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

Programme Specific Outcome	
PSO1	This course is intended to provide advanced knowledge in the board fields of commerce, finance, economics, and in specific fields of share trading, derivatives, mutual funds, asset management, which in turn make the students industry ready.
PSO2	This course sharpens students analytical and decision making skills in the way of live projects in finance, capital markets, mutual funds and accounting.
PSO3	Enhances the students with the leadership skills and expertise in financial sector – as finance is the life blood of business.
PSO4	Students will be able to pursue their career as Financial analyst apart from different positions in the field of accounting, taxation, banking, insurance and law.
PSO5	Builds professional competence in the students by imparting knowledge as per industry requirements.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021
SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category	
						CA	TEE	TOTAL				
I	I	20100T/H/ F/M	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	20194A	Core	Principles of Accounting	5	25	75	100	6	3	THEORY	
	III	20194B	Core	Introduction to Capital Markets	5	25	75	100	5	3	THEORY	
	III	20194C	Allied	Business Communication	4	25	75	100	6	3	THEORY	
	III	20194D	Allied	Business Organisation and Management	4	25	75	100	5	3	THEORY	
	IV	20100G	Skill Based Subject	General Awareness	2	25	75	100	2	3	THEORY	
	II	I	20200T/H/ F/M	Language	Tamil II / 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	20294A	Core	Financial Accounting	5	25	75	100	6	3	THEORY
III		20294B	Core	Financial Assets and Marketing	3	25	75	100	6	3	THEORY	
III		20294K	Online SWAYAM	Managerial Economics	3	ONLINE						
IV		20200G	Environmental Studies	Environmental Awareness	2	25	75	100	2	3	THEORY	

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IV	20300A / 20300B	Basic Tamil/Advanced Tamil	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
	20300N	Non Major Elective	Personality Development and Soft Skills		40	60			3	THEORY
III	20394A	Core	Security Analysis and Portfolio Management	4	25	75	100	6	3	THEORY
III	20394B	Core	Equity Market	4	25	75	100	6	3	THEORY
III	20394C	Core	Corporate Accounting	4	25	75	100	5	3	THEORY
III	20394D	Allied	Business Mathematics	3	25	75	100	5	3	THEORY
III	20394E	Skill Based Subject	Banking in Financial Systems	3	25	75	100	4	3	THEORY
IV	20300G1	Value Education	Indian Society People and Culture	2	25	75	100	4	3	THEORY
V	20394S	Extension Activities	Mini Project	1	GRADE			2		
IV	20400A/ 20400B	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		40	60			3	THEORY
III	20494E	Allied	Financial Derivatives	5	25	75	100	4	3	THEORY
III	20494A	Core	Cost and Management Accounting	5	25	75	100	5	3	THEORY
III	20494B	Core	Commodities Market	4	25	75	100	5	3	THEORY
III	20494C	Core	Taxation for Investments	4	25	75	100	6	3	THEORY
III	20494D	Allied	Business Statistics	4	25	75	100	6	3	THEORY



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	IV	20494K	Online SWAYAM	Soft Skills	2	ONLINE					
						25	75	100	6	3	THEORY
V	III	20594A	Core	Risk Management	4	25	75	100	6	3	THEORY
	III	20594B	Core	Debt Markets	4	25	75	100	6	3	THEORY
	III	20594K	Online SWAYAM	Fundamental of Insurance	4	ONLINE					
	III	20594C	Core	Financial Management	4	25	75	100	6	3	THEORY
	III	20594U1	Elective-I	Business Research Methods	4	25	75	100	6	3	THEORY
	III	20594S	Skill Based Subject	Institutional Training	2	40	60	100	1	3	PRACTICAL
	III	20694A	Core	Investment Management	5	25	75	100	6	3	THEORY
	III	20694B	Core	Corporate Governance	4	25	75	100	6	3	THEORY
	III	20694U1	Elective-II	Foreign Exchange Markets	5	25	75	100	6	3	THEORY
	III	20694C	Core	Mutual Fund Management	4	25	75	100	6	3	THEORY
	III	20694S	Skill Based Subject	Project and Viva Voce	6	25	75	100	2	3	PRACTICAL
				TOTAL	140	995	2805	3800			

