

C11-01

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

2020-21

**BACHELOR OF COMMERCE (E-Commerce)**  
(Under Choice Based Credit System)

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

PROGRAMME OUTCOME	
PO1	The Students will have thorough knowledge of fundamentals of accounting principles and practices and also acquire the procedure for adopting globally accepted financial Standards. The students will get a wide knowledge of Business English with different concepts of various branches of commerce.
PO2	The Students who underlying the course will know the application of ethical principles to Business, understand their responsibility in the society as a businessman and also various aspects of marketing and Digital -marketing techniques
PO3	The Students are offered knowledge on organization and management of Industrial, commercial Enterprises and to study the requisites for equipping modern business to manage its affairs effectively and to gain knowledge about managerial functions in most useful and organized way.
PO4	The students are enlighten with the knowledge on basic applications of Cyber Law in Ecommerce and to know about the Indian contract Act and to understand the technical elements of contract.
PO5	To know the various concepts and procedures related to Taxation purpose. To implement the concepts of Cost and its issues.
PO6	To obtain the knowledge in the field of Ecommerce, its business models and its security provided by cyber crime for the information provided during transactions, E-Governance by our Indian Government, programming areas to improve computer skills and applications.
PO7	To know the various applications of computers in banking sector and to know the internet structure and tools to create websites.
PO8	To familiarize the students to cater the knowledge in solving Business oriented problems with mathematical concepts and to take the business decisions by various statistical measures.
PO9	To understand the concepts of Financial Management and its applications for managerial decision making and to develop cognizance of the importance of financial management in corporate valuation. To impact the knowledge and skill required for Audit work.
PO 10	To help the students to understand the past, present Economic conditions of the country and they will also be able to forecast the future course of changes and development through their knowledge of policies and programs set by the Government and other development agencies. To understand the role and importance of Entrepreneurship for Economic Development.

PROGRAMME SPECIFIC OUTCOME	
PSO1	To get knowledge in technical skills, analytical . managerial and practical applications during the end of B.com(E.Com) Course.
PSO2	To grasp job opportunities in various fields like commerce, computer industries and Business Applications.
PSO3	To go for Higher education in the field of Master of Commerce, Computer Applications and Masters in Business Administration.
PSO4	To become an Entrepreneur, Manager, Programmer ,Team leader in the various fields of IT & Ecommerce Industries.
PSO5	To become web page designer for various concerns.

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration (Hrs)	Category
						CA	TEE	TOTAL			
I	I	20100T,20100H, 20100F,20100M	Language	Tamil I/ Hindi I /French I /Malayalam I	3	25	75	100	5	3	THEORY
	II	20100E1	English	Contemporary English I	3	25	75	100	6	3	THEORY
	III	20104A	Core	E-Business	4	25	75	100	6	3	THEORY
	III	20104B	Core	Business Organization and Office Management	4	25	75	100	6	3	THEORY
	III	20104C	Core	Principles of Accounting	4	25	75	100	6	3	THEORY
	III	20100G	Skill Based Subject	General Awareness	2	25	75	100	2	3	THEORY
II	III	20104P	Skill Based Subject	Lab I: Multimedia	2	40	60	100	5	3	PRACTICAL
	I	20200T,20200H, 20200F,20200M	Language	Tamil III/ Hindi II /French II /Malayalam II	3	25	75	100	5	3	THEORY
	II	20200E1	English	Contemporary English II	3	25	75	100	6	3	THEORY
	III	20204A	Core:	Business Information Systems	4	25	75	100	5	3	THEORY
	III	20204K	Online Course: SWAYAM	Basics of Digital Marketing	4						Online
	III	20204B	Core	Principles of Management	4	25	75	100	5	3	THEORY
III	III	20204C	Allied	Business Economics	4	25	75	100	6	3	THEORY
	IV	20200G	Environmental Studies	Environmental Awareness	2	25	75	100	1	3	THEORY
	IV	20300B/20300A	Basic Tamil / Advanced Tamil	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
	IV	20300N	Non-Major Elective	Personality Development and Soft Skills	2	40	60			3	THEORY
	III	20304A	Core	Artificial Intelligence	4	25	75	100	6	3	THEORY

