

UNDER GRADUATE PROGRAM - B.COM WITH COMPUTER APPLICATION
CHOICE BASED CREDIT SYSTEM (CBCS PATTERN)
(FOR THE CANDIDATES ADMITTED FROM 2023 ONWARDS)

SEM	PART	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	IH	CP	EXA M HOU RS	MARKS		TOTAL
								CIA	ESE	
I	I	23UTAM101/ 23UHN101/ 23UFRE101	TAMIL/HINDI/FRENCH I	LAN	6	3	3	25	75	100
	II	23UGEN101 23UAEN101	GENERAL ENGLISH I ADVANCED ENGLISH I	ENG	6	3	3	25	75	100
	III	23UCC1C01/ 23UCE1C01/ 23UCO1C01/ 23UCB1C01	CORE: FINANCIAL ACCOUNTING - I (<i>Employability & Skill Development</i>)	CC	6	4	3	25	75	100
		23UCC1C02	CORE: INFORMATION TECHNOLOGY	CC	5	3	3	20	55	75
		23UCC1A01/ 23UCE1A01/ 23UCO1A01/ 23UCB1A01	ALLIED: BUSINESS ECONOMICS	GEN	5	4	3	20	55	75
	IV	15UVAL101	VALUE EDUCATION	AEC	2	2	2	-	50	50
II	I	23UTAM202/ 23UHN202/ 23UFRE202	TAMIL/HINDI/FRENCH II	LAN	6	3	3	25	75	100
	II	23UGEN202 23UAEN202	GENERAL ENGLISH II ADVANCED ENGLISH II	ENG	6	3	3	25	75	100
	III	23UCC2C03/ 23UCE2C03/ 23UCO2C03/ 23UCB2C04	CORE: FINANCIAL ACCOUNTING – II (<i>Employability & Skill Development</i>)	CC	6	4	3	25	75	100
		23UCC2CP1	CORE PRACTICAL I: OFFICE AUTOMATION (<i>Employability</i>)	CC	5	3	3	30	45	75
		23UCC2A02	ALLIED: PUBLIC FINANCE	GEN	5	4	3	20	55	75
	IV	21UENS202	ENVIRONMENTAL STUDIES	AEC	2	2	2	-	50	50
III	III	23UTML303/ 23UHD303/ 23UFRH303	TAMIL/HINDI/FRENCH III	LAN	4	3	3	25	75	100
		23UGEL303 23UAEL303	GENERAL ENGLISH III ADVANCED ENGLISH III	ENG	4	3	3	25	75	100

		23UCC3C04/ 23UCO3C05 23UCE3C05/ 23UCB3C05	CORE: PARTNERSHIP ACCOUNTING (<i>Employability & Skill Development</i>)	CC	5	5	3	25	75	100
		23UCC3C05	CORE: DATA BASE MANAGEMENT SYSTEM	CC	4	4	3	20	55	75
		23UCC3CP2	CORE PRACTICAL II: COMPUTERIZED ACCOUNTING (<i>Employability</i>)	CC	3	3	3	20	55	75
		23UMA3A04	ALLIED: BUSINESS MATHEMATICS	GEN	5	4	3	20	55	75
		22UBTA301/ 22UATA301	BASIC TAMIL I/ ADVANCED TAMIL I	AEC	2	2	2	25	25	50
	IV	21UGEA303	GENERAL AWARENESS					-	50	
		21UNCCWS1	WOMEN STUDIES	AEC	-	-	-	-	50	50
		23UCC3SB1	SB: BUSINES ORGANISATION (<i>Entrepreneurship</i>)	SEC	3	2	3	25	75	100
		23UTML404/ 23UHDI404/ 23UFRH404	TAMIL/HINDI/FRENCH IV	LAN	4	3	3	25	75	100
	IV	23UGEL404 23UAEL404	GENERAL ENGLISH IV ADVANCED ENGLISH IV	ENG	4	3	3	25	75	100
	III	23UCC4C06/ 23UCO4C08/ 23UCE4C08/ 23UCB4C07	CORE: CORPORATE ACCOUNTING (<i>Employability & Skill Development</i>)	CC	5	5	3	25	75	100
		23UCC4C07	CORE: OBJECT ORIENTED PROGRAMMING WITH C++	CC	4	4	3	20	55	75
	IV	23UCC4CP3	CORE PRACTICAL III: SQL AND OOPS WITH C++ (<i>Skill Development</i>)	CC	3	3	3	20	55	75
		23UMA4A11	ALLIED: BUSINESS STATISTICS	GEN	5	4	3	20	55	75
		22UBTA402/ 22UATA402	BASIC TAMIL II/ ADVANCED TAMIL II/	AEC	2	2	2	25	25	50
		21UHUR404	HUMAN RIGHTS					-	50	
		23UCC4SB2	SB: BUSINESS LAW	SEC	3	2	3	25	75	100