NA – Not Applicable, Basic Tamil and Advanced Tamil - CA only

Extra Credits

Professional Development - 6 Credits
 Business Fundamental Workshop - 4 Credits

 10 Credits



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ELECTIVE :

Sem.	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	20594U1	ELECTIVE I: BUSINESS RESEARCH METHODS
VI	III	20694U1	ELECTIVE II: FOREIGN EXCHANGE MARKETS



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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	English: Contemporary English-I	1		2	2	1		1	1	2	1
20194A	Core: Principles of Accounting	2	2	3	2	2	2	3	1	2	3
20194B	Core: Introduction to Capital Markets	3	3	2	2	3	3	2	1	2	2
20194C	Allied: Business Communication	2	1	2	2	2	1	2	1	3	2
20194D	Allied: Business Organisation and Management	2	2	1	2	2	1	2	1	2	1
20200E1	English: Contemporary English-II	1		2	2	1		1	1	2	1
20294A	Core: Financial Accounting	2	1	2	2	2	1	2	1	2	3
20294B	Core: Financial Assets and Marketing	3	3	2	2	2	2	2	1	2	2
20294K	Online Swayam : Managerial Economics	2		3	1	1	3	2	1	1	2
20394A	Core: Security Analysis and Portfolio Management	3	3	2	3	3	3	2	2	2	2
20394B	Core: Equity Market	3	3	2	3	3	3	3	2	2	3
20394C	Core: Corporate Accounting	2	2	2	2	1	2	2	2	1	3
20394D	Allied: Business Mathematics	2	1	2	2	2	1	2	2	1	3
20394E	Skill based Subject: Banking in Financial Systems	2	2	2	2	2	2	2	2	2	2
20394S	Extension Activities: MINI PROJECT	3	2	3	2	2	2	2	2	3	3

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20494E	Allied: Financial Derivatives	3	3	2	2	2	3	2	1	2	1
20494A	Core: Cost and Management Accounting	2	1	2	1	2	1	2	1	1	1
20494B	Core: Commodities Markets	3	3	3	2	3	3	3	1	2	3
20494C	Core: Taxation for Investments	2	2	3	2	3	2	3	2	2	3
20494D	Allied: Business Statistics	2	1	3	2	2	1	2	1	1	3
20494K	Online Swayam : Soft Skills	3	1	3	3	2	1	1	2	2	1
20594A	Core: Risk Management	3	3	3	2	3	3	2	1	1	2
20594B	Core: Debt Markets	3	3	3	2	3	3	3	1	2	3
20594K	Online Swayam : Fundamental of Insurance	1	2	3	1	1	2	3	2	2	2
20594C	Core: Financial Management	3	2	3	2	3	2	3	2	2	2
20594U1	Elective – I : Business Research Methods	2	2	3	2	2	2	1	1	2	2
20594S	Skill based Subject: Institutional Training	3	2	3	3	2	2	2	3	3	2
20694A	Core: Investment Management	2	2	3	3	3	2	3	2	2	3
20694B	Core: Corporate Governance	2	2	2	3	3	2	3	1	2	2
20694U1	Elective – II: Foreign Exchange Markets	3	3	3	2	3	3	2	2	2	3
20694C	Core: Mutual Fund Management	3	3	3	3	3	3	2	2	2	2
20694S	Skill based Subject: Project and Viva Voce	3	3	3	3	3	3	3	3	2	3

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

[12 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[12 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

[12 Hours]

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

Unit-IV: LSRW Skills

[12 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

[12 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



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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

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	1	1		2		2	
CO2	1		1	2	2		2		1	
CO3	2		1	2	1		1		2	
CO4	1		2	1	1		1		2	1
CO5	1		2	2	2		1		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	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: Teaching /learning methods: Lecture, Interactive and Discussion methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20194A	CORE: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

Objectives of the Course:

- To define accounting concepts, conventions and rules.
- To prepare cash book, BRS, Bills of exchange accounts.
- To obtain a solid understanding on the preparation of final accounts, account current, average due date, consignment and joint venture

Unit I

(Teaching Hours: 13)

Fundamentals of book keeping – Accounting concepts and conventions - merits and demerits of accounting – Journal and Ledger – Trial Balance- Subsidiary Books.

