development **(Teaching Hours – 14)**

IT Services Portfolio: Categories of IT Services-Building services. Strategic **Foundation for IT services Business**: Strategy-Analysis Frame work of practiced strategy- **Marketing of IT Services:** New P'S for IT Service Marketing-IT Services Marketing Process. **Business Development of IT Services:** Introduction-Business Development-Process-Approach followed for business development-capabilities and skill required for business development.

Unit – III – IT Service Enterprise and Quality Assurance **(Teaching Hours – 13)**

IT Service Enterprise measure and Performance - Performance management-Measuring Performance-Driving Performance-Failure to Drive Performance -**Delivery Management of IT Services:** Introduction–Planning-Execution-Governance-Delivery Management. **IT Services Quality Assurance:** Introduction-Service Quality-IT Service Quality Make business sense.

Unit-IV – Managing IT Team **(Teaching Hours – 12)**

Creating a winning IT services Team: Introduction-Team-Certification-Work Place Environment. **Managing IT Services Enterprise Growth**-Introduction-Factors-stages. Understanding the trends.

Unit V - IT Service market **(Teaching Hours – 12)**

Marketing Information Technology-Introduction-**Classification of IT:** Product Market-Hardware Market-Software Market-Device Market. Classification of IT Service Market.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can know about various IT enabled services and also PMO characteristics.	K2,K4
CO2	To know about service marketing in IT and methods for Business development in IT Services.	K2,K3
CO3	To learn the functions of IT Services enterprise and how the delivery management executes for better quality assurance.	K2,K3
CO4	Students know how to create a winning team to competitive with current trends to reach a goal state.	K2,K3
CO5	To understand the hardware and software market in IT and characteristics of IT Service market.	K2

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		2	2		1			
CO2	2	3	2	2	1		2			
CO3	2	2		2	2		2			
CO4		2	2		2					
CO5	2		2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	IT Services Business Management Concepts, Processes and Practices	Dubey Sanjiva Shankar	PHI	2012
2	Marketing of Information technology	K.Venkatesh	Tata McGraw-Hill education	2009

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3	World class IT Service delivery	Peter Wheatcroft	BCS, The Chartered Institute for IT	2007

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Business Driven PMO Success Stories	Mark Price Perry	J. Ross Publishing	2013
2	Managing Project Delivery	Trish Melton	Butterworth-Heinemann	2009 –First Edition
3	IT strategy and Management	Dubey Sanjiva Shankar Dubey	PHI Learning	2013

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20215P	Allied : Lab I – MS Office and Accounting Software	3	Practical	-	-

Objectives: To learn about practical knowledge in creating documentation, calculation using excel, presentation and creating database.

MS WORD

1. Type a word document with at least 100 words. Give a title for the passage and format the same as per the specification given below:
   - Font size, style
   - Title should be in Bold, italics, underlined
   - Set left margin to 1.5, right margin to 1.75
   - Line spacing should be doubled
   - Apply border to the passage
   - Insert date and time, page number & header & footer
2. Using mail merge prepare an interview call letter.
3. Prepare a timetable using Table Auto format in Ms Word.
4. Prepare a bio-data using Ms word using wizard.
5. Using borders & shading options prepare an invitation for your college day or for your department function.
6. Design value added web pages in Ms word that convey information about your Curriculum-Hyperlink

MS EXCEL

7. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
8. Prepare an excel sheet under the main heads of assets & liabilities & do the following:

   Select column & change the number format to Rs&Paise (00.00) format.
   Change the particular range for cells font as bold.
   Select a cell and change the line style.
9. With a given data prepare a payroll.

   Basic – Rs. 6500, D.A – 40%, HRA – 12%, TA – 10%, MA – 5%, CCA – 10%, PF – 12%, Deductions – 10%.

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10. With a given data draw various graphs & diagrams

Growth of viruses

During the year Place	**1960**	**1970**	**1980**	**1990**
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

11. Create a Ms-Excel worksheet using text functions. (mid,concatenate,find,len,replace)

12. Create a MS-Excel worksheet consists of formatting options to be applied for the sheet.

13.Create a Ms-Excel worksheet for financial projection model for the business with given data.

- Total Cost of Goods Sold = Materials + Wages + Other Benefits + Others
- Calculate the Total Operating Costs

Total Cost of Goods Sold + Total General and Administrative Expenses

14. Create a Ms-Excel to calculate budget and savings of ABC Company

MS POWER POINT

15. Prepare a PowerPoint presentation for department inaugural function.

16. Design an advertisement.

17. Prepare a power point presentation for product launch.

18. Draw an organization chart.

MS ACCESS

19. With a given fields create a table (using design view, wizard view) in Ms Access.

Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3

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20. With given fields create a table in Ms Access.

    Employee Number (Primary Key), Employee Name, Department, Designation.

21. Create an item table with the following structure:
    - Item no, item name, rate, quantity, and net price.
    - Find the net price for all records
    - Display only the item no, item name filled list for not price less than 50.
    - To increase the rate by Rs.100 for all records
    - Display all the details for item number less than 100 and quantity less than 50. Display all the details for item name = "pen".

ACCOUNTING SOFTWARE

22. Create a Company using Tally.
23. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
24. Create accounting groups.
25. Enter some test transactions, say numbering 100 in the form of Cash Receipts, cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers.
26. Voucher Entries - Print the primary books for the same.
27. Create an opening Trial Balance and print the same.
28. Profit and Loss and Balance sheet.
29. Financial Ratio Analysis.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn complete practical knowledge in creating documentation, preparing presentation, excel sheet for calculation, creating database. To know the method to create accounting concepts using accounting software.	K2 K3 K4

Note:
K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3	1	2	2		3		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20215K	**Online Swayam : Basics of Digital Marketing**	**4**	--	--	--

Objective :The course familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

The students will be learning this course through online mode from SWAYAM website. The link followed for accessing this course is
https://swayam.gov.in/nd2_cec20_mg15/preview

COURSE LAYOUT

Learning Objectives

In the Week 1, Learner will be able to:

- Identify impact of digital space and digital marketing in reaching out to customers.
- Find out the opportunities for marketers on digital platform.
- Use digital media for the creation of products and services.
- Differentiate factors that influence the consumer
- How and What are the different elements that make the consumer so unique?

Lecture Topics

W1_L1 Introduction to Marketing
W1_L2 Consumer Behavior
W1_L3 Introduction to Digital Marketing

Learning Objectives

In the Week 2, Learner will be able to:

- Identify the importance of Search Engines.
- Relate Search Engines in digital marketing ecosystem.
- Outline the methods to do keyword research.
- Differentiate On-Page and Off-Page Optimization.
- Use the Google Keyword Planner.

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Lecture Topics
W2_L1 Search Engine Optimization 1
W2_L2 Search Engine Optimization 2
W2_L3 Search Engine Optimization 3

Learning Objectives

In the Week 3, Learner will be able to:

- Explain the working of Search Engines.
- Use Search Engine Marketing for advertisements.
- Outline Search Engine Marketing strategy.
- Illustrate Search Engine Marketing Operation and Auction model.
- Identify the factors influencing Search Engine Marketing.
- Categorize the factors influencing Search Engine Marketing.
- Create a Search Engine Marketing Campaign.

Lecture Topics

W3_L1 Search_Engine_Marketing : Part 1
W3_L2 Search_Engine_Marketing : Part 2
W3_L3 Display Advertising

Learning Objectives

In the Week 4, Learner will be able to:

- How Social Media Marketing is to be used by marketers?
- What kind of opportunities does it provide to marketers?
- Identify marketers' use of listening, talking, energizing & supporting.
- How to manage digital assets on Social Media Platforms?
- Identify the spread of Word of Mouth through social media.
- Use of Social Media Platform like Facebook, Twitter, Youtube & LinkedIn for Marketing.

Lecture Topics

W4_L1 Social Media Marketing
W4_L2 Social Media Marketing (Word of Mouth)
W4_L3 Social Media Platforms Part 1
W4_L4 Social Media Platforms Part 2

Learning Objectives

In the Week 5, Learner will be able to:

- Tell about the reputation of brands on social media.
- Explain about increasing Positive Word of Mouth & decreasing negative Word of Mouth.

