

Programme Outcome	
PO1	Commerce: This programme B.Com (Computer Applications) facilitates the students, to gain profound knowledge on Commerce, Finance, and Management.
PO2	Problem Solving: All the extensiveness of the courses ensures that the students are turned upto date in Principles of Accounting, Financial Accounting, Corporate Accounting, International Financial Reporting Standards, Business Mathematics, Business Statistics, Cost Accounting, Management Accounting and Financial Management. Courses from the introductory level, effective development will also progress to the valuing and organizational level.
PO3	Entrepreneurship and Management: The well updated curriculum of the programme empowers students to achieve their entrepreneurial motivation and to be successful managers.
PO4	Computer Knowledge: The additional advantage of the programme paves the way for students to have more wisdom on Computer Theory, Computer Programming and Electronic Business.
PO5	Computer Applications in Business: This programme through various practical application courses such as Development of Mobile App, Web Page Creation, Ms Office and Accounting Software, HTML and Java Script and Multimedia impart the latest computer application skill to make them employable and to lead business.
PO6	Awareness on Current Events, Environment and Society: In order to make the students more aware of the current events, Eco-system, societal system, people and culture of India this programme contains apt courses.
PO7	Life skill, Communication skill and Employability skill: This programme contains strong and dynamic contents to develop the life skill, personality development and employability. The facility of lectures, use of audio and visual laboratory and out bound camps shape the young minds to face the modern day challenges in commerce, industry and corporate sector.
PO8	Ethics: Students of this programme will learn ethical principles and commit to the professional ethics and norms.
PO9	Individual and team work: Students will equip to function effectively as an individual and as member or leader in diverse teams in multi-disciplinary settings.
PO 10	Life-long Learning: Students will recognize the need for and have the preparation and ability to engage in independent and lifelong learning in broadest context of technological change.

Programme Specific Outcome	
PSO1	Knowledge: On successful completion of this programme B.Com (CA) the graduate will gain strong foundation of knowledge in different areas of Commerce and Computer Application courses.
PSO2	Higher Education: The graduates of this programme would be able to pursue higher education in India and abroad. They are eligible to opt any of the following post graduate courses: M.I.B, M.B.A, M.Com, M.Com (Computer Application), M.C.A, M.A (Mass Communication), M.Sc (Visual communication), C.A, I.C.A.I, A.C.S, ACCA. They are eligible for post graduate diploma courses such as PGDIB, PGDMM and PGDAMM.
PSO3	Job as Career: The graduates can be placed in the fields of Commerce and Computer Applications. They can be employed in the following sectors namely Accountancy Work, Banking Services, Insurance Sectors, Marketing Field, Company Secretaryship, Stock Exchanges, Tax Consultancy, Management and Planning, E-Commerce Organizations, Retail Sector, Mutual Fund Companies, BPO and KPO sectors, Manufacturing Companies, IT and IT enables services, Hospitals, Hotels and so on.
PSO4	Entrepreneurship and Self Employment as Career: This undergraduate programme builds the entrepreneurial skill through various courses and therefore the young graduates can either start up their new ventures or run the inherited business successfully. The graduates of this programme can also opt for any of the self employment opportunities.
PSO5	Appearing for Public Service Examination and Other Government Services Examinations: The graduates who aspire for government services can appear for the competitive examinations conducted by Union Public Service Commission (UPSC), Tamil Nadu Public Service Commission (TNPSC), Indian Railway Board, Public Sector Banking Service Exams, BSNL, LIC, India post, Indian Army, Navy, Air force etc.,



**Dr G P DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014**

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	20100T	Tamil I	3	25	75	100	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	3	THEORY	
I	III	20103A	Core: Principles of Accounting	4	25	75	100	3	THEORY	
I	III	20103B	Core: Principles of Management	4	25	75	100	3	THEORY	
I	III	20103C	Core: Advanced Information Technology	4	25	75	100	3	THEORY	
I	III	20103D	Allied: Business Organisation	4	25	75	100	3	THEORY	
I	IV	20100G	Skill Based Subject: General Awareness	2	25	75	100	3	THEORY	
II	I	20200T	Tamil II	3	25	75	100	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	3	THEORY	
II	III	20203A	Core: Financial Accounting	5	25	75	100	3	THEORY	
II	III	20203B	Core: Online Business	4	25	75	100	3	THEORY	
II	III	20203K	Online SWAYAM: Managerial Economics	4						
II	III	20203P	Skill Based Subject: Lab-I MS Office and Accounting Software	3	40	60	100	3	PRACTICAL	
II	IV	20200G	Environmental Studies: Environmental Awareness	2	25	75	100	3	THEORY	
III	III	20303A	Core: Marketing Management	4	25	75	100	3	THEORY	
III	III	20303B	Core: Corporate Accounting	5	25	75	100	3	THEORY	