Unit II

(Teaching Hours: 13)

Cash Book – Preparation of different types of cash book – Bank Reconciliation Statement – meaning – uses - Errors – Classification of Errors - Rectification of errors.

Unit III

(Teaching Hours: 13)

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

Unit IV

(Teaching Hours: 13)

Bill of exchange – meaning - accounting entries for Bills transactions – Account Current – Meaning – Product method - Daily balance method - Average Due Date – meaning - Determination of Average Due date and calculation of interest.

Unit V

(Teaching Hours: 13)

Consignment accounts - meaning – distinguish between consignment and sale – Normal loss - Abnormal loss - Joint venture - Difference between Consignment and Joint Venture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to understand the concepts and conventions of accounting.	K1 & K2
CO2	Building efficiency to prepare cash book, bank reconciliation statements and gain knowledge on error rectifications.	K2 & K3
CO3	Gain knowledge on apportionment of capital and revenue expenditure and preparation of final accounts.	K3 & K4
CO4	Skill development in the areas of Bill of exchange, account current and average due date.	K3 & K4
CO5	Differentiate the concepts of consignment and joint venture.	K3, K4 & 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	1		1				1	2
CO2	2	2	2	3	2	1	2	1		3
CO3	2	3	2	2	1		2	1		3
CO4	1	2	2	1			2	1	1	3
CO5	1	1	1				1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Accounting	T.S.Reddy and A.Murthy	Margham Publications	Chennai, 2008
2	Advanced accountancy	S.P.Jain and K.L.Narang	KalyaniPublishers	New Delhi,2000
3	Principles and Practice of Accountancy	R.L. Gupta,V. K.Gupta	Sultan Chand and Sons	New Delhi
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R.L.Gupta & Radhaswamy	SultanChand&Sons	New Delhi,2001
2	Introduction to accounting	T. S. Grewal	Sultan Chand & Company Ltd	Delhi, 2008
3	Financial Accounting	Raj k Agarwal, Rupesh Agarwal	Taxmann	2015

Pedagogy: Lecture, e-contents, Assignments.

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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 %
FIRST	20194B	CORE: INTRODUCTION TO CAPITAL MARKETS	5	THEORY		100

Objective:

To develop ability to understand fundamentals of investment & risk return concepts.

Unit I

(Teaching Hours: 13)

Investment Environment - Meaning - Investment decision process - Types of Investments – Risk and Return - Types of risk - Types of return - Security Market Indices - Sources of Investment Information

Unit II

(Teaching Hours: 13)

Indian financial system- Financial markets- Classification of financial markets- Money Market- Features- Objectives- Importance- Recent initiatives- Capital market-Features-Functions-Growth of capital markets in India - Financial institutions in India- Institutions at Apex level- Regulatory authority of financial institutions.

Unit III

(Teaching Hours: 13)

Fixed income securities – Introduction – Characteristics – Advantages – Disadvantages – Terms associated with fixed income securities – Participants in the debt markets – Bonds – meaning – Types of bonds – yields – types – Bond valuation – Risks of investing in a bond – Bond rating – Rating tier definitions.

Unit IV

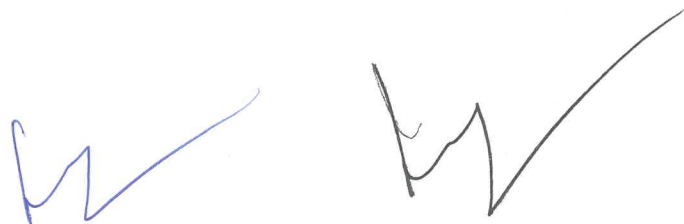
(Teaching Hours: 13)

Stock Exchange – Functions – Listing of securities – Procedure – Trading system- Steps in trading- On Line Trading – Clearing and settlement – Depository system – Dematerialization process – Benefits of depository system-National Stock Exchange of India Limited

Unit V

(Teaching Hours: 13)