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III	20304B	Core	Financial Accounting	4	25	75	100	5	3	THEORY	
III	20304C	Core	Entrepreneurship and Opportunity Analysis	4	25	75	100	5	3	THEORY	
III	20304E	Skill Based Subject	Programming In C	4	25	75	100	5	3	THEORY	
III	20304D	Allied	Business Statistics	4	25	75	100	5	3	THEORY	
III	20304P	Skill Based Subject	Lab II - Programming In C	4	40	60	100	3	3	PRACTICAL	
V	20304 S	Extension Activities	Mini Project	1	GRADE			2			PRACTICAL
IV	20400B/20400A	Basic Tamil / Advanced Tamil	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY	
	20400N	Non-Major Elective	Basics in Business Process Outsourcing	2	40	60			3	THEORY	
III	20404A	Core	Computer Applications In Banking	4	25	75	100	6	3	THEORY	
III	20404B	Core	International Financial Reporting Standards	4	25	75	100	6	3	THEORY	
III	20404C	Core	Business Law	4	25	75	100	6	3	THEORY	
III	20404D	Allied	Business Mathematics	5	25	75	100	6	3	THEORY	
IV	20400G1	Value Education:	Indian,Society, People and Culture	2	25	75	100	6	3	THEORY	
III	20404K	Online Course : Swayam	Developing Soft skills and Personality	2						Online	
III	20504K	Online Course : Swayam	Android Application using Kotlin Software	2						Online	
III	20504A	Core	Financial Management	4	25	75	100	6	3	THEORY	
III	20504B	Core	Income Tax	4	25	75	100	6	3	THEORY	
III	20504C	Core	Business Ethics and Corporate Social Responsibility	4	25	75	100	6	3	THEORY	
III	20504D	Core	Cyber Law	4	25	75	100	6	3	THEORY	
III	20504P	Skill based Subject	Lab III - Excel In Business	3	40	60	100	3	3	PRACTICAL	

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Part	Subject Code	Extension Activities:		3	40	60	100	3	3	3	PRACTICAL
III	20504S		Institutional Training	3	40	60	100	3	3	3	PRACTICAL
III	20604A	Core	Cost and Management Accounting	4	25	75	100	6	3	3	THEORY
III	20604B	Core	Auditing	4	25	75	100	6	3	3	THEORY
VI	20604U1	Elective I		5	25	75	100	6	3	3	THEORY
III	20604V1	Elective II		5	25	75	100	6	3	3	THEORY
III	20604P	Skill Based Subject:	Lab IV - HTML and JAVA Script	2	40	60	100	6	3	3	PRACTICAL
			<b>TOTAL</b>	<b>140</b>			<b>3700</b>				

Part	Subject Code	Subject Name
III	20604U1	ELECTIVE I: Internet and Web Design
III	20604V1	ELECTIVE II: Software Project Management

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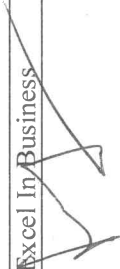
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**2020-2021**

**MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20100E1	English : Contemporary English -I	3		2		1		1			1
20104A	Core: E-Business		3	2	1		3	3	3		
20104B	Core: Business Organization and Office Management			3			2	3	2	1	1
20104C	Core :Principles of Accounting	3	3	2						2	1
20104P	Skill Based Subject : Lab I: Multimedia		3	2	1		3	3	2	1	
20200E1	English : Contemporary English -II	3		2		1		1			1
20204A	Core: Business Information Systems		3	2							
20204K	Online Course – swayam Basics of Digital Marketing		3	2			3	1		2	1
20204B	Core :Principles of Management	1	1	3			1			3	2
20204C	Allied: Business Economics	1	1	1	2			3	3	3	3
20304A	Core :Artificial Intelligence		3	3	3		2	2	1	1	1
20304B	Core :Financial Accounting	3		2							
20304C	Core: Entrepreneurship and Opportunity Analysis				3		2	3	2	1	1
20304E	Skill Based Subject :Programming In C			2			1	3	1	1	
20304D	Allied: Business Statistics		3				3	2	3	3	3
20304P	Skill Based Subject: Lab II :Programming In C			2			1	3		2	
20404A	Core: Computer Applications in Banking	3	3	2	3	1		3	3	2	1
20404B	Core: International Financial Reporting Standards	3		2	1			1	1		
20404C	Core: Business Law		2	2	3	3	2	2	2	2	2
20404D	Allied: Business Mathematics		2	2			2	2	3	2	2
20404K	Online Course – Swayam -Developing Soft Skill Personality	3		2		2			1		1
20504K	Online Course – Swayam - Android Application using Kotlin software		3			3		1		1	
20504A	Core: Financial Management	2	1	1	1	1	3	2	3	2	1
20504B	Core: Income Tax	1	1	1		3	2			2	2
20504C	Core :Business Ethics and Corporate Social Responsibility		3	2							
20504D	Core : Cyber Law		1		3		3		2		2
20504P	Skill Based Subject :Lab III - Excel In Business		3						3	3	3

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20504S	Extension Activities: institutional training	1	3	2	3	2	3	2	3
20604A	Core: Cost and Management Accounting	2	1	3	2	2	3	2	2
20604B	Core :Auditing	2	1	2	2	1	2	3	1
20604U1	Elective I:	1	3	3	3	2	3	2	1
20604V1	Elective II :	1	3	3	3	3	3	3	1
20604P	Skill Based Subject: Lab IV - HTML and JAVA Script	1	3	3	3	3	3	2	2

Sem.	Part	Subject Code	Subject Name
<b>ELECTIVE I &amp; II</b>			
VI	III	20604U1	ELECTIVE: I Internet and Web Design
VI	III	20604V1	ELECTIVE II: Software Project Management

**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 of the Course:**

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

**Short Stories**-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

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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 behavior.	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

**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				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**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
<b>Reference Books</b>				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

**Pedagogy:** Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20104A	Core: E-BUSINESS	4	Theory	-	100

**Objective:** To enable the students to acquire basic knowledge in the Information Technology and its relevance in the various areas of business.

**UNIT I**

**(Teaching Hours: 13)**

Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce.

**UNIT II**

**(Teaching Hours: 12)**

Intranet, Composition of Intranet, Business Applications on Intranet, Extranets Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

**UNIT III**

**(Teaching Hours: 13)**

Security Threats to e-business, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

**UNIT IV**



**(Teaching Hours: 12)**

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

**UNIT V**

**(Teaching Hours: 15)**

E-Business Applications & Strategies- Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models, E – Marketing Strategies.

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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	It talks about E Commerce and how it is used in E Business	K1
CO2	It talks about internet, intranet and how it is used in electronic data interchange.	K1 and k2
CO3	It talks about security issues and how it is used in cryptography.	K3
CO4	It talks about electronic payment system and electronic fund transfer.	K3 and k4
CO5	It talks about E- Business. and E Marketing Strategies	K4 and 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		2	1			3	2			
CO2		2				2	2			
CO3		3	1			3		1	1	
CO4		2	1			2	1	2		
CO5		2				3	1	1		

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

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	E-Commerce Strategy, Technologies and Applications	Whitley & David	Tata McGrawHill	2000
2	Electronic Commerce.	Schneider Gary P. and Perry, James.T	Thomson Learning	2000
3	Frontiers of electronic commerce	Ravikalakota & Whinston	Pearson Education Asia	2000
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	E-commerce - A managers guide to e-business	Parag Diwan	Excel books, Newdelhi	2000
2	E-commerce - The cutting edge of Business	Kamalesh.k, Bajaj & Debjani Nag	TataMc-Graw Hill Publishing, New Delhi	2000
3	Introduction to Information Systems,	Alexis Leon, Mathews Leon and Vijay Nicole	imprints private Limited, Chennai.	2004

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20104B	Core: BUSINESS ORGANIZATION AND OFFICE MANAGEMENT	4	Theory	-	100

**Objective:** To offer knowledge of Organisation and Management of Industrial, Commercial enterprises and to study the requisites for equipping modern business to manage its affairs effectively.