CII - 03
2020 - 21



Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
 (Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	III	20303C	Allied: Business Mathematics	4	25	75	100	5	3	THEORY
III	III	20303D	Skill Based Subject: Artificial Intelligence in Business	3	25	75	100	5	3	THEORY
III	IV	20300P1	Skill Based Subject: Professional Communication	2	25	75	100	5	3	THEORY
III	IV	20300A	Advanced Tamil I	2	100	NA	100	2	3	THEORY
III	IV	20300B	Basic Tamil I							
III	IV	20300N	Non Major Elective I: Personality Development and Soft Skills	1	40	60	100	1	3	PRACTICAL
III	V	20303S	Extension Activities: Mini Project							
IV	III	20403A	Core: Business Law	4	25	75	100	5	3	THEORY
IV	III	20403B	Core: Management Information System	4	25	75	100	5	3	THEORY
IV	III	20403C	Core: International Financial Reporting Standards	4	25	75	100	5	3	THEORY
IV	III	20403D	Allied: Business Statistics	4	25	75	100	6	3	THEORY
IV	III	20403K	Online SWAYAM: Introduction to Banking and Financial Markets.	4						
IV	IV	20400G1	Value Education: Indian Society, People and Culture	2	25	75	100	2	3	THEORY
IV	IV	20400A	Advanced Tamil II	2	100	NA	100	2	3	THEORY
IV	IV	20400B	Basic Tamil II							
IV	IV	20400N	Non-Major Elective II: Basics in Business Process Outsourcing		40	60				
V	III	20503A	Core: Cost and Management Accounting	4	25	75	100	6	3	THEORY
V	III	20503B	Core: Taxation	4	25	75	100	6	3	THEORY
V	III	20503C	Core: Internet and Web Design	4	25	75	100	5	3	THEORY
V	III	20503U1	Elective I – Financial Management	4	25	75	100	6	3	THEORY

CE-104
2020-21



Dr G P DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
 (Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
V	III	20503V1	Elective II – ERP and SAP	3	25	75	100	5	3	THEORY
V	III	20503K	Online SWAYAM: Introduction to Cyber Security	4						
V	III	20503P	Skill Based Subject: Lab II – HTML and Java Script Programs	3	40	60	100	2	3	PRACTICAL
VI	III	20603A	Core: Investment Management	4	25	75	100	5	3	THEORY
VI	III	20603B	Core: Introduction to PHP Programming	4	25	75	100	5	3	THEORY
VI	III	20603P	Core: Lab III – PHP Programming	3	40	60	100	2	3	PRACTICAL
VI	III	20603U1	Elective III – Human Resource Management	4	25	75	100	5	3	THEORY
VI	III	20603Q	Skill Based Subject: Lab IV – Multimedia	3	40	60	100	2	3	PRACTICAL
VI	III	20603S	Skill Based Subject: Project on Web Page Creation	3	25	75	100	2	3	PRACTICAL
			Total	140			3700			

Extra Credits

Professional Development - 6 Credits
 Business Fundamental Workshop - 4 Credits
10 Credits

* For Basic Tamil & Advanced Tamil both CA only.



C 11 - 05
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
 (Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

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			2
20103A	Core: Principles of Accounting	3	3	3				2	2		
20103B	Core: Principles of Management	3		3			2	3	2	3	1
20103C	Core: Advanced Information Technology				3	2	2	1	1		2
20103D	Allied: Business Organisation	3		3		1	2	2	1	1	2
20200E1	Contemporary English – II							3		1	2
20203A	Core: Financial Accounting	3	3	3				2	3	2	3
20203B	Core: Online Business	3		3	3	3	3	2	3	1	3
20203K	Online SWAYAM: Managerial Economics	3	1	2				1	2		1
20203P	Skill Based Subject: Lab-I MS Office and Accounting Software	1		2	3	3		2			1
20303A	Core: Marketing Management	3		3	1	1	2	2	1		2
20303B	Core: Corporate Accounting	3	3			1	1	1	1		
20303C	Allied: Business Mathematics	2	3	2				3			
20303D	Skill Based Subject: Artificial Intelligence in Business	1		2	3	3	1	1			1
20300P1	Skill Based Subject: Professional Communication	3		2	1			3	1	1	3
20303S	Extension Activities: Mini Project			3	3	3		2		1	3
20403A	Core: Business Law	3		1			1	2			1

20103
20203
20303

Handwritten signature

C

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (E-Commerce)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20304B	Core: FINANCIAL ACCOUNTING	4	Theory	80	20

Objectives: To impart the knowledge about the principles and practices of financial accounting

Unit: I

(Teaching Hours: 15)

Depreciation – meaning - causes for depreciation – methods of depreciation – straight line method, written down value method, annuity method (excluding change in method) – provisions and reserves.