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- Identify and resolve crisis situation in online space.
- How marketers use the mobile space?
- Differentiate IVR, SMS, Location Data, QR Code & Missed Call.
- Managing mobile sites and role of mobile apps.
- Understand planning and setup of a Website.

Lecture Topics

W5_L1 Online Reputation Management
W5_L2 Mobile Marketing Part 1
W5_L3 Mobile Marketing Part 2
W5_L4 Website Planning & Creation

Learning Objectives

In the Week 6, Learner will be able to:

- Define email Marketing.
- Outline email Marketing and strategy to craft email marketing campaign.
- Creating email data base and CRM Activities.
- Define e Commerce and Retailing in Online Space.
- Illustrate advantages of e Commerce Platforms.
- Differentiate Show-rooming and Web-rooming.

Lecture Topics

W6_L1 Email Marketing Part 1
W6_L2 Email Marketing Part 2
W6_L3 Introduction to E Commerce Part 1
W6_L4 Introduction to E Commerce Part 2

Learning Objectives

In the Week 7, Learner will be able to:

- Define e Commerce Business Process, Business Models
- Interpret e Commerce Shopping Cart Software & Other Factors of e Commerce based business.
- Identify role of aggregators in e Commerce business.
- Illustrate the Importance of content in digital space.
- Recall techniques of Content Marketing, Content types and strategies.
- List the Core brand principle for Content creation, Content Pillar and A/B Testing of Content.
- Using Influencers to create and promote content

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Lecture Topics

W7_L1 E-COMMERCE Strategy 1
W7_L2 E-COMMERCE Strategy 2
W7_L3 Content Marketing
W7_L4 Content Creation Process
W7_L5 Influencer Marketing

Learning Objectives

In the Week 8, Learner will be able to:

- Illustrate steps of Integrated Marketing Communication.
- Define Digital Marketing Strategy.
- List the Decision Making process of customer.
- Identifying and creating a strategy for Digital Market place.
- Define 6M Framework and SMART Strategy.

Lecture Topics

W8_L1 Digital Marketing Strategy Part 1
W8_L2 Digital Marketing Strategy Part 2a
W8_L3 Digital Marketing Strategy Part 2b
W8_L4 Digital Marketing Strategy Part 3a
W8_L5 Digital Marketing Strategy Part 3b

Learning Objectives

In the Week 9, Learner will be able to:

- Relate the Importance of Analytics in digital space.
- Differentiate elements and sources to capture data in online space.
- Define types of tracking mechanism.
- Experiment with Account Structure of Google Analytics.
- Explain Conversion Tracker & Digital Engagement Funnel.

Lecture Topics

W9_L1 Digital Analytics & Measurement Part - 1a
W9_L2 Digital Analytics & Measurement Part - 1b
W9_L3 Digital Analytics & Measurement Part - 2a
W9_L4 Digital Analytics & Measurement Part - 2b

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Learning Objectives

In the Week 10, Learner will be able to:

- Define Key Performance Indicators (KPI) related to AdWords and Display Networks.
- Outline the Applications of Sentiment Mining and Textual Analysis.
- Evaluate the effectiveness of different marketing campaigns in the digital space
- Define return on investment.
- Analyze different groups of customers.
- Relate Customer portfolio management on digital and social media marketing.
- Explain Customer using multiple channels, attribution models.

Lecture Topics

W10_L1 Digital Analytics & Measurement Part - 3a
W10_L2 Digital Analytics & Measurement Part - 3b
W10_L3 Measuring Campaign Effectiveness : ROI - Return on Investment
W10_L4 Measuring Campaign Effectiveness : CLV - Customer Lifetime Value
W10_L5 Attribution Models

Learning Objectives

In the Week 11, Learner will be able to:

- Define Strategy Planning.
- Prepare Digital Marketing Plan.
- Solve Case 1 is about use of Email Marketing
- Solve Case 2 represents use of Digital Space for Marketing Golf Tripz Compnay,
- Solve Case 3 is about using social media promotion and other digital channels for Golkonda Hotels.
- Solve Case 4 is about Promotional Campaign of Chennai based Photography Service.

Lecture Topics

W11_L1 Digital Marketing Plan
W11_L2 Case Study 1 : Email Marketing
W11_L3 Case study 2 : Golf Tripz
W11_L4 Case Study 3 : Golkonda Hotels
W11_L5 Case Study 4 : Bhalaje Photography

Learning Objectives

At the end of Week 12, Learner will be able to:

- List the Contemporary technologies and application in Digital Space.
- Appraise concepts and technologies discussed in the Digital Marketing Course

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Lecture Topics

W12_L1 New Technologies & Advancement in Digital Marketing Part 1
W12_L2 New Technologies & Advancement in Digital Marketing Part 2
W12_L3 Review of Digital Marketing Course Part 1
W12_L4 Review of Digital Marketing Course Part 2

BOOKS AND REFERENCES

- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley
- **Digital Marketing** by Seema Gupta, McGraw Hill Education
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20315A	**CORE: E-BANKING**	5	Theory	-	100

Objective of the Course:

To enrich students with the knowledge of the functioning of banks, to help students realise the quintessential role of banks in the world today.

Unit – I: Commercial Banks **(Teaching Hours-13)**

Evolution of banking – Functions of commercial banks – RBI – Functions -Bank Nationalization - CRM in banking – Opening of an accounts – types of accounts (Current account, Savings account, Recurring deposit account and Fixed deposit account) - Banker customer Relationship.

Unit –II: Bank computerization &Negotiable instruments **(Teaching Hours – 13)**

Negotiable instruments - Cheque - Promissory note - Bill of exchange - Features &differences. Rights and duties of banker - Computerization of banks - Core banking solutions - Impact of IT on banking services

Unit –III:E-Banking structure & Multi user system **(Teaching Hours – 13)**

E-Banking – Structure - Components – services – advantages - MICR, CTS - Mobile Banking- Tele banking - Home banking - Net banking - Multi user system.

Unit –IV:E-Banking mechanism **(Teaching Hours-13)**

E-Payment mechanism – ATM – EFT – NEFT – RTGS – SWIFT – INFINET – PayTM - BHIM- Electronic cards - Debit, Credit, Smart Card - Benefits - Intelligent auto teller & Netware Management System.

Unit –V:Trading mechanism &Crypto currencies **(Teaching Hours – 13)**

Customer grievances & Redressal – Ombudsman – Procedures - Crypto currencies - Trading mechanism - Types of crypto currency – Bitcoin – Litecoin.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO 1	To disseminate knowledge among the students with theorical structure about banking.	K1, K2, K4
CO 2	To train and equip the students with the skills of modern banking is run.	K2, K4
CO 3	To help the students to develop the banking structure and can learn multi user system.	K1, K2
CO 4	To expose the students to learn the role of technology in banking sector	K2, K4
CO 5	Students get knowledge on Customer grievances, Crypto currencies and trading mechanism	K1, K2

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Indian Banking	Natarajan&Parameswaran	S.Chand &company	2008, Seventh
2	Banking theory lae and practice	Gorden & Natarajan	Himalaya Publishing house	2007, Sixth
3	Principles and practices of Banking	Indian Institute of Banking and Finance(IIBF)	Macmillan India	2006, Eighth

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Banking theory law practice	Sundaram & Varshney	S.Chand &company	2016
2	Banking law and practices	S N Maheswari	Kalyani publications	2009
3	Banking Law and Practice	Mishra Sukhvinder	S.Chand &company	2012

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	20315B	CORE: BUSINESS LAW	4	Theory	-	100

Objectives : To enlighten the students' knowledge on the basic business law.

Unit – I Law of Contract **(Teaching Hours: 15)**

Law – Meaning – Law of Contract – Essential Elements of Valid Contract – Types of Contracts - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance.

Unit – II – Consideration **(Teaching Hours: 12)**

Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law.

Unit – III – Performance of Contract **(Teaching Hours: 13)**

Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.

Unit – IV – Contract of Indemnity& Guarantee **(Teaching Hours: 12)**

Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety.- Bailment and Pledge.