Investor Protection - SEBI - Functions of SEBI - Stock exchanges in India - Role of stock exchanges in investor protection -strategies on financial education - Steps taken by SEBI to improve Stock Market and Capital Market – BSE-SENSEX-S&P CNX NIFTY – CNX NIFTY.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding Investment environment, risk and return concepts.	K1, K2
CO2	Gaining skill sets in the Indian financial markets and the regulatory authority of financial institutions.	K2, K3
CO3	In-depth knowledge in fixed income securities, bonds, bond valuation and risk of investing in bonds.	K2, K3, K4
CO4	Summarized knowledge on stock exchange, online trading procedures, dematerialization process, NSE and BSE.	K4, K5
CO5	Describes Investor protection and role of SEBI in stock market improvements.	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	2	2	2	1	1	2	2
CO2	1	2	2	1	2	1	2	1	2	1
CO3	2	3	2	2	2	3	1	1	2	2
CO4	2	3	2	2	2	3	2	1	2	3
CO5	2	2	2	1		2	2		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Portfolio Management	Preethi Singh	Himalaya Publication	2007
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas publishing House	2 nd Edison
3	Investment Management: Security Analysis and Portfolio Management	Bhalla. V.K	Sultan Chand	New Delhi
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Security Analysis and Portfolio Management	Fischer- Donald E. and Ronald J. Jordan	Prentice Hall of India	2008
2	Security Analysis and Portfolio management	Avadhani V A	Himalaya Publishing House	2010
3	Security Analysis	Benjamin Graham, David L. Dodd	Mc Graw Hill	2015, 6th Edison

Pedagogy: Lecture, PPT Presentation, e-content, group discussions



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20194C	ALLIED: BUSINESS COMMUNICATION	4	THEORY (UNIT I-IV) / PRACTICAL (UNIT V)	-	100

Objective:

To develop ability to communicate on matters having relevance to day – to –day business operations.

Unit I

(Teaching Hours: 13)

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

(Teaching Hours: 13)

Business correspondence - Functions - Various kinds of business correspondence. Business Letter- Characteristics - Organization Structure and Layout of a business letter - Letter of Enquiries and Replies - Offers and quotations - Orders and Execution - Credit and Status Enquiries – Complaints - Claims and adjustments.

Unit III

(Teaching Hours: 13)

Sales Letters – Circulars - Bank Correspondence - Life Insurance Correspondence - Collection letters – Correspondence of a Company Secretary.

Unit IV

(Teaching Hours: 13)

Report writing – Classification - Characteristics of a good report - Management Information System – meaning - Information needed for management - Curriculum Vitae.

Unit V

(Teaching Hours: 13)

Career strokes: On-line 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	Acquire various types of communication skills.	K1,K2
CO2	Gain knowledge on business correspondence	K2,K3
CO3	Development of skill sets in official correspondence viz. Sales, circulars, banks, life insurance and so on.	K2,K3
CO4	Summarized knowledge on report writing and MIS.	K3,K4,K5
CO5	Practical exposure on the aspects of group discussion, interview, team work, time management and business awareness.	K4,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		1	2			2		2	1
CO2	1		2	3	2		3		3	2
CO3			2	3	2		3		2	1
CO4	1		2	2			3		3	2
CO5	1		2	2	1		3		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran	Vikas Publication	2015
2	Essentials of Business Communication	Rajendra Pal, J.S.Korlahalli	Sultan Chand and Sons	2007
3	Business Communication	R.K.Madhukar	Vikas Publishing House	2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	R.C. Bhatia	Ane Books India	New Delhi – 2007
2	Communication for Business	Shisley Taylor	Pearson	2010
3	Effective Business Communication	Asha Kaul	PHI Learning	2015

Pedagogy: PPT Presentation, e-content, Group discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20194D	ALLIED: BUSINESS ORGANISATION AND MANAGEMENT	4	THEORY		100

Objective

To impart knowledge on various aspects of business and its organization and management

Unit I:

(Teaching Hours: 13)

Nature and scope of business - Forms of Business Organisation: Sole trader, Partnership firms, Joint Stock Companies and Co-operative societies - Public Enterprise - Registration Procedures

Unit II:

(Teaching Hours: 13)

Location of business – factors influencing location, localisation of industries - size of firms – Sources of finance – Shares - types of shares - Debentures – types of debentures – Public deposits – Bank credit and Trade credit – Relative merits and demerits.