Unit: II

(Teaching Hours: 12)

Self- Balancing ledger – meaning & advantages – preparation of debtors ledger, creditors ledger and general ledger – Fire insurance claims – computation of claims to be lodged for loss of stock – average clause.

Unit: III

(Teaching Hours: 12)

Single entry system – meaning & features – statement of affairs method & conversion method.

Unit: IV

(Teaching Hours: 14)

Dependent Branch, Debtors system, Stock and Debtors system, Wholesale branch system, Final Accounts system. Departmental accounts – meaning & advantages- transfer at cost or selling price – branch accounts (excluding independent & foreign branches).

Unit: V

(Teaching Hours: 12)

Hire purchase system – meaning & features – calculation of interest and cash price – default and repossession of asset (excluding Hire purchase trading account) – Installment purchase system.



Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (E-Commerce)
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This unit will expose the students to understand the concept of depreciation and application of methods of depreciation	K1, K2, K3 & K5
CO2	To acquire knowledge how to prepare self balancing ledgers and computation of claims under fire insurance.	K1, K2, & K3
CO3	The students have good exposure in understanding and preparing single entry system	K1, K2, & K3
CO4	The students will gain practical knowledge to prepare and maintain accounts under departmental and branch system	K2 & K5
CO5	To provide accounting treatment under hire purchase and installment purchase system.	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	3		1							
CO2	3		1							
CO3	3		1							
CO4	3		1							
CO5	3		1							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T S Reddy & A Murthy	Margham Publications	2012 Edition
2	Advanced Accounting	S P Jain and K L Narang	Vikas Publishing house	2008 Edition
3	Advanced Accounting	S N Maheswari	Vikas Publishing House	2005 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R L Gupta & Radhaswamy	Sulthan Chand & Sons	2008 Edition

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

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

FIRST SEMESTER
CONTEMPORARY ENGLISH - I

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

[10 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[10 Hours]

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

[10 Hours]

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

Unit-IV: LSRW Skills

[10 Hours]

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

[10 Hours]

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 .

C II - 09
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the 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,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

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							3			
CO2							3			2
CO3							3			2
CO4							3			2
CO5			2				2			

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	Cambridge University Press	Second Edition
2	Path of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman

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

CU - 10
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20103A	CORE – PRINCIPLES OF ACCOUNTING	4	Theory	80	20

FIRST SEMESTER
CORE-PRINCIPLES OF ACCOUNTING

Objective: To Learn the basic concept of Accounting and its applications in Business.

UNIT I - Fundamentals of Accounting

Teaching Hours -13

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

UNIT II - Cash Book, Rectification of Errors and BRS

Teaching Hours - 13

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 - Preparation of Final Accounts, Capital and revenue expenditure

Teaching Hours -13

Capital & Revenue expenditures: Meaning – Distinction – Apportionment – Preparation of Final statements of Accounts of a Sole Trading Business. **(With simple adjustments)**

UNIT IV - Bills of exchange Average due date and Account current

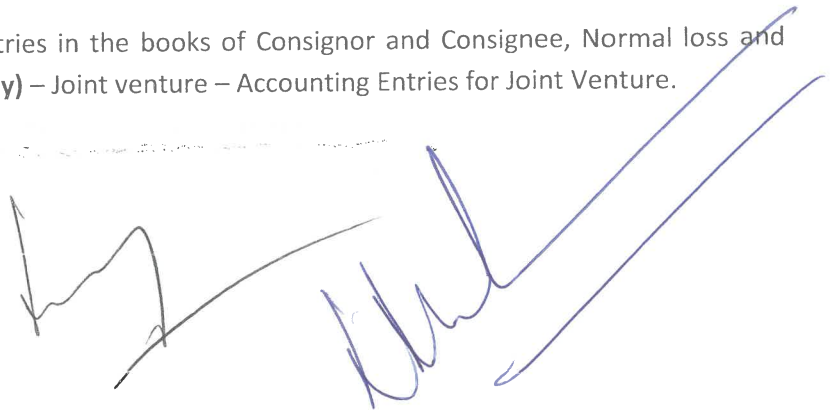
Teaching Hours -13

Bill of exchange – Meaning and Definition – Features – Types – Accounting entries for Bills transactions – Accommodation bills – Average Due date – Meaning – Determination of Average Due date – calculation of interest – Account current – Meaning – Procedure for calculating days of interest – Product method – Daily balance method – Red-ink interest.