Unit – V – Sales of Goods Act **(Teaching Hours: 13)**

Sale of Goods Act – Sale and Agreement to Sell – Conditions and Warranties - Law of Carriage of Goods

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the knowledge about the Law of contract.	K1, K3
CO2	Students' are get to acquire knowledge on the consideration	K1,K2
CO3	Students' are to pursue knowledge on the performance of contract	K2,K3
CO4	Students' learn concepts on Contract of Indemnity& Guarantee	K2,K3
CO5	Students get to understand concept on sale of Goods Act	K1,K4

- **Note: :** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		3	2	3	3	1	3	3	2
CO2	1	2	1	2	3	3	2	2	3	1
CO3	1	2	2	2	3	3	1	2	2	1
CO4	3	1	2	3	1	2	2	3	1	1
CO5	1		1	1	1	2	2	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Business Law	N.D. Kapoor	Sultan Chand & Sons	1983 - Edition 15
2	Business Law	R.S.N. Pillai & Bagavathi	S.Chand	1999 – 1st Edition
3	Commercial Law	Arun Kumar Sen	The world press pvt Ltd	1999 -Edition 22
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1.	Business Law	PC Tulsian	Tata McGraw- Hill	17th reprint- 2008
2.	Business Law	Nirmal Singh	Deep & Deep Publications Pvt Ltd	3rd reprint – 2009
3	Business Law	SS.Gulshan	Excel Books	1st edition - 2009

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20315C	CORE: VISUAL BASIC	5	Theory	-	100

Objective: To know how to create GUI based programming applications using various options available in Visual Basic Programming.

UNIT I - Fundamentals of Visual Basic (Teaching Hours: 10)

VB fundamentals: Getting started – The Visual basic Environment – Customizing a Form. First Step in Programming: The code window, variables, data types, constants, strings, Numbers, statements in Visual Basic: The comment and the end statement.

UNIT II – Basic Tools (Teaching Hours: 15)

First steps in building the user interface: The tool box – creating controls – the name property – Properties of Command Button – Simple event procedures for command buttons – Access keys – Image controls – Text boxes – Labels – Navigating between controls – Message boxes – the grid – Picture box – Rich text box.

UNIT III – Control Structures (Teaching Hours: 10)

Organizing Information via controls: Control arrays – List and combo boxes – Flex grid controls. Controlling Program Flow: Determinant Loops – Indeterminate Loops – Making decisions – Select case – Nested If -Then – The GOTO statement.

UNIT IV – Functions and Procedures (Teaching Hours: 15)

Built-in Functions: String functions – Numeric Functions – Date and Time functions – Financial functions. Functions and procedures: Function procedures and Sub-procedures.

UNIT V – Menus and Advanced tools (Teaching Hours: 15)

The tool box revisited: Frames – Option buttons – Check boxes – scrollbars – timers – Microsoft Windows Common Controls 6.0: Image list control – List view control – Progress bar control – Slider control – status bar control – menus – MDI forms.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn complete knowledge about GUI application and its functions.	K2
CO2	To learn how to create forms in Visual basic using the tool available and it properties settings.	K2,K3
CO3	Students can uses the various looping statement in program for various objectives.	K4
CO4	To know how the user defined functions to be used in coding and how it differs from build in functions.	K2,k3
CO5	Students can learn the basic methods to create menus and how it applied in various applications.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	1	3		1			
CO2		2	1	2	2		2			
CO3	2		3		2		1			
CO4	2	1		2	1		2			
CO5		2	2		2		1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Visual Basic 6 from the Ground up	Gary Cornell	Tata MC Graw Hill Education	2017- First
2	Beginning Visual Basic 2015	Bryan Newsome	John Wiley & Sons, 2015	2015
3	Mastering Visual basic 2010	EvangelousPetroutsos	Sybex	2010 – First Edition
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Programming in Microsoft Visual basic 6.0	Saini, Sharma	Vayu Education Of India	2010
2	Microsoft Visual basic 2017 for Windows	Corinne Hoisington	Cengage Learning	2017- First
3	Visual basic in Easy steps	Mike Mcgrath	In Easy Steps Limited	2016-Fourth edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20315P	Skill Based Subject : Lab – II Programming in Visual Basic	2	Practical	-	-

Objective: To know about the how the create real time programming concepts with the help of available tools in Visual Basic Programming Language.

1. Write a program in Visual Basic to find the factorial value of a given number using function
2. Write a Visual Basic coding to calculate the amount of electricity (units) consumed by the user
3. Write a program in Visual Basic to calculate the total and average of any given student.
4. Write a program in Visual Basic to calculate the net pay of any given employee.
5. Write a Visual Basic coding to calculate total earnings of a worker using Halsey and Rowan Plan.
6. Write a program in Visual Basic to create a calculator.
7. Write a program in Visual Basic to convert the decimal number to decimal, octal, hexadecimal.
8. Write a program in Visual Basic to calculate the length of a string, mid value of the string, Instr and replacement of the given string.
9. Write a Program in Visual basic to calculate Depreciation using Straight line method.
10. Write a Program in Visual basic for calculating ratio analysis.
11. Write a Visual basic for preparation of cost sheet.
12. Write a Visual basic program for calculating break even analysis and margin of safety.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn practical knowledge in creating form designs, property setting; handling multiple forms, creating menus using GUI based visual basic. To know complete knowledge in handling GUI based application software and its characteristics.	K2 K3 K5

Note:
K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2		2	3		3		2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20315D	ALLIED: BUSINESS MATHEMATICS	4	Theory	80	20

Objective:

- **To cater to the needs of Mathematical applications in Business.**
- **To familiarize the students with the basic concepts of Mathematics.**
- **To Train the students with Mathematics for their application in business decisions.**

UNIT I - Introduction to Matrix **(Teaching Hours – 13)**

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II - Interest and Interpolation **(Teaching Hours – 13)**

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III - Introduction to Operations Research **(Teaching Hours – 13)**

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV - Network Analysis **(Teaching Hours – 13)**

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V - Transportation and Assignment Problem **(Teaching Hours – 13)**

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Description	Knowledge level
CO 1	Students learn about the concept of Matrix and its Applications	K2, K3
CO 2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO 3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2,K3, K4, K5
CO 4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO 5	Students learn about the completion of the program or assignment with minimum time and cost.	K2, K3

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3			1		
CO2				3	3			3		
CO3			3	3	3			3	3	
CO4			3	3	3			3		
CO5			3	3	3			3	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Operations Research	S.Kalavathy	Vikas Publishing House, New Delhi.	2002 Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham	2005 Edition

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			Publications, Chennai	
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2005 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20300P1	Skill based Subject: PROFESSIONAL COMMUNICATION	2	Theory	-	100

Objective: To develop ability to communicate clearly, on matters having relevance to day-to-day business operations.

UNIT-I – TYPES OF COMMUNICATION **(Teaching Hours – 13)**

Communication - Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication - Objectives of communication - Horizontal communication - Upward communication - Barriers to communication.

UNIT-II – BUSINESS LETTER **(Teaching Hours – 13)**

Business Letter – Characteristics - Organization, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations - Credit and Status Enquiries - Complaints, Claims and adjustments.

UNIT-III – SALES LETTER **(Teaching Hours – 13)**

Sales Letters – Circulars. Bank Correspondence. Life Insurance Correspondence. Collection letters – Correspondence of a Company Secretary. Report writing – classification – characteristics of Good report.

UNIT-IV – ASSERTIVE AND POSITIVE COMMUNICATION **(Teaching Hours – 13)**

Assertive / Positive communication - Assertive training: Negotiation and Compromise - Allophones: accent for grammar for effective speaking - Speaking skills: active listening - listening and responding - Four basic reasoning skills.

UNIT-V – POSITIVE RESUME ACTIVE VERBS **(Teaching Hours – 13)**

Positive resume active verbs - Positive indicators – Interpersonal gestures - Intra & Interpersonal skills - Interpersonal communicational ethics.