**UNIT – I**

**(Teaching Hours: 15)**

Nature and Scope of Business - Forms of Business Organisation: Sole Trader, Partnership Firms, Joint Stock Companies and Co-operative Societies - Public Enterprise.

**UNIT – II**

**(Teaching Hours: 15)**

Location of Business – Factors Influencing Location, Localization of Industries - Size of firms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit.

**UNIT - III**

**(Teaching Hours: 15)**

Stock Exchange – Functions – Procedure of Trading –DEMAT of shares- Trade Association- Chamber of Commerce.

**UNIT – IV**

**(Teaching Hours: 10)**

Office – its Functions and Significance – Office Layout and Office Accommodation – Filing and Indexing. Office Machines and Equipments – Data Processing Systems EDP – Uses and Limitations– Office Furniture.

**UNIT – V**

**(Teaching Hours: 10)**

Registration Procedures - Requirement of Various Documents - Bank Account, Service Tax Number, Tax Identification Number (TIN), Permanent Account Number (PAN) and Value Added Tax (VAT) or Sales Tax Documents.



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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Remember about the different forms of organization.	K1
CO2	Understand the concepts of business, factors influencing location and about sources of finance.	K2
CO3	Apply the stock exchange procedure in opening the DEMAT account.	K3
CO4	Remember the office setup and analyse the methods of filing and indexing.	K1&K4
CO5	Apply the registration procedure to open a bank account , STN,TIN etc.	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	3							
CO2		1	3							
CO3		1	3			2	1	1		
CO4		2	3			2			2	2
CO5	2	3	3	2	1	1	2	1	2	2

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

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1.	Business organization and management	Bhushan Y.K	Sultan Chand & co. Ltd.	2005
2.	Business organization and management	Shukla	Sultan Chand & co. Ltd.	2003
3.	Business organization and management	P.C Tulsian & Vishal Pandey	Pearson	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Office Organization and Management	S P Arora	Vikas Publishing House Pvt Ltd:	Second edition (2018)
2.	Business organization and management	Hardern, Geoff	P.Allan	1978
3.	Office management	R.S.N Pillai Bagavathi	S Chand & co.	2008

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion

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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20104C	Core: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

**Objective:** To learn the fundamentals of Accounting concepts

**UNIT I**

**(Teaching Hours: 15)**

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

**UNIT II**

**(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**

**(Teaching Hours: 12)**

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

**UNIT IV**

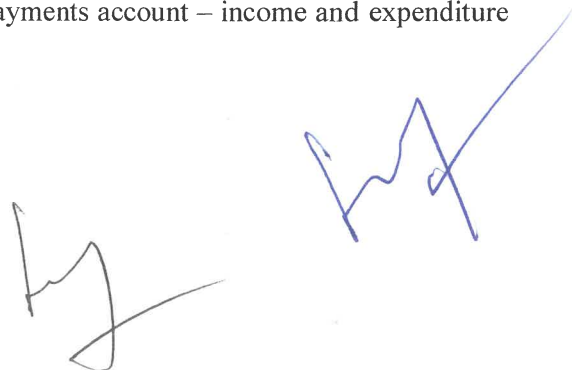
**(Teaching Hours: 14)**

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**

**(Teaching Hours: 12)**

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 the fundamentals of accounting concepts and how to journalize the transaction.	KI, K2 and K3
CO2	To understand and prepare the types of cash book and bank reconciliation statement, rectify the errors.	K2 & K3
CO3	To differentiate between capital and revenue items and to prepare final account statements	K1, K2, K3 & K5
CO4	To know the accounting entries for bills of exchange transactions.	K2 & K3
CO5	To adopt accounting procedure and preparation for non-trading concern	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		1							
CO2	3		1							
CO3	3		1							
CO4	3		1							
CO5	3		1							