UNIT V - Consignment and Joint Venture Accounting

Teaching Hours - 13

Consignment – Accounting entries in the books of Consignor and Consignee, Normal loss and abnormal loss – Cost price method **(only)** – Joint venture – Accounting Entries for Joint Venture.



for
Sushma
[SRIMATHI SHADHANA]

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Students learn about the basics of accounting, its concepts and preparation of journal and ledger accounts.	K1, K2, K3
CO2	Students gain knowledge about preparation of various cash books, rectifying errors and preparation of Bank Reconciliation Statement.	K2, K3, K4, K5
CO3	Students learn to prepare final account statements and apportionment of capital and revenue expenditure.	K2, K3, K5
CO4	Students gain knowledge about bills of exchange, calculation of due dates for payments through average due date and account current in order to calculate interest.	K2, K3, K5
CO5	Students study about Accounting method of consignment and Joint Venture based on the provisions determined by the Accounting Standards.	K2, K3, K5

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	3	3	2				2	1		
CO2	3	3	2				2	3		
CO3	3	2	2				2	1		
CO4	3	3	3				2	1		
CO5	3	3	1				2	1		

Indicators: 1. Reasonable 2. Significant 3. Strong


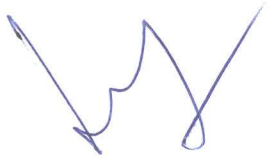
CII - 12
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy&A.Murthy	Margham Publications, Chennai	2012 Edition
2	Advanced Accountancy	S.P. Jain and K.L. Narang	Kalyani Publishers, New Delhi.	2016 Edition
3	Introduction to Accountancy	T. S. Grewal & S.C. Gupta	S Chand & Co.Ltd.	2016 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to Advanced Accounting	R. L. Gupta, V. K. Gupta	Sultan Chand & Sons Publications, New Delhi.	2013 Edition
2	Principles of Accountancy	Vinayakam, Mani & Nagarajan	Sultan Chand & sons, New Delhi.	2009 Edition
3	Advanced Accounting	S.N. Maheswari	Vikas Publishing house	2010 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
 - Blackboard and Chalk
 - PPT Presentation
 - Assignment
 - Quiz
 - Group Discussion
- 
- 

C11 - 13
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20103B	CORE - PRINCIPLES OF MANAGEMENT	4	Theory	-	100

FIRST SEMESTER
CORE-PRINCIPLES OF MANAGEMENT

Objective: To impart knowledge on management principles and its applications in Business.

UNIT I - Principles and Functions of Management

Teaching Hours -13

Management: Concept, Meaning and Definition – Nature and Scope of Management – Functions of Management – Contributions of F.W.Taylor, Henry Fayol, Mary Parker Follet, Mc Gregor and Peter F.Drucker. Management as Art, Science and Profession – Universality of Management.

UNIT II - Planning and Decision making

Teaching Hours - 13

Planning: Meaning, Nature and importance of Planning – Advantages and limitations – Steps in planning – Considerations in planning – Types of Plans. **Decision making:** Steps in decision making – Types of Decisions.

UNIT III - Organisation Process

Teaching Hours -13

Organisation: Meaning, nature and importance – Process of organisation – Principles of Sound organisation – Organisational structure – Span of control – Organisational chart – Key elements of organisational process viz., Departmentation, Delegation and Decentralisation – Authority relationships – Line, functional and staff.

UNIT IV – Direction and Co-ordination

Teaching Hours -13

Direction: Nature and Purpose – Leadership styles – Motivation – Need – Determinants of behaviour – Motivational theories in Management – X and Y Theories - Maslow's theory of motivation – Herzberg's Theory. **Co-ordination:** Need for Co-ordination.

UNIT V - Control and Communication

Teaching Hours -13

Control: Steps in Control – Techniques of control – Traditional and Modern Techniques. **Communication in management** – Types of Communication – Barriers to Communication – Management by Objective (MBO) and Management by Exception (MBE).

for
Srinath
(SRINATH SHANMUGA)

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C_U - 14
2020 - 21

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn the Principles and Functions of Management	K1, K2
CO2	Students learn the importance of planning and process of decision making	K3, K4
CO3	Students acquire the knowledge of functional and key elements of organisation process	K1, K2
CO4	Students obtain the knowledge on managerial functions of Direction and Co-ordination	K2, K4
CO5	Students learn about the significance of control and communication	K2, K3, K4

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	3		3			1	2	1	2	
CO2	3		3			2	2	2	2	2
CO3	3		3				2	2	2	
CO4	3		3			2	3	2	3	1
CO5	3		3			2	3	1	3	