(LAB PRACTICAL ONLY)

Career strokes: Online practical modules: Communication skills – Group discussion – Interviews – Team work – Time management – Business awareness.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' are educated on the types of communication	K2,K3
CO2	Students' are well knowledging on the business letter	K2,K3
CO3	Students' are made familiar in the sales letter	K1.K2,K3
CO4	Students' are to understand about the assertive and positive communication.	K2,K3
CO5	Students are to develop the skills on positive resume active verbs	K1,K2

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		1	3	2	3	2	2	1
CO2	1	2		2	3	2	3	3	3	1
CO3	1	2		1	2	2	2	2	3	1
CO4	1	2		2	2	1	3	2	1	1
CO5	1	1		1	1	1	1	2	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Business Communication	K.K. Ramachandran	Vikas Publilshing house	2nd edition -2014
2	Essentials of Business Communication	Rajendra Pal & J.S.Korlahalli	Sultan Chand and Sons	2nd edition- 2011
3	Business Communication	K.Madhukar	Vikas Publishing House - New Delhi	2nd edition - 2010
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1.	Business Communication	R.C.Bhatia	Ane Books	2nd edition- 2008
2.	Communication for Business	Shisley Taylor	Pearson	4th edition – 2005
3	Business Communication	MK Sehgal Vandana Khetarpal	Excel Books	1st edition - 2006

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415A	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective: To develop in the Public interest a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

Unit –I: IASB and IFRS **(Teaching hours: 13)**
Structure of the IFRSF/IASB-Extant standards of the IASB-The Frame work-The status of IFRSs around the world-The Use of IFRS around the World-The IASB road map-The Annual IASB bound volume and its use-Principal difference between Indian GAAP and IFRS-Proposal for change

Unit –II : PRESENTATION AND REPORT: **(Teaching hours: 10)**
IAS 1 : Presentation of financial statements-IFRS 15:Revenue from Contracts with customers-IAS 8: Accounting Policies ,change in accounting estimates and errors.

Unit –III ACCOUNTING FOR ASSETS AND LIABILITIES: **(Teaching hours: 17)**
IAS 16: Property plant and equipment-IAS 38 :Intangible assets-IAS 40:Investment Property –IAS 36:Impairment and assets-IAS 23:Borrowing Costs-IAS 20:Accounting for government grants and disclosure of government assistance-IAS2:Inventories-IAS 17:Leases-IFRS 5:Non-Current assets held for sale and discontinued operations-IFRS 13:Fair Value Measurement-IFRS 32:Financial instruments – Presentation-IFRS 9:Financial instruments-IFRS 7: :Financial instruments: disclosures-IFRS 2:Share – based payments-IAS 37:Provisions,contingent liabilities and contingent assets-IAS 10:Events after the reporting peered-IAS 19:Employee benefits-IAS 12:Income taxes-IAS 41:Agriculture-IFRS 6:Exploration for and evaluation of mineral resources.

Unit –IV: GROUP ACCOUNTING **(Teaching hours: 13)**
IFRS 10:Consolidated financial statements-IAS 27 (revised 2011):Separate financial statements-IFRS 3:Business combinations –IAS 28 27 (revised 2011):Investment in associates and joint ventures-IFRS 11:Joint arrangements-IFRS 12:disclosure of interest in other entities-IAS 21:The effects of changes in foreign exchange rates-IAS 29:Financial reporting in hyperinflationary economies.

Unit –V: DISCLOSURE STANDARDS: **(Teaching hours: 13)**
IAS 7: Statement of cash flows-IAS 24: Related party disclosures-IAS 33: Earnings per share-IAS 34: Interim financial reporting-IFRS 4: Insurance contracts-IFRS 1: First time adoption of IFS-IFRS 8-Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the basic understanding of IASB and IFRS	K1, K2
CO2	Students' are well trained on the presentation and reports of financial statements.	K2,K3
CO3	Students' are well educated on accounting for assets and liabilities	K1,K2,K3,
CO4	Students' learn concepts of understanding about group accounting.	K3,K4
CO5	Students get to understand concept and educated on disclosure standards.	K2,K5

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	2	2	1	1	1		1
CO2			1	2	2	3	3	3	1	2
CO3	2			2	1	2	2	2		2
CO4	1			1		1	1	3		2
CO5	1		1	1	2	2		3		1

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards	van Greuning, Darrel Scott, Simonet Terblanche	World bank	(ISBN 9780821384282).
2	IFRS Fundamentals: International Financial Reporting Standards	Nandakumar Ankarath, Kalpesh J. Mehta, T. P. Ghosh, Yass A. Alkafaji	WILEY Publications	ISBN 780470399149)
3	International Financial Reporting Standards	Belverd E. Needles, Marian Powers	Cengage Learning	11th edition -2011 ISBN 9781133187943

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1.	International Financial Reporting Standards (IFRS) and Indian Accounting Practices	Jagadish R. Raiyani, Gaurav Lodha	New Century Publications	New Century Publications, 2012
2.	IFRS	Barry.J Epstein, Eva K.Jarmakowicz	Wiley & sons	2008
3	International Financial Reporting Standards	Hennie Van Greuning	World bank Development Publications	5th edition - 2009

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415B	CORE: COST ACCOUNTING	4	Theory	60	40

Objective of the Course:

To understand basic cost concepts and costing techniques.

UNIT I – Concepts of Cost Accounting and cost sheet **(Teaching Hours – 13)**

Cost Accounting - Definition, meaning and objectives-scope - Relationship of Cost accounting with financial accounting -advantages and importance- methods of costing – cost term – concept. Elements of cost, preparation of cost sheet and tender

UNIT II - Materials **(Teaching Hours – 13)**

Materials –Meaning of Material Control – Objectives and Advantages of Material Control - Purchasing of materials Purchase Procedure and documentation involved in purchasing –Storing of Materials – Duties and Responsibilities of store keeper, Store records – Determination of Material levels or Stock levels -Maximum level, minimum level, reordering levels, danger level, average stock level – EOQ - Issue of Materials - Methods of Pricing material issues – FIFO – LIFO – Simple Average and Weighted Average method - ABC analysis.

UNIT III - Labour and Overhead **(Teaching Hours – 15)**

Labour - Systems of wage payment, idle time, control over idle time-labour turnover-causes of labour turnover-Overhead - Classification of overhead – Allocation and Apportionment of overhead-basis of apportionment- absorption of overhead-machine hour rate(problems relating to primary and secondary distribution).

UNIT IV – Process Costing **(Teaching Hours – 12)**

Process costing: Features of process costing - Process losses, waste, scrap, normal process loss, abnormal process loss, and abnormal gain (excluding equivalent production) – costing of joint products & by products.

UNIT V - Operating Costing and Contract Costing **(Teaching Hours – 12)**

Operating costing, contract costing, Reconciliation of costs and financial accounts – Standard costing (Material Variance Only).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn various cost concepts and to prepare cost sheet	K1, K2
CO2	To learn about materials, procedure, purchasing of materials and material control	K2, K3
CO3	To know about concepts of labour, labour turnover and overheads	K3, K4
CO4	To know about process costing and to learn the procedure to prepare process costing	K3, K4
CO5	To learn about operating costing and contract costing	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3	2	2	3	2	2	3
CO2	2		3	3	2	2	3	2	2	3
CO3	2		3	3	2	2	3	2	2	3
CO4	1		3	3	2	2	3	2	2	3
CO5	1		2	2	1	2	3	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting and Methods and Problems	Murthy & Reddy,	Margam Publications,	2014 & IV th edition
2	Cost Accounting – Theory and Problems	S N Maheswari,	Shree Mahavir Book Department,	1983
3	Cost Accounting	R.S.N Pillai & Bhagavathi	S Chand Ltd	2008

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	V.Rajasekaran	Pearson	2011
2	Cost Accounting	P C Tulsian	The Mc Graw the Hill Companies	2007
3	Cost Accounting	M N Arora	Vikas Publishing House Private Ltd	2013

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415P	Core: Lab III – Programming in C++	4	Practical	-	-

Objective: To know about the basics in object oriented programming concept and also real time application be created using C++ programming.