Unit III:

(Teaching Hours: 13)

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 . Decision making - Steps in decision making

Unit IV:

(Teaching Hours: 13)

Organisation - Meaning, nature and importance - 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 V:

(Teaching Hours: 13)

Motivation - Need - Motivational Theories in Management - Leadership styles –Management by Objectives (MBO) - Management by Exception (MBE), Control – steps - Techniques of control

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Know the nature and scope of business and forms of business organization.	K1, K2
CO2	Enumerates various sources of finance and its relative pros and cons.	K2, K3
CO3	Ability to gain knowledge on functions of managements and decision making skills.	K2, K3, K4
CO4	Describes organizational structure, delegation and authority relationships.	K2, K3, K4
CO5	Theoretical knowledge on motivational theories, leadership styles, MBO and MBE.	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			1	2	2		2		2	2
CO2	1	2	2	2	1	2	2		2	2
CO3	2	2	2	2	2	1	2	1	2	3
CO4		1	2	2	1		2	1	2	2
CO5	1		2	2	2		2		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand &Co.Ltd,	2013
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. Sherlekar	Himalaya Publishing house	2007
3	Business organisation and management	Shukla	S chand&co.Ltd,	1952
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Modern business	Chatterjee	World Press	1977
2	Business Management	Dinkarpagare	Sultan Chand & Sons	2018
3	Business Organisation and Management	P.C Tulsian, Vishal Pandey	Pearson Education	2008

Pedagogy: PPT Presentation, e-contents, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20200E1	CONTEMPORARY ENGLISH II	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

[12 Hours]

Phrases, Clauses, Sentence Structure, 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, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice

[12 Hours]

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

Unit-IV: LSRW Skills

[12 Hours]

Listening skills-Interview with a 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, Globalization and Economic Policy

Writing skills-Feature Writing, Interviewing & Ad Writing

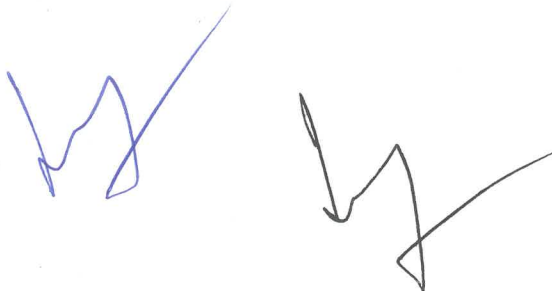
Unit-V: Literature

[12 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 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 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

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	1	1		2		2	
CO2	1		1	2	2		2		1	
CO3	2		1	2	1		1		2	
CO4	1		2	1	1		1		2	1
CO5	1		2	2	2		1		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 Ed
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	20294A	CORE: FINANCIAL ACCOUNTING	5	THEORY	80	20

Objectives:

- To gain basic knowledge of Depreciation accounting, Branch, Departmental accounts and Hire Purchase accounts.
- To know the accounting methods for Non Trading Concern and Single entry systems.

Unit I

(Teaching Hours: 15)

Depreciation – Objectives, Causes, Factors to be considered in charging depreciation -Methods – Straight line method – Written down value method – Annuity method. Reserves and provisions –Types of reserves and provisions - Difference between reserves and provisions.

Unit II

(Teaching Hours: 13)

Hire purchase System – Features – Accounting treatment – Calculation of interest (Excluding Hire Purchase Trading A/c and Default and repossession) Instalment purchase systems – Difference between hire purchase and instalment systems.

Unit III

(Teaching Hours: 12)

Branch accounts (excluding foreign and independent branches). Departmental accounting – Apportionment of common expenses–inter–departmental transfer at cost price and selling price–distinction between departments and branches.

Unit IV

(Teaching Hours: 12)

Single Entry System – Meaning - features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and conversion method (Excluding final accounts).