Indicators: 1. Reasonable 2. Significant 3.Strong



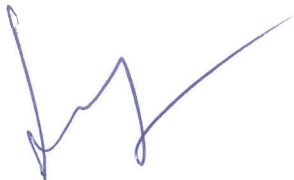


C11 -15
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Management	Dinkar Pagare	Sultan &Co Ltd	2008
2	Principles of Management	T.Ramasamy	Himalaya Publication	2006, 8 th edition
3	Business Organisation and management	Dr.C.D.Balaji	Margham Publication	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Management	P C Tripathi	Mc Graw Hill Education	2017
2	Business organization and management	M C Shukla	S Chand and Company	2014
3	Business Organisation and Management	Bhushan Y.K	Sultan Chand & Sons	2011

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
 - PPT Presentation
 - Assignment
 - Quiz
 - Group Discussion
- 
- 

C II - 16
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20103C	CORE: ADVANCED INFORMATION TECHNOLOGY	4	Theory	-	100

FIRST SEMESTER

Core - ADVANCED INFORMATION TECHNOLOGY

Objective: To cater to the needs of Commerce students in understanding the applications of Information Technology in business area in such a way that they can be easily intelligible.

UNIT I - Introduction to computer system

Teaching hours - 13

Introduction to computer system – History of computers – Generations of computers – Hardware and Software-Types of computers – Computer Languages – Machine Language – Assembly Language – High Level Language - Language Translators.

UNIT II - Architecture of computer

Teaching hours - 13

Architecture of computer: Components of computer system – Input and Output units – Primary and Secondary storage units. Programming languages– Steps in developing a program – Programming tools.

UNIT III - Overview of operating system

Teaching hours - 13

Overview of operating system: Single user – Multi user system – Introduction to Android – History of Android – Versions of Android – Functionalities of Android – Merits and Demerits.

UNIT IV - Information system security

Teaching hours - 13

Information system security :Threats and implications – security policy – Hacking and Cracking – Meaning – Merits and Demerits – Biometric and smart cards – Firewalls – Types of firewalls – Packet filters – Distributed firewalls-Circuit level Gateway – Basics of Cloud computing and Open source Software.

UNIT V - Information and communication Technologies

Teaching hours - 13

Information and communication Technologies: Computer Networks – Introduction –Types – LAN – WAN – MAN. Communication technologies – ICT components – ICT enabled transactions – Significance of ICT in enterprises.

Srinathi
[SRINATHI SHABHINA]

C11 - 17
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Get to know the basic understanding of the computer system	K2
CO2	Get insights into all functional areas of computer	K2
CO3	Analyses overview of an Operating system	K1,K2
CO4	The graduates are acquainted with current information security practices	K2,K3,K4
CO5	Learn concept of information and communication technologies	K2,K5

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				3	2					
CO2				3	2	3	2			2
CO3				3	2					
CO4				3	2		2	2		3
CO5				3	2	3				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

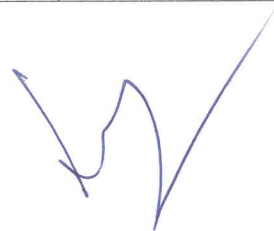
C1 - 18
2020-21

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	A Text book of Information Technology	R. Saravana Kumar, P.Parameswaran	S. Chand & Company Ltd, New Delhi	1 st Edition, 2010
2	Android Recipes: A Problem-Solution Approach	Dave Smith (Engineer), Jeff Friesen	Apress L. P	2011 Edition
3	ICT Basics	Ann Stephens	Tertiary Press	2006 Edition
4	Introduction To Information Technology	Rajaraman V.	PHI Learning Pvt. Ltd	2018 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Computer Today	Basandra Suresh K	Galgotia publications, New Delhi	1998 Edition
2.	Basics and Fundamentals of Computer Information Systems	Kinglow Alfonso J	Create space Independent Publishing Platform	2017 Edition
3.	Basic Communication And Information Engineering	B Somanathan Nair	I K International Pvt. Ltd-New Delhi	2009 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- E-Contents
- Quiz




Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C11 - 19
2020-21

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20103D	ALLIED – BUSINESS ORGANISATION	4	Theory	-	100

FIRST SEMESTER

Allied – BUSINESS ORGANISATION

Objective: To teach the students the various forms of business organisation and also size, location and sources of finance for business. To give exposure to students regarding the procedure of starting a new business.

UNIT I – Forms of Business Organisation

Teaching Hours - 13

Nature and Scope of Business – Forms of Business organisation – Sole trader, Partnership firms, Companies and Co-operative Societies – Public enterprise.