1. Write a program in C++ to calculate Arithmetic operations.
2. Write a program in C++ to perform switch case statement
3. Write a program in C++ to calculate the overtime wages of an employee.
4. Write a program in C++ to find the factorial of a given number.
5. Write a program in C++ to display the Fibonacci series.
6. Write a program in C++ to Perform Matrix Addition.
7. Write program in C++ to perform a student Mark list using class concept.
8. Write a program in C++ to Perform Constructor.
9. Write a program in C++ to perform arithmetic operations using Function Overloading.
10. Write a program in C++ to Perform Multiple Inheritance.
11. Write a program in C++ to perform Operator Overloading.
12. Write program in C++ to calculate employee payroll.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn practical concepts like creating students mark statement, employee payroll and arithmetic operations using C++ software. To understand how the various objectives can be done through C++ software and also how to apply in real time applications.	K1 K2 K3

Note:
K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		1	3	2	1		3	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415K	**Online Swayam : Business Ethics**	4	--	--	--

Objectives

- Import knowledge of various Business Ethics practices
- Give Students, Understanding of modern Business Ethics and their residing applications in different context.

The students will be learning this course through online mode from SWAYAM website.
The link followed for accessing this course is
https://swayam.gov.in/nd2_cec20_mg32/preview

COURSE LAYOUT

Weekly Plan

Week 1 : Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethics, Causes of Unethical Behavior.

Week 2 : Meaning, Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior

Week 3 : Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit, Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development

Week 4 : Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility

Week 5 : Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice

Week 6 : Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution)

Week 7 : Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System, Values

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Week 8 : Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies

BOOKS AND REFERENCES

- Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell
- Business Ethics - Gautam Pherwani
- Business Ethics - Ritu Pamraj
- Business Ethics - Prof. Agalgatti
- Governance ethics and social responsibility of business – Neeru Vasishth and Namita Rajput
- Business Ethics: Concepts and Cases – Manuel G. Velasquez

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415C	Allied: BUSINESS STATISTICS	4	Theory	80	20

Objective: To use Statistical Techniques in business decision making.
To develop skills in structuring and analyzing business problems statistically.
To formulate answers to common business decision problems through statistics.

UNIT I **Teaching Hours - 12**

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II **Teaching Hours - 15**

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III **Teaching Hours - 13**

Skewness - Karlpearson's and Bowley's coefficient of Skewness – Index Numbers – meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV **Teaching Hours - 13**

Correlation – meaning and definition – Scatter diagram - Pearson's coefficient of correlation – Computation and interpretation – Rank correlation – Regression – Meaning and methods of forming the regression equations and lines – Properties of Regression coefficients

UNIT V **Teaching Hours - 12**

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To familiarizes the concept of statistics	K5
CO2	To provide practical exposure on calculation of measures of average	K2
CO3	To provide practical exposure on calculation of measures of correlation and irrigation	K1
CO4	To introduce the students about the concept of provability	K3
CO5	To provide practical exposure on calculation of trend analysis	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3			1		
CO2				3	3			3		
CO3			3	3	3			3	3	
CO4			3	3	3			3		
CO5			3	3	3			3	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons, New Delhi.	2012 Edition
2	Business Mathematics and Statistics	P.A.Navnitham	Sultan Chand and sons, New Delhi.	2019 Edition
3	Statistics- Theory and Practicen	R.S.N. Pillai and Bagavathy	Sultan Chand and sons, New Delhi.	2010 Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C.Gupta and V.K.Kapoor	Sultan Chand and sons, New Delhi.	2001 Edition
2	Business Statistics	P.R.Vittal	Margham Publications, Chennai	2001 Edition
3	Fundamentals of Statistics	S.C.Gupta	Himalaya Publishing House	2018 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20415D	CORE: PROGRAMMING IN C++	2	Theory	-	100

Objective: To make the students understand the OOPS concept and various syntaxes used in C++

UNIT I – Fundamentals of OOPS **(Teaching hours: 10)**

Object oriented programming: Software Evolution – OOP paradigm – Concepts, benefits, Object Oriented Languages and Applications.

UNIT II – Control Structures **(Teaching hours: 15)**

Introduction to the Basic concepts of C++ language – Tokens, Keywords, Identifiers, Data types, variables, manipulators – Expression and control structures – Functions: main functions – functions prototyping – Call by Reference – Function overloading – friend and inline functions

UNIT III – Class and Functions **(Teaching hours: 15)**

Classes and objects: Specifying a class – Defining member functions – Nesting of member functions – Private member functions – Static data member – Static member functions – Pointers to members. Constructors and Destructors: Constructors – Parameterized constructors – Multiple constructors – Copy constructors – Destructors. Operator overloading: Defining operator overloading – Overloading unary & binary operators – rules – type conversions.

UNIT IV – Advanced methods **(Teaching hours: 15)**

Inheritance: Defining derived classes – single inheritance – multilevel inheritance – multiple inheritance – hierarchical inheritance – hybrid inheritance – polymorphism - virtual base classes – abstract classes.

UNIT V – Handling Files **(Teaching hours: 10)**

Pointers: Pointers to objects – pointers to derived classes – virtual functions. Managing console, I/O operations: - Formatted I/O operations & unformatted I/O operations. Working with files: Opening & closing a file – Detecting end-of file – file pointers – sequential I/O operations.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn fundamentals in Object oriented programming language and its functions.	K2
CO2	Students can understand the various looping concepts with syntax and how it performed in programming level.	K2, K3
CO3	To learn the functions of Class and objects used in programing and also different concepts in C++ programming.	K3, K4
CO4	Students can understand how the multiple programs can be linked through inheritance and how it applied in various levels.	K3
CO5	To know the File handling methods in C++ and how it differ from other methods used in programming.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	2		2		2			
CO2	2	1		1	3		1			
CO3		2	1		2		2			
CO4	2		2	1	2					
CO5	2	2		1	2		1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Object Oriented Programming with C++	E.Balagurusamy	Tata McGraw Hill Education	2001 –Sixth Edition
2	C++ -The Complete Reference	Schildt Herbert	Tata McGraw Hill	2000 –Fourth Edition
3	Let us C++	YeswantKanetkar	BPB Publication	2019
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Effective Modern C++	Scott Meyers	O,Reilly Publication	2014- First Edition
2	Programming : Principles and practice using C++	Bjarne Stroustrup	Pearson Education India	2008 –First Edition
3	Object Oriented Programming in C++	Robert Lafore	Pearon Education India	2001

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515A	CORE: MANAGEMENT ACCOUNTING	4	Theory	60	40

Objective : To develop an understanding conceptual framework of Management Accounting and to acquire knowledge in management techniques in business decision making.

UNIT I - Basic Concepts of Management Accounting (Teaching Hours – 13)

Management accounting - Meaning, objectives, functions and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting.

UNIT II - Financial Statements and Ratio Analysis (Teaching Hours – 14)

Analysis and interpretation of financial statements - Ratio analysis - significance and classification of ratios – Profitability ratios – Turnover ratios – Solvency ratios - Uses and limitation of ratios

UNIT III - Fund Flow and Cash Flow Analysis (Teaching Hours – 12)

Working capital - concepts, importance, and sources of working capital – Estimation of working capital requirements - fund flow and cash flow analysis

UNIT IV - Marginal Costing (Teaching Hours – 12)

Marginal Costing – Features – Assumptions - Cost-Volume profit analysis - Break even analysis - Managerial applications of marginal costing - Significance and limitations of marginal costing

UNIT V - Budgeting and Budgetary Control (Teaching Hours – 14)

Budgeting and budgetary control - definition, Objectives, importance, essentials, classification of budgets - Cash Budget, Flexible Budget, Materials, Production Budget, Master budget and Zero Based Budgeting – process and its importance. Preparation of different budgets.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn basic concepts of Management Accounting	K1, K2
CO2	To prepare financial statements and ratio analysis	K3, K4
CO3	To learn about cash flow statement and fund flow statement	K3, K4
CO4	To analyse about marginal costing	K3, K4
CO5	To learn about budgeting and budgeting control	K2, K3, K4

Note: : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3	2	2	3	2	2	3
CO2	2		3	3	2	2	3	2	2	3
CO3	2		3	3	2	2	3	2	2	3
CO4	1		3	3	2	2	3	2	2	3
CO5	1		2	2	1	2	3	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Management Accounting	R.K.Sharma & Shashi K Gupta	Kalyani Publishers	2011 4th Edition
2	Management Accounting	RSN Pillai & Bagavathi,	S.Chand and Private Ltd	4th Edition 2007
3	Cost and Management Accounting	S.P. Jain and Narang	Kalyani Publishers	2011

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	R J Reddy	A.P.H Publishing Corporation	2004
2	Management and Financial Control	Sashi kapoor and Mehta	sultan chand & sons	2006
3	A Text book of Accounting for Management	S.N.Maheshwari	Vikas Publishing House Pvt Ltd	2014 3rd Editionn

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515B	CORE: TAXATION	4	Theory	60	40

Objective: To provide an in depth knowledge of Income tax and to familiarize the students with recent amendments in GST.