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

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles Of Accountancy	Vinayakam, N. P Mani & K L Nagarajan	Sulthan Chand & Company Pvt Ltd	2009 Edition
2	Financial Accounting	T S Reddy & Murthy	Margham Publications	2012 Edition
3	Introduction to Accountancy	T S Grewal , S C Gupta	Sulthan Chand & Company Pvt Ltd	2016 Edition
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles and Practice of Accountancy	R L Gupta & V. K. Gupta	Sulthan Chand & Sons	2019 Edition
2	Principles of Accountancy	S.P. Jain and K L Narang	Kalyani Publishers	2013 Edition
3	Financial Accounting	Vinayakam N , Charumathi B	Sulthan Chand & Company Pvt Ltd	2004 Edition

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, \Group discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20104P	Skill based Subject : LAB I: MULTIMEDIA	2	Practical	-	-

1. M.S. Office – 3 Exercise
2. Photoshop – 3 Exercise
3. Flash – 3 Exercise
4. Corel Draw – 3 Exercise
5. Desk Top Publishing – 3 Exercise



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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO	Provides knowledge about ms office, how to write an algorithm and draw flowcharts.	K1 & K2

**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	3	2			1	1		2	

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

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office	Dr. S Shrivastava	Firewall Media	2007
2	Working In Microsoft Office	Ron Mansfield	Osborne Mcgraw-hill	1996
3	Microsoft Office 97	Gini Courter	Sybex	1997
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Microsoft word 2019	Joan lambert	Microsoft press	2019
2	Excel basics in 30 minutes	ianlamont	i30 media corporation	2015
3	Excel 2013 for scientists	Dr. Gerard verschuuren	Holy macro books	2014

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR**  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20204A	Core: BUSINESS INFORMATION SYSTEMS	4	Theory	-	100

**Objective:** To enable the students to acquire basic knowledge in the Information Technology and its relevance in the various areas of business.

**Unit I :** **(Teaching Hrs: 12 )**

**Information Technology in Business :** Business Pressures - Global Competition - Real-time Operations - Work force Customer Behaviour - Technological Innovation and Obsolescence - Organizational responses – Strategic Alliances - Office Automation Technologies - Overview of Information systems - IT Support at different organizational levels - Managing Information systems in Organizations.

**Unit II :** **(Teaching Hrs: 13)**

**Data, Information and Knowledge :** Definition of information - History of Information - Quality of Information –Information processing -Management decision making - IT support for management decision making – Data transformation and management - Decision Support Systems (DSS) - Characteristics and capabilities of DSS -Components and structures of DSS - Data and information analysis.

**Unit III:** **(Teaching Hrs: 15)**

**Information Systems for Enterprise :** Information and enterprises - Information systems to support business functions – Functional information systems - Management information systems - Transaction processing information systems - Integrated information systems - Enterprise Resource Planning (ERP) - Advantages of ERP - Benefits of an ERP system - Inter-Organizational information systems – Global information systems - Information as a competitive weapon.

**Unit IV:** **(Teaching Hrs: 13)**

**Data Base Management Systems :** DBMS - Definition - Necessity of a database - Characteristics of database – Types of DBMS - Logical data models - Hierarchical model - Network model - Relational model - Object-oriented model – Object relational model - Deductive/inference model - Comparison between various database models.

**Unit V:** **(Teaching Hrs: 12)**

**Computer Software :** Definition - Hardware/Software interaction - Software categories - Retail software – Public domain software - Shareware - Freeware - Cripple ware –Classification of software

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– Utilities Compilers and interpreters - Word processor - Spreadsheets Presentation software – Image processors - Enterprise software.