UNIT II – Location of Business and Sources of Finance

Teaching Hours - 13

Location of business – Factors influencing location, Localisation of industries – Size of firms, Sources of finance – Shares, Debentures, Public depositors, Bank credit and Trade credit – Relative merits and demerits.

UNIT III – Stock Exchange and SEBI

Teaching Hours - 12

Stock exchange – Functions – Line trading – BSE, National Stock Exchange, ISE – OTCEI – Demating – Depositories – Functions of SEBI – Listing of securities regulation of stock exchanges in India.

UNIT IV – Business Entity and License

Teaching Hours - 13

Business entity – Types of entity – Registered entity – Unregistered entity – Different categories of Business License – Legal requirements and Registration procedures (Food processing Industry, Textile Industry, Software Industry and Engineering Industry)

UNIT V – Business Ethics and CSR

Teaching Hours - 14

Business Ethics: Introduction – Definition – Concept – Elements – Levels – Sources of ethical standards – Factors governing business ethics – Developing a corporate ethical programme – Benefits of ethical codes. CSR: Origin – Meaning – Purpose – Conceptual frame work – Benefits – Barriers – Critics.

for
Srinath
(SRINATH SHANIMA)

C11 - 20
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
 (Under Choice Based Credit System)
 EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the fundamentals of Business and forms of Business Organisation.	K1, K2
CO2	Students learn about the location and size of firms and various sources of finance for business.	K2, K3
CO3	Students gain knowledge about the working of stock exchanges and SEBI.	K1, K2
CO4	Students get knowledge about the legal requirements and registration procedures of business.	K3, K4
CO5	Students learn the overview of business ethics and corporate social responsibility.	K2, K4

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	3		3				2			
CO2	3		3			2				
CO3	3				1					2
CO4	3		3			3	3		1	3
CO5	3		2					3		1

Indicators: 1. Reasonable

2. Significant

3. Strong

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014

C(1) - 21
2020-21

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Business Organisation and Management	Y K Bhushan	Sultan Chand & Co Ltd.,	2013 Edition
2	Business Organisation and Management	Shukla	Sultan Chand & Co Ltd.,	2010 Edition
3	Business Organisation and Management	Dr. C D Balaji	Margham Publications	2011 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Management	Dinkar Pagare	Sultan Chand & Co Ltd.,	2018 Edition
2	Corporate Social Responsibility in India	Sanjay K Agarwal	SAGE Publications	2010 Edition
3	Business Organisation and Management	CB Gupta	Sultan Chand & Sons	2019 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

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

SECOND SEMESTER
CONTEMPORARY ENGLISH – II

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

[10 Hours]

Phrases, clauses, sentence structures, Idioms, Lexical skills.

Unit-II: Effective Communication

[12 Hours]

Social English and cultural awareness, Writing paragraphs. CV(resume)/Job Interviews, Presentations – Structure and key phrases, Presentations – Being lively and Persuasive, Style – Clarity and Emphasis.

Unit-III: Communication Practice

[12 Hours]

Communication Exercise, Real Life incidents, Face – to- Face training, Presenting skills, group discussion and seminars.

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Interview with CEO &Marketing director, Nature: Changing Opinions, 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 , Globalisation and economic policy.

Writing skills- Feature Writing, Interviewing & Ad-writing.

Unit-V: Literature

[10 Hours]

Prose- 'I Have a Dream' by Martin Luther King Jr. and 'Words of Wisdom' by Chetan Bhagat.

Poetry- 'A Prayer For My Daughter' by W.B.Yeats and Palanquin Bearers by Sarojini Naidu. Short Stories- 'The Last Leaf' by O.Henry and Glory at Twilight by Bhabhani Bhattacharya.

Dr
Srinath
[SRINATH SHATHMA]

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the 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,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

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							3			
CO2							3			2
CO3							3		1	2
CO4							3			2
CO5							2			

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	Cambridge University Press	Second Edition
2	Paths of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman
5	Listening and speaking skills	Barry Cussack and Sam McCarter	Oxford	Oxford

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

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20203A	CORE: FINANCIAL ACCOUNTING	5	Theory	80	20

**SECOND SEMESTER
CORE - FINANCIAL ACCOUNTING**

Objective: To teach the students the types of depreciations, single entry system of accounting, various departments and branch profits. To make the students understand the concept of hire purchase and installment systems and accounts for partnership.

UNIT I - Depreciation and Self-balancing Ledgers

Teaching Hours –13

Depreciation: Meaning and definition – Causes of depreciation – Methods of providing depreciation – Straight line method – Written down value method – Annuity method – Reserves and Provisions – Self-balancing ledgers – Meaning and Advantages.