UNIT I – Income tax and its concepts **(Teaching Hours: 12)**

The Income Tax Act - Definition of Income - Assessment year - Previous year – Assessee - Types of Assessees - Scope of income - Charge of Tax - Residential status – Exempted incomes u/s 10.

UNIT II – Income from Salary **(Teaching Hours: 15)**

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary - Rates of tax for individuals.

UNIT III – Income from House Property **(Teaching Hours: 13)**

Income from House Property: – Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of an Individual.

UNIT IV – Income from Capital Gain **(Teaching Hours: 13)**

Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation - Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income - Computation of Income from Other Sources.- Set off and Carry forward of losses

UNIT V – Goods and Services Tax **(Teaching Hours: 12)**

Introduction to Goods and Services tax – GST Levy – Features of GST – Taxes subsumed under GST – Benefits of GST act – GST rate structure – Types of supplies under GST in India – Goods and Services tax network – Need – Services rendered.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about income tax concepts	K1, K2
CO2	To know the procedure for calculating income from salary	K3, K4
CO3	To learn the calculation for income from house property	K3, K4
CO4	To learn the calculation for capital gain	K3, K4
CO5	To analyse Goods and Services Act	K3, K4, K5

Note: : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1		3	3	2	3	3	2	3
CO2	3	1		3	3	2	3	2	2	3
CO3	3	2		3	3	2	3	2	2	3
CO4	2	2		2	2	1	3	2	2	2
CO5	2	2		2	2	1	2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Income Tax Law and Practice	Gaur and Narang	Kalyani Publishers	2019
2	Business Taxation	Dinkar Pagare	Sultan Chand &Sons	1982
3	Students' Guide to Income Tax	Vinod Singhani	Taxman Publications Pvt Ltd	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax	B.B.Lal	Pearson	II Edition 2012
2	Income Tax Law and Practice	Hariharan	The Mc Graw Hills Publication	2017
3	Indirect taxes GST and Custom laws	Dr.R.Parameswaran P.Viswanathan	Kavin Publications	2018

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515K	**Online Swayam : Database Management System**	4	--	--	--

Objectives

- Databases form the backbone of all major applications today – tightly or loosely coupled, intranet or internet based, financial, social, and administrative.
- Structured Database Management Systems (DBMS) based on relational and other models have long formed the basis for such databases.

The students will be learning this course through online mode from SWAYAM website.
The link followed for accessing this course is
https://swayam.gov.in/nd1_noc20_cs60/preview

COURSE LAYOUT

Week 1: Course Overview. Introduction to RDBMS
Week 2: Structured Query Language (SQL)
Week 3: Relational Algebra. Entity-Relationship Model
Week 4: Relational Database Design
Week 5: Application Development. Case Studies. Storage and File Structure
Week 6: Indexing and Hashing. Query Processing
Week 7: Query Optimization. Transactions (Serializability and Recoverability)
Week 8: Concurrency Control. Recovery Systems. Course Summarization.

BOOKS AND REFERENCES

Text Books / Basic Material

Database System Concepts by Abraham Silberschatz, Henry F. Korth, and S. Sudarshan, 6th Edition, McGraw-Hill Education, 2010.

Reference (Advanced) Material

This is a first level course. So the textbook would be the primary resource also for the advanced chapters. In addition, some references will be specified for every topic during the course.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515C	CORE: JAVA PROGRAMMING	3	Theory	-	100

Objective: To enhance the students, the knowledge about the operators and syntaxes used in Java programming.

Unit – I –Benefits of OOPS **(Teaching Hours – 12)**

Basic concepts of OOP – benefits of OOP – Object Oriented applications of OOP – Data types, variables and arrays – Programs with input, numeric input – type conversion and casting.

Unit – II –Operators and Control Structures **(Teaching Hours – 14)**

Operators – Arithmetic operators – Bitwise operators – Relational operators -Boolean operators – Logical operators – Assignment operators- conditional Operators – Control statement – Selection statements – if, switch, iteration statements – while, do while, for, nested loops – jump statements, break, continue, return statements.

Unit – III – Class and functions **(Teaching Hours – 14)**

Class fundamentals – Declaring Objects – Assigning Object Reference Variables – Introducing methods – Constructors – this keyword – Garbage collection – The finalize () method. Overloading Methods – Objects as Parameters – Arguments Passing – Returning Objects – Recursion – Access Control – Static – Final – Arrays – Nested and Inner Classes – String Class – Command Line Arguments.

Unit – IV – Inheritance **(Teaching Hours – 13)**

Inheritance Basics – Using Super – Creating a Multilevel Hierarchy – When Constructors are called – Method Overriding – Dynamic Method Dispatch – Using Abstract Classes – Using final with Inheritance – The Object Class.

Unit – V – Applet concept **(Teaching Hours – 12)**

Packages – access protection – importing packages – interfaces – applet basics – applet class – applet skeleton – applet initialization & termination – Applet Architecture – simple applet display methods – status window – HTML applet tag.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can understand the object oriented benefits in various programming levels.	K2
CO2	Students can learn the various operators used in coding and discussing the different looping used in programming.	K2,K4
CO3	Students will understand the user defined functions and various build in functions exist in Java programming.	K3
CO4	To know the differentiate the class concept with abstract classes and also to link multiple program using Inheritance.	K2,K4
CO5	Students to know how Applet programming will be used in coding level and its functions.	K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2			1			
CO2	3	2	1		3		2			
CO3		2	2	2	1		1			
CO4	2		2	2	1					
CO5	2	2		2	1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Java – Complete Reference	Patrick Naughton& Herbert Schildt	Tata McGraw Hill.	2012
2	Java : A beginners guide	Herbert Schildt	McGraw-Hill Education;	2017- 7th Edition
3	Beginning Programming with Java for Dummies	Barry Burd	John Wiley & Sons	3rd edition -2012

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to Programming in Java	Robert Sedgewick	Addison-Wesley Professional	2nd edition-2017
2	Effective Java	Joshua Bloch	Addison Wesley	3rd Edition-2017
3	Java: Programming Basics for Absolute Beginners	Nathan Clark	CreateSpace Independent Publishing Platform;	2 edition -2017

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515P	Core: Lab IV - Java Programming	4	Practical	-	-

Objective:
To know object oriented programming concepts using various functions available in Java and how it applied in real time applications.

1. Write a -JAVA program to find arithmetic operations using Input statement.
2. Write a JAVA program to find greatest of three numbers from the input list.
3. Create a JAVA program to calculate factorial value for the given number
4. Create a JAVA program to calculate the students' progress details for a semester.
5. Write a JAVA program to calculate the electricity bill calculation for a month.
6. Create a JAVA program for various arithmetic operation using classes.
7. Create a JAVA program to check for a string is PALINDORME or not.
8. Write a JAVA program consist of Inheritance concept for any logic.
9. Write a JAVA program using Applet viewer for displaying face object.
10. Write a JAVA program for calculating the Employee salary for a month.
11. Create a JAVA Program using switch case concept for printing values.
12. Write a JAVA Program consist of Applet viewer for displaying basic shapes.
13. Write a JAVA to calculate Area of triangle using input values.
14. Create a JAVA Program to check for given number is Even or Odd.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn practical knowledge in handling object oriented programming concepts using user defined functions and build in functions. To learn how the applet programming is differ from other programs and how it performed in real time applications.	K2 K3 K5

Note:
K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		1		3	2	1	3	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515U1	Elective - I- Introduction to Artificial Intelligence	2	Theory	-	100

Objective: To create an understanding of the basic issues of knowledge representation, logic and search as well as an understanding of other topics such as expert system, Lisp, Security and cyber laws.