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	It provides knowledge about Electronics and how it can be applied in Business.	K1
CO2	It provides information about data and how it can be useful for decision support systems.	K2 and K3
CO3	It provides information about management information system and how it can be used Enterprise Resource Planning.	K3
CO4	It explains about different data base model and how the data base model used for common people.	K3 AND K4
CO5	It explains about hard ware, soft ware and its uses.	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	1	3	3			3		1		
CO2		3	2			2		1		
CO3		2	1	1		3		2		
CO4		3	1			2	1	1		
CO5		3	3			2		1		

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

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year &Edition
1	Introduction to Information Systems,	Alexis Leon, Mathews Leon and Vijay Nicole	imprints private Limited, Chennai.	2004
2	Management Information Systems	Uma G Gupta	Galgotia Publications Pvt Ltd, New Delhi	1998
3	Software Project Management,	Bob Hughes and Mike Cotterell,	Tata McGraw- Hill Publishing Company Limited, New Delhi,	Third Edition, 2004
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Information Technology for Management	Henry C.Lucas	Tata McGrawHill	2002
2	E-Commerce Strategy, Technologies and Applications	Whitley & David	Tata McGrawHill	2000
3	Electronic Commerce.	Schneider Gary P. and Perry, James.T	Thomson Learning	2000

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20204K	Swayam Online – BASICS OF DIGITAL MARKETING	4	-	-	-

**Objective:**

- 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 – Week 1**

Introduction to Marketing  
Consumer Behavior  
Introduction to Digital Marketing

**Lecture Topics – Week 2**

Search Engine Optimization 1  
Search Engine Optimization 2  
Search Engine Optimization 3

**Lecture Topics – Week 3**

Search\_Engine\_Marketing : Part 1  
Search\_Engine\_Marketing : Part 2  
Display Advertising

**Lecture Topics – Week 4**

Social Media Marketing  
Social Media Marketing (Word of Mouth)  
Social Media Platforms Part 1  
Social Media Platforms Part 2

**Lecture Topics – Week 5**

Online Reputation Management  
Mobile Marketing Part 1  
Mobile Marketing Part 2  
Website Planning & Creation

**Lecture Topics – Week 6**

Email Marketing Part 1


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Email Marketing Part 2  
Introduction to E Commerce Part 1  
Introduction to E Commerce Part 2

**Lecture Topics – Week 7**

E-COMMERCE Strategy 1  
E-COMMERCE Strategy 2  
Content Marketing  
Content Creation Process  
Influencer Marketing

**Lecture Topics – Week 8**

Digital Marketing Strategy Part 1  
Digital Marketing Strategy Part 2a  
Digital Marketing Strategy Part 2b  
Digital Marketing Strategy Part 3a  
Digital Marketing Strategy Part 3b

**Lecture Topics – Week 9**

Digital Analytics & Measurement Part - 1a  
Digital Analytics & Measurement Part - 1b  
Digital Analytics & Measurement Part - 2a  
Digital Analytics & Measurement Part - 2b

**Lecture Topics – Week 10**

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

**Lecture Topics – Week 11**

Digital Marketing Plan  
Case Study 1 : Email Marketing  
Case study 2 : Golf Tripz  
Case Study 3 : Golkonda Hotels  
Case Study 4 : Bhalaje Photography

**Lecture Topics – Week 12**

New Technologies & Advancement in Digital Marketing Part 1  
New Technologies & Advancement in Digital Marketing Part 2  
Review of Digital Marketing Course Part 1  
Review of Digital Marketing Course Part 2

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

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20204B	Core: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

**Objective:** To gain knowledge about managerial functions in most useful and in organized way.

**UNIT I**

**(Teaching Hours: 10)**

Definition of Management - Nature and scope of Management - Functions of Management - contribution of F.W.Taylor, Henry Fayol, Mary Parker Follet, Mc Gregor and Peter F.Drucker. Management as an Art, Science and Profession - Universality of Management

**UNIT II**

**(Teaching Hours: 15)**

Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Planning premises, - Methods and types of Plans . Decision making –Types of Decisions - Steps in decision making.