Unit V

(Teaching Hours: 13)

Non Trading Concern Accounts - Meaning – Scope – Capital Expenditure – Revenue Expenditure – Preparation of Receipts and Payments Accounts – Income and Expenditure Accounts – Balance Sheet of Non Trading Concerns.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explains concepts and types of depreciation with the accounting treatments.	K1, K2
CO2	Gains basic knowledge on hire purchase system and installment purchase system.	K2, K3
CO3	Differentiate between single entry and double entry system.	K1, K2
CO4	To understand the elements of branch accounts and departmental accounts	K3, K4
CO5	Enumeration of differentiation between capital and revenue expenditure, receipts and payments, income and expenditure of non trading concerns.	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	2	2	2	2	2	2	2	1	2	2
CO2	2	2	2	2	1	1	1	1	2	3
CO3	1	2	2	2	2	2	2	2	2	3
CO4	2	3	2	3	2	1	2	1	2	2
CO5	3	2	2	3	3	2	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Accounting	T.S.Reddy & A.Murthy	Margham Publications	1999
2	Advanced Accounting	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	2014
3	Advanced Accounting	Jain and Narang	Kalyani Publishers	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	S.N.Maheswari	Vikas Publishing house	1984
2	Financial Accounting	Dr S Ganesan, S R Kalavathi	Thirumalai Publication	2018
3	Financial Accounting	Raj k Agarwal, Rupesh Agarwal	Taxmann	2015

Pedagogy: Lecture, e-content seminars, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20294B	CORE: FINANCIAL ASSETS AND MARKETING	3	THEORY		100

Objectives:

To study the overview of financial assets. To obtain knowledge in financial regulators and financial instruments.

Unit-I

(Teaching Hours: 13)

Financial Instruments - Meaning and classification of financial instruments (multiple ways of classifying financial instruments), Evaluation of financial instruments (risk return trade-off), Characteristics of financial instruments, New financial instruments

Unit-II

(Teaching Hours: 13)

Financial system – Introduction – Overview of financial system – Functions of a financial system – Evolution of financial systems (Capital market oriented) – Financial systems in India compared with those in developed nations and developing nations, constituents of the financial system and inter relationships between various components.

Unit-III

(Teaching Hours: 13)

Financial markets – Meaning – Overview – Role. Valuation of securities-Regulations-Globalization-growth of financial marketing industry in India - Recent trends in financial sector.

Unit-IV

(Teaching Hours: 13)

Money market: - Certificates of deposit- Procedure of issue- - Guidelines by RBI- money market yields. Bond market: - meaning – characteristics – advantages and disadvantages – back ground – types – limitations.

Unit-V

(Teaching Hours: 13)

Financial Regulators:- Meaning - features of financial regulators - Role - functions of financial regulators - Kinds of financial regulators - markets regulated by each regulator - Financial Market Globalization.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic knowledge on financial instruments and its evolution.	K1, K2
CO2	Develops skill sets in financial systems evolution, constituents and it's inter relationships.	K1, K2, K3
CO3	Enumerates the growth and recent trends in financial sectors.	K2, K3, K4
CO4	Cognition of money market, bond market and guidelines by RBI.	K3, K4
CO5	Enriched knowledge on financial regulators, its role and globalization of financial markets.	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	3	3	2	3	3	1	2	1
CO2	3	3	2	3	2	2	3	2	2	1
CO3	2	3	2	3	2	3	2	2	2	2
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill Publishing Co.Ltd	1984
2	Financial Management	I.M.Pandey	Vikas Publishing House Pvt.Ltd	11 th Edison, 2015
3	Financial Management	Khan & Jain	Tata Mc-Graw Hill Publishing Ltd	8 th Edison, 2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr. S. N. Maheshwari	Sultan Chand and Sons	2009
2	Financial Management theory and practice	ShashiK.Gupta and R.K.Sharma	Kalyani Publishers	1996
3	Guide to Financial Management	John Tennent	Wiley Publications	2008

Pedagogy: PPT Presentation, e-contents, Group Discussion

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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	20294K	Online SWAYAM: Managerial Economics	3	-	-	-

Course Link: https://swayam.gov.in/nd1_noc20_mg67/preview

Objective of the Course:

1. 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.
2. 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 LAYOUT

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behaviour

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

BOOKS AND REFERENCES

Managerial Economics by Christopher Thomas , S. Charles Maurice