UNIT1: The First Thinking Machine: **(Teaching Hours – 12)**

The Analytical engine-The turing machine-The Giants of the computer age-The Binary code-The turing test-Deep blue- Shakey the Robot-Expert System-Mind versus Metal: Insert in intelligence-Human Brain-Biological Neural Networks-ANN-Logic and Fuzzy Logic

UNIT2: An Overview of Artificial Intelligence, Learning and Memory: (Teaching Hours – 13)

Definition of AI-Hierarchy of knowledge-The Genesis-Computer and Brain-Thinking Machines-Branches of Artificial Intelligence-**Learning and Memory:** Learning to Learn-Human Memory-The Thought Process-Types of knowledge-Knowledge Engineering-Computer think

UNIT 3: AI Problems solver **(Teaching Hours – 12)**

Searching strategies: Depth-first search-Breadth-first search- Bi-dimensional search-**Knowledge Base strategies:** Tree representation-Semantic networks-Production system-Frames-Basics of Lists and Predicate logic-Inference Engine: Backward chaining and Forward chaining-**Everyday AI:** Entertainment-AI and Military-AI in Business-Digital Doctor-Smart security

UNIT4: Programming Intelligence: **(Teaching Hours – 13)**

Symbolic Logic-Propositional Logic-PROLOG-Predicate Logic-Reaching inference-Basic of LISP- User friendly system: Natural Languages-Automatic Speech Recognition System

UNIT 5: AI and Environments, Robotics, Future of AI **(Teaching Hours – 15)**

Introduction to Agents and Environments-Rationality-Structure of Intelligent Agents-Properties of Environments-**AI and Robotics:** Robots-Robotics-Robots system vs other AI programs-Robot Locomotion-Components of Robots.
The Future of AI: Mini AI-Sensor bots-Cyber Science-AI Ethics-AI Power

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' understand the history of AI and concept of present AI techniques	K1, K2
CO2	Students' get to know the basic understanding of the Artificial intelligence and identify its scope.	K1,K2
CO3	Students' are well acquainted with problem solving techniques	K2,K3,K5
CO4	Students' learn concepts of programming intelligence and basic of Lisp program	K2,K4
CO5	Students get to understand concept of Agent and Environments, Robotics and Future of AI	K2,K3

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1							
CO2	3	2	2		1					
CO3	3	3	2		2		2			
CO4	3	3	2					2		
CO5	2	1			1					3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Artificial Intelligence	Peggy Thomos, Thomson	Publication and Information directorate, New Delhi	1992
2	Artificial Intelligence	K D Pavate	Gale	2005
3	Artificial Intelligence	Michael C Harris	Marshall Cavendish bench mark	1992

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1.	Principles of Artificial Intelligence	Nils.J.Nilsson	Morgan Kaufman Publishers	1982
2.	Artificial Intelligence Simplified: Understanding Basic concepts	Binto George, Gail carmichael	CSTrends LLP	1st edition, 2016

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20515S	Skill based Subject : Institutional Training	2	Practical	-	-

GUIDELINES FOR DOING INSTITUTIONAL TRAINING

OBJECTIVE

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20615A	CORE: AUDITING	4	Theory	-	100

Objective: To familiarize with auditing principles and its procedures.

UNIT I – Concepts of Auditing **(Teaching Hours:12)**

Origin of Auditing - Definition - Difference between auditing and accountancy - objectives of auditing - Types of Errors and Fraud - Advantages and limitations of auditing - Difference between Auditing and investigation - qualification and qualities of an auditor.

UNIT II – Classes of Audit **(Teaching Hours:14)**

Different classes of audit – Mode of audit - Continuous audit - Final audit - Interim Audit - Balance sheet audit - Audit procedure - Planning of audit - Audit Programme - Audit Note book - Audit working papers - Internal control - Internal check and internal audit - Internal check as regards, wages, sales.

UNIT III - Vouching Procedures **(Teaching Hours:11)**

Vouching – Definition – objectives – Auditors duties regarding vouching of cash receipts - vouching of cash payments – vouching of credit purchase - vouching of credit sales – vouching of impersonal ledger – outstanding assets and liabilities.

UNIT IV – Verification of Assests and Liabilities **(Teaching Hours:14)**

Verification of assets and liabilities – Definition – objectives – Difference between vouching and verification - valuation of assets and liabilities - meaning – objectives - Auditors position in respect of valuation of assets – plant and machinery – building – stock – debtors - Auditors duties regarding verification and valuation of liabilities - capital – creditors – loans and advances.

UNIT V – Company Audit **(Teaching Hours:14)**

Company Audit - Appointment and removal of auditors – Rights, duties and Liabilities of Company auditors - Audit of share capital and share transfer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about origin of Auditing and its basic concepts	K1, K2
CO2	To know different classes of Audit	K1, K2
CO3	To learn about vouching and its procedure	K4, K5,
CO4	To know the procedure of valuation of assets and liabilities	K4, K5
CO5	To learn the procedures involved in Company Audit	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	3	2	3	3	2	2	3
CO2	3		2	3	2	3	3	2	2	3
CO3	3		2	3	3	2	3	1	1	3
CO4	2		1	2	3	3	3	1	1	2
CO5	2		1	2	3	3	3	1	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Practical Auditing	Tandon, B.N,	Sultan Chand & Company ltd,	1982
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Auditing: Principles And Practice	Ravinder kumar, Virender sharma	PHI Learning Pvt Ltd	2015 Third Edition
2	Auditing	S K Basu	Pearson Education	2010
3	**Auditing :Theory and Practice**	Arun Kumar, Rachana Sharma	Atlantic Publisher and Distributor	2001
4	Contemporary Auditing	Kamal Gupta	Tata McGraw-Hill Education	2004

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20615B	CORE: INTERNET OF THINGS	4	Theory	-	100

Objective: The main purpose of Internet-connected devices has been to enable people to communicate with each other and to access online data and processes.

UNIT I – Fundamentals of IOT **(Teaching Hours: 13)**

Introduction to Internet of Things – Definition &Characteristics of IoT - Key Features -Concepts to Internet of things- -Application of IoT – Advantages and Disadvantages of IoT - Potential and Challenges of IoT– IoT Framework.

UNIT –II- IOT Architecture **(Teaching Hours: 13)**

IoT Architecture -IoT Common uses- IoT Reference Model - Domain Model - Information Model - Functional Model -Communication Model – IoT Hardware – IoT Software –Technology behind IOT-Wireless sensor network technology.

UNIT – III- IOT in Networks **(Teaching Hours: 13)**

IoT Protocols- Types of IoT Connections- Types of IoT Networks- Requirements for IoT Networks-Communication Protocols – Standards – Technologies-Internet of Everything-IoT Devices.

UNIT –IV –Data and Knowledge management **(Teaching Hours: 13)**

IoT Data and Knowledge management: Introduction – Stream processing in IoT- Challenges and future directions-IoT Robustness and Reliability: IoT Characteristics and Reliability issues-Error Detection & Fault Prevention.

UNIT –V- Security and Governance **(Teaching Hours: 13)**

Governing IoT: IoT Governance-Applied Internet of Things: Introduction-Scenario-Architecture Overview-Sensors-The Gateway-Data Transmission-RFID in IoT- IoT Security: Security in IoT Protocols and Technologies- Security issues and Solutions.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn the basic functions associated with Internet of Things and how it plays a role in current technology.	K2
CO2	Students can learn the complete outline and architecture of IOT and its key functions related to it.	K2,K4
CO3	Students will understand the IOT functionality and how it applied in various networks with devices.	K3,K4
CO4	To know about the data and knowledge management using various technologies through IOT.	K3
CO5	Students to know how the securities has been handled in IOT with various protocols.	K2,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	2	2		1			
CO2	2	2		3	2		2			
CO3	1	2		2	2					
CO4	2	2	2	1			2			
CO5		2	2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Internet of Things A to Z: Technologies and Applications	Qusay F. Hassan	John Wiley & Sons	2018
2	Internet of Things: Principles and Paradigms	RajkumarBuyya, Amir VahidDastjerdi	Elsevier,	2016.
3	Internet of Things	Raj Kamal	McGraw-Hill Education	2017
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1	Building Internet of Things	MaciejKranz	Wiley	1st edition, 2016
2	The Internet of things	Samuel Greengard	The MIT Press	2015
3	Learning Internet of Things	Peter Waher	Packt Publishing	2015

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20615U1	Elective - II – ENTREPRENEURIAL DEVELOPMENT	4	Theory	-	100

Objective: To understand the project formulation, Entrepreneurial Development, EDP Schemes and the approaches to attain the goals of the business.