**UNIT III**

**(Teaching Hours: 15)**

Organisation - Meaning, nature and importance - Process of organisation - Principles of sound organisation - Organisation structure- Span of control - Organisation chart- Key elements of organisation process viz., Departmentation, Delegation and Decentralisation - Authority relationships - Line, functional and staff.

**UNIT IV**

**(Teaching Hours: 15)**

Motivation - Need - determinants of behaviour - Maslow's theory of motivation. Motivational Theories in Management - X, Y and Z Theories – Leadership- styles –Management by Objectives (MBO) - Management by Exception (MBE).

**UNIT V**

**(Teaching Hours: 10)**

Communication in management – Types of Communication - Barriers to Communications. Co-ordination - Need and techniques- Control - Techniques of control. Direction – Nature and Purpose – Principles and Techniques of Direction.

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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Remember about functions of management and contributions of various specialists like F.W Taylor and so on.	K1
CO2	Understand the steps in planning and decision making.	K2
CO3	Analyze the organization activities and apply them in delegation and authority.	K3 & K4
CO4	Analyze the motivation theories and its implementation.	K4
CO5	Evaluate the barriers of communication.	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	1	2	3			2				1
CO2		2	3			1		1	1	1
CO3		2	3	1	1	1	1	1	2	2
CO4		2	3							
CO5		2	3							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	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	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 Wehrich	Tata McGraw Hill	2003, Twentieth

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion.




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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR**  
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20204C	Allied - BUSINESS ECONOMICS	4	Theory	-	100

**Objective:** To understand the basic concepts of Micro and Macroeconomic Policies

**UNIT-I**

**(Teaching Hours: 10)**

Definition and Scope of Economics – Methodology of Economics – Objectives of business firms  
Social Responsibilities.

**UNIT-II**

**(Teaching Hours: 15)**

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

**UNIT-III**

**(Teaching Hours: 15)**

Production function-Factors of Production- Production functions with one variable input- Production  
functions with two variable input- Production functions with all variable input pricing policies and methods-  
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

**UNIT-IV**

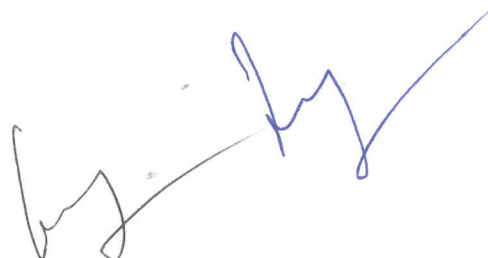
**(Teaching Hours: 10)**

Market definition-Types of Market (Perfect competition, Monopoly, Monopolistic, Oligopoly, Price  
discrimination) - Price and Output determination in Perfect and Imperfect markets – profit – meaning- theories  
and policies.

**UNIT-V**

**(Teaching Hours: 15)**

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



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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concepts of Economics.	K1 & K2
CO2	Analyze various types of Demand and its Forecasting Methods.	K2 & K4
CO3	Identify the Production Function methods with Pricing Policies.	K2 , K3 & K4
CO4	Demonstrate the various types of markets and illustrate different theories and policies.	K2 & K4
CO5	Analyze different phases of Business Cycle, Monetary Policy and Fiscal Policy of India.	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	2		1		1	1				
CO2	2	2		1	1	2	1	2	1	1
CO3	2	1		1	2			1	1	1
CO4	2	3	2	2	1	1	1	2	1	1
CO5	2	2	2	1	1	1	1	1		1

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

<b>Text Books</b>					
S.No.	Title	Author	Publishers	Publication & Edition	Year
1	Business Economics	Sankaran S	Margham Publications	2007, Fifth	
2	Principles of Economics	M.L.Jhingan	Virnda Publications	2012, Seventh	
3	Principles of Economics	Seth.M.L	Lakshmi Narain Agarwal	2014, Fifth	
<b>Reference Books</b>					
S.No.	Title	Author	Publishers	Year of Publications	
1	A Text Book of Economic Theory	Stonier and Hague	Pearson Education	2003	
2	Macro Economics	M.L.Jhingan	Virnda Publications	2012	

**Pedagogy:** Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