UNIT II - Departmental Accounts and Branch Accounts

Teaching Hours –13

Departmental accounts – Definition – Meaning – Allocation of expenditure to the various departments – Transfer at Cost and selling price – Branch accounts (**excluding Foreign and Independent branches**) – Dependent branches (**only debtor system and wholesale branch system**).

UNIT III - Single Entry System

Teaching Hours –13

Single Entry System – Meaning and features – Advantages and disadvantages of single entry system – Difference between Single entry and Double entry system – Statement of affairs method and conversion Method – Difference between Balance sheet and Statement of affairs method.

UNIT IV - Hire Purchase and Installment systems

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.

UNIT V - Partnership Accounts

Teaching Hours –13

Partnership Accounts – Interest on capital – Interest on drawings – Division of Profits – Fixed and fluctuating capital – Admission – Profit sharing ratio – Adjustment for Goodwill – Revaluation of Asset and Liabilities – Adjustment of reserves and other Accumulated profits – Adjustments for capital – Retirement – Death – Gaining ratio.

for
SRIMATHI SHATHIMA

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
 (Under Choice Based Credit System)
 EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

CII - 25
2020-21

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn to calculate depreciation through various methods, allocation of funds for repairs and renewals and preparation of self balancing ledgers.	K1, K2, K4
CO2	Students gain knowledge about analyzing profit for each product separately by allocation of expenditure to each Department and transaction process between the each Branches	K2, K3, K4
CO3	Students learn to analyze profit through single entry system methods	K2, K3
CO4	Students learn to calculate interest and cost price separately towards the hire purchase and installment system of an asset.	K2, K4
CO5	Students get detailed knowledge about partnership accounts and profit calculation of each partners.	K1, K2, K4

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	3	3								
CO2	3	3	2				2			
CO3	3	2								
CO4	3	2								
CO5	3	3	2				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C.I. - 26
2020-21

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy & A.Murthy	Margham Publications, Chennai	2012
2	Advanced Accounting	S.P. Jain and K.L. Narang	Kalyani Publishers, New Delhi.	2016
3	Advanced Accounting	S.N.Maheswari	Vikas Publishing house, New Delhi.	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R.L.Gupta&Radhaswamy	S. Chand, New Delhi	2013
2	Principles and practices of accounting	V.K.Gupta & R.L.Gupta	Sultan chand & sons, New Delhi.	2019
3	Introduction to Accountancy	T S Grewal, S C Gupta	S. Chand & Co Ltd	2016

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT presentation
- Assignment
- Quiz
- Group Discussion




Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20203B	CORE – ONLINE BUSINESS	4	Theory	-	100

SECOND SEMESTER

Core – ONLINE BUSINESS

Objective: To make the students gain knowledge on the concept of E-Commerce and learn various concepts in online business. This subject makes the students to learn the procedure to start the online business.

UNIT I - Introduction to E-Business and E-Commerce

Teaching hours - 13

Definition of E-Commerce and E-Business – Types of E-Commerce transactions – E-Business Models – Internet Marketing and E-Tailing – Elements of E-Business Models – Benefits and limitations of E-Commerce.

UNIT II - E-Marketplaces and EPS

Teaching hours - 13

Functions – Types and Features – Types of auctions – Benefit and Limitations. **E-procurement and E-payment Systems:** E-Procurement – definition, processes, methods and benefits – E-Payment – Payment methods in B2B.

UNIT III - Impact of E-Business on Different Fields and Industries

Teaching hours - 14

E-Tourism – Employment and Job Market Online – Online Real Estate – Online Publishing and E-Books – Banking and Personal Finance Online – On-Demand Delivery Systems and E-Grocers – Online Delivery of Digital Products, Entertainment and Media.

UNIT IV - E-Learning and E-Governance

Teaching hours - 13

E-Learning and Online Education: Electronic learning – Benefits and Drawbacks – E-Learning Industry – E-Content development tools and technologies – Approaches for E-Learning delivery. **E-Governance:** Definition of E-Governance – Implementation – E-Government Services – Challenges and Opportunities – E-Government Benefits.

UNIT V – Launching a Successful Online Business

Teaching hours - 12

Launching a Successful Online Business: Requirements for starting an online business from different perspectives - Funding Options and Website Development process - Entrepreneurial Challenges in online Business – Legal requirements for starting online business.

for
Suresh

(SRIMATHI SHAHINA)

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C - 28
2020 - 21

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the fundamentals of E-Commerce and E-Business Models.	K1, K2, K3
CO2	Students learn about the online purchase of goods and Electronic Fund Transfer.	K2, K3
CO3	Students gain knowledge about the E-business in different industries.	K1, K2, K3
CO4	Students get knowledge about the E-learning and E-governance.	K2, K3
CO5	Students learn to start a new online business.	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	2		2	3	3	2	2	2		2
CO2	2		2	3	3	1				3
CO3	2		3	3	3	2	2	2		2
CO4				3	3	3				3
CO5	3		3	3	3	3	3	3	1	3