UNIT I - Concept of Entrepreneurship **(Teaching Hours: 14)**

Concept of Entrepreneurship – Definition and functions of Entrepreneur –Personality traits of an Entrepreneur - Types of Entrepreneurs – Distinguish between an entrepreneur and a manager –Entrepreneurial Development Programme - Development of Women entrepreneurs and Rural entrepreneurs.

UNIT II - Identifying New Venture Opportunities **(Teaching Hours: 13)**

Creating and leading an Entrepreneurial Organization: Identifying new venture opportunities – Environment scanning – Idea processing and Selection, SWOT and PEST analysis.

UNIT III – Role of Government and Other organization **(Teaching Hours: 13)**

Incentives and subsidies offered by the Central and State Government – Institutional finance to entrepreneurs SFC, SIPCOT, SIDB, – Role of Government and other organizations in entrepreneurial growth.DIC, NSIC, IRCI. Overview of Micro financial institutions.

UNIT IV – Creativity and Innovation **(Teaching Hours: 13)**

Growth strategy – objectives, stages of growth – types of growth strategy - Entrepreneurial motivation – motivating factors – creativity and innovation – creativity process – components of creativity performance.

UNIT V - Project Management **(Teaching Hours: 12)**

Project management: - Project classifications - Identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concept of Entrepreneurship	K1, K2
CO2	To learn about New Venture opportunities	K1, K2
CO3	To know the role of Government and Other Organizations in Entrepreneurial Development	K4, K5,
CO4	To analyse Creativity and Innovation involved in Entrepreneurship	K4, K5
CO5	To analyse the formulation and design of Project Management	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	3	3	3	1	3	3	3
CO2	2		1	3	3	3	1	3	3	2
CO3	2		2	3	3	3	1	3	3	2
CO4	3		2	2	3	2	2	3	3	2
CO5	3		2	2	3	2	2	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Entrepreneurial Development	Gordon & Natarajan,	Himalaya Publishing House	2017 6th Revised Edition
2	Entrepreneurial Development	Gupta C.B and Srinivasan, N.P,	Sultan Chand & Sons	Reprint 2015
3	Entrepreneurial Development	S.S.Khanka	S.Chand & Company, New Delhi	Reprint 2012

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurship Development in India	Sanjay Tiwari & Anshiya Tiwari	Sarup And Sons	First Edition 2007
2	Entrepreneurship Development	S.Anil Kumar	New Age International Publishers	2011
4	Entrepreneurial Development	Abishek Nirjar	World Press Publisher, New Delhi	2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20615V1	ELECTIVE – III - INVESTMENT MANAGEMENT	4	Theory	-	100

Objectives: To examine the types, concepts, and techniques of investment for effective management in the private and government sectors. To understand the various reputed theories on instruments for effective investment management and Mutual Funds.

UNIT I – NATURE OF INVESTMENT **(Teaching Hours: 13)**
Meaning and Definition of Investment – Concepts – Nature and features of Investment – Relationship between Risk & Return – Scope or types of Investment – Types of Investors – Stages in Investment – Difference between Investment, Speculation & Gambling – Types of Speculators in Stock market – Introduction to D-MAT A/C.

UNIT II – NEW ISSUE MARKET **(Teaching Hours: 13)**
New issue market - meaning, Importance, Functions – Methods of Issuing securities – Reforms in NIM – Stock Exchange – meaning and definition – structure – membership – functions – types of transactions – listing – procedure and condition – advantages – OTCEI – NSE – powers and functions of SEBI.

UNIT III – SECURITY ANALYSIS **(Teaching Hours: 13)**
Security analysis – meaning – methods – fundamental analysis – economic analysis factors – industry analysis – company analysis, technical analysis – meaning – assumption – tools used – types of charts – Dow theory, efficient market theory – meaning – Weak form, semi-strong form, strong form.

UNIT IV – SECURITY VALUATION **(Teaching Hours: 13)**
Security valuation – common stock – present value approach, one year holding period, multiple year holding, P/E ratio model, Portfolio management – meaning – process –Markowitz model-Assumptions- features – Sharpe's model

UNIT V – MUTUAL FUNDS **(Teaching Hours: 13)**
Mutual Funds- Meaning, Definition, Mutual funds Industry in India, Importance of Mutual Funds, Classification of Mutual Funds, Advantages of Investing in Mutual Funds, Mutual funds abroad & in India, Difference between open ended mutual funds and close ended mutual funds, RBI Guidelines.

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CBCS-82
2020-21

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the basic understanding of the nature of investments	K1, K2
CO2	Students' are well acquainted with learning about the new issue market.	K1,K2
CO3	Students' are well educated and developed skills in security analysis.	K1,K2,K3,
CO4	Students' learn concepts on the security valuation.	K2,K4
CO5	Students get to understand concept of mutual funds.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2	2	2	3	3	2	
CO2	1			1	1	2		3	2	
CO3	1		1	1	1	2	1	3	2	
CO4	1		1	2		2	2	3	1	
CO5	1			2	2	1		3	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	**Title**	**Author**	**Publishers**	**Publication Year & Edition**
1	Investment Management	Bhalla	K, S.Chand and Company Ltd	13th edition - 2014
2	Investment Management	P. Singh	HimalayaPublishing House	11th edition - 2014
3	Securities Analysis & Portfolio Management	Donald E.Fischer and Ronald J.Jordan	Prentice-Hall of India	2nd edition - 1995
Reference Books				
S.No.	**Title**	**Author**	**Publishers**	**Year of Publications**
1.	Investment Management	Avadhani	V.A, Himalaya Publishing House	11th edition - 2010
2.	Fundamentals of investment Management	V K Bhalla	S Chand Group	1st edition - 2006
3	Investment Management	Robert L. Hagin	John wiley & sons	2nd edition- 2004

Pedagogy: Lecture, PPT Presentation,Assignment,E-Contents,Quiz

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CVI -83
2020-21

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20615C	SKILL BASED SUBJECT: HUMAN RESOURCE MANAGEMENT	2	Theory	-	100

Objective: To familarise students with the human resource management involving planning, Placement and training ,significance of performance appraisal and methods of compensation.

UNIT I:Management of human resources **(Teaching Hours – 13)**

Meaning and Introduction of Personnel Management - Scope - Objectives – Importance - Principles of Personnel Management –Evolution of personnel management in India . Qualities of personnel manager- Strategic role of personnel manager.

UNIT II : Personnel Policies **(Teaching Hours-13)**

Personnel policies - Meaning and importance objectives - contents and development of personnel policies - ideal personnel policy - Man power planning – Objectives, process of manpower planning.

UNIT III :Job analysis and Recruitment **(Teaching Hours-13)**

Job analysis - Job description - Job specification – Recruitment – Method, objectives – Selection – Method – Interview techniques.

UNIT IV :Placement and Training **(Teaching Hours – 13)**

Training – Meaning, purpose, importance, method of training. Development – Meaning, importance, method.

UNIT V :Industrial Relations **(Teaching Hours – 13)**

Industrial relations - Workers participation in management – wage compensation – grievance handling procedures.

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C VI - 84
2020-21

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO 1	To aiming to enable the students in Human resource management	K1, K2, K4
CO 2	To introduce the students about personnel policies and man power planning	K2, K4
CO 3	To facilitate the knowledge about performance appraisal, job analysis and recruitment.	K1, K2
CO 4	To design and various HRM process such as training development ,reward systems and ethical behavior.	K2, K4
CO 5	To provide an idea about different compensation policies and industrial relations.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Personnel Management	CB Memoria	Himalaya Publications	2017, VII Edition
2	Personnel Management	L.Tripathy	Sultan Chand & Sons	2010, I edition
3	Personnel management and Industrial relations	R S Davar	Vikas Publishing House	1998, X edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Management	P G Aqunias	Vikas Publishing house	2007, I Edition
2	Organisational Behaviour	S S Khanka	Kalyani Publications	2008,
3	Personnel Management	R J Reddy	A P H Publishing	2004

Pedagogy: Lecture, PPT Presentation, Assignment,E-Contents,Quiz