Indicators: 1. Reasonable

2. Significant

3.Strong

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C II - 29
2020-21

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Electronic Commerce, A Managerial Perspective	Turban E .et al	Prentice Hall	2015 Edition
2	Electronic Business and Electronic Commerce Management	Dave Chaffey	Pearson Education	2009 Edition
3	E-Learning Tools & Techniques	William Horton, Katherine Horton	Wiley Publishing	2003 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	E-Commerce and E-Business	Dr. C S Rayudu	Himalaya Publishing House	2018 Edition
2	Web Commerce Technology Handbook	Daniel Minoli, Emma Minoli	Tata Mc Graw Hill Publishing	2017 Edition
3	The Complete E-Commerce Book	Janice Reynolds	Kindle Publishing	2004 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion
- E-Contents

C11 - 30
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20203K	ONLINE SWAYAM: MANAGERIAL ECONOMICS	4			

SECOND SEMESTER

ONLINE SWAYAM: MANAGERIAL ECONOMICS

By Prof. Trupti Mishra | IIT Bombay

Objective: This course will introduce the students to different concepts, theories, tools and schools of thoughts in economics and their application on business decision/research problem. All functional areas of management derive their basic principles and concepts from economics. The objective of this course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making. This course will enable students to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

COURSE'S LINK: https://swayam.gov.in/nd1_noc20_mg67/preview

COURSE LAYOUT

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behavior

Week 4: Elasticity and Demand Forecasting

Week 5: Production Analysis

Week 6: Cost Analysis

Week 7: Theory of Market – Perfect Competition

Week 8: Theory of Market – Monopoly and Monopolistic Competition

Week 9: Theory of Market – Oligopoly

Week 10: Theory of Market – Oligopoly and Game theory

Week 11: Theory of Market – Oligopoly and Game theory

Week 12: Product Pricing and Course Summary

Srujan
[SRINATH SHARMA]

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

C(1) - 31
2020 - 21

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
SECOND	20203P	SKILL BASED SUBJECT – LAB I – MS OFFICE AND ACCOUNTING SOFTWARE	3	Practical	-	-

SECOND SEMESTER

Skill Based Subject – LAB – I – MS OFFICE AND ACCOUNTING SOFTWARE

Objective: To make the students learn the documentation and calculation in Ms Word and Ms Excel. To build the students for presentation and database maintenance using Ms Power point and Ms Access. To give the students the knowledge to prepare accounts in the Accounting Software.

Ms Word

1. Using mail merge prepare an interview call letter.
2. Prepare a bio-data using Ms Word using resume wizard.
3. Prepare an invitation using the following:
 - Page border
 - Margin set up
 - Watermark
 - Clip arts
 - Shapes
4. Prepare a timetable using table auto format using Ms Word.
5. Design value added web pages in Ms Word that convey information about your curriculum – Hyperlink.

Ms Excel

1. Enter semester marks and calculate total (autosum), average and result.
2. Calculate Payroll.
3. Calculate simple and compound interest.
4. EMI Calculation as financial model.
5. Using a sales report prepare various charts to show the difference in sales.
6. Excel Query Language

Ms PowerPoint

1. Prepare a PowerPoint presentation for a department function.
2. Prepare a PowerPoint presentation for a new product launch.
3. Prepare a company's organization chart.



BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Ms Access

1. With the given fields create a table and do the following in Ms Access: Register Number (Primary key), Name, Class, Mark1, Mark2, Mark3, Mark4, and Mark5.
 - Calculate total and average using queries.
 - Display students list for students in distinction.
 - Display the list of students of first class.
 - Change a particular subject mark for a student.
2. With the given fields create a table in Ms Access: Employee number (primary key), employee name, department, designation, basic pay, dearness allowance, house rent allowance, city compensatory allowance, travelling allowance, medical allowance, provident fund, other deductions.
 - Create form using wizard
 - Enter data through form
 - Calculate gross pay and net pay

Accounting Software - Tally

1. Create a Company using Tally.
2. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
3. Create accounting groups.
4. 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.
5. Voucher Entries - Print the primary books for the same.
6. Create an opening Trial Balance and print the same.
7. Profit and Loss and Balance sheet.
8. Financial Ratio Analysis.

Srividya
(SRIVIDYA SHAHINA)

C11 - 33
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students learn about the practical knowledge of documentation, calculation, presentation and database creation. They also learn to prepare accounts in accounting software.	K1, K2, K3, K5

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
CO	1		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