V		23UCC5C08/ 23UCO5C11 24UCE5C11/	CORE: COST ACCOUNTING (<i>Employability & Skill Development</i>)	CC	5	5	3	25	75	100
	III	23UCC5C09/ 23UCO5C13	CORE: INCOME TAX (<i>Employability, Entrepreneurship & Skill Development</i>)	CC	5	5	3	25	75	100
		23UCC5C10	CORE: SOFTWARE DEVELOPMENT WITH VISUAL BASIC	CC	5	4	3	25	75	100
		23UCC5E01/ 23UCC5E02	ELECTIVE: INTERNET AND WEB DESIGN / FINANCIAL MARKETS AND INSTITUTIONS	GE	5	4	3	25	75	100
		23NCC5E01	NON- MAJOR ELECTIVE: FUNDAMENTALS OF E-COMMERCE	DSE	4	4	3	25	75	100
	IV	23UCC5SB3	SB: PRACTICAL AUDITING	SEC	3	2	3	25	75	100
	IV	23IDSBC1	SB : BANKING THEORY AND PRACTICE	SEC	3	2	3	25	75	100
VI	III	23UCC6C11/ 23UCO6C14 23UCE6C14	CORE: MANAGEMENT ACCOUNTING (<i>Employability & Skill Development</i>)	CC	6	5	3	25	75	100
		23UCC6C12	CORE: MANAGEMENT INFORMATION SYSTEM	CC	4	3	3	25	50	75
		23UCC6C13	CORE: ESSENTIALS OF BUSINESS COMMUNICATION	CC	4	3	3	20	55	75
		23UCC6CP4	CORE PRACTICAL IV: SOFTWARE DEVELOPMENT WITH VISUAL BASIC, INTERNET AND WEB DESIGNING (<i>Skill Development</i>)	CC	5	4	3	25	75	100
		23UCC6E01/ 23UCC6E02	ELECTIVE: SERVICE MARKETING/ MODERN MARKETING	DSE	5	4	3	25	75	100
	IV	23UCC6SB4	SB: SOFT SKILLS	SEC	3	2	3	25	75	100
	IV	23IDSBC1	SB: BANKING THEORY AND PRACTICE	SEC	3	2	3	25	75	100
		19UCYS605	CYBER SECURITY		2	2	2			50
			MOOC COURSES / SWAYAM			2				
	V		EXTENSION & CO-CURRICULAR ACTIVITIES (1	-	-	-	50

			NSS/NCC/YRC/Sports/RSP/NEC TAR/Chetna Women Cell/AICUF)							
			TOTAL			140+ 2+2				3800+50

PART WISE TOTAL MARKS

PART	COURSE	MARKS	TOTAL MARKS	TOTAL CREDIT POINTS
Part I	Language - Tamil/ Hindi/ French	400	400	12
Part II	English – General /Advanced	400	400	12
Part III	Core- Theory & Practical	1500	2100	67
	Allied – Theory	300		16
	Elective	300		12
Part IV	Basic Tamil/Advanced Tamil (50) General Awareness/ Human Rights (50)	100	850	4
	Skill Based	600		12
	Environmental Studies	50		2
	Value Education	50		2
	Women Studies	50		-
Part V	Extension & Co-Curricular Activities (NSS/NCC/YRC/Sports/RSP/NECTAR/Chetna Women Cell/AICUF)	50	50	1
TOTAL			3800	140
	Cyber Security		50	2
	MOOC/SWAYAM / NPTEL			2
GRAND TOTAL			3800+ 50	140+2+2

ABBREVIATIONS	NATURE OF COURSE
LAN	LANGUAGE
ENG	ENGLISH
CC	CORE
GEN	GENERIC (Allied)
AEC	ABILITY ENHANCEMENT COURSE
SEC	SKILL ENHANCEMENT COURSE
GE	GENERIC ELECTIVE (NME)
DSE	DISCIPLINE SPECIFIC ELECTIVE

VALUE ADDED COURSE - COLLABORATIVE

NATURE OF COURSE	TITLE OF THE COURSE	INSTRUCTIONAL HOURS	INSTITUTION OFFERING THE COURSE
Certificate Course	TALLY ERP – 9	40	CSC , Coimbatore

Dr. N.Sumathy

Dr. R.Gopi

Dr. R.Dhanalakshmi

Dr. S. Kowsalya

Mr.Selvaraj

Ms. Shekina.D

SEMESTER: I

COURSE CODE: 24UCC1C01/24UCE1C01 /24UCO1C01/24UCB1C01

TITLE OF THE COURSE: CORE: FINANCIAL ACCOUNTING – I

(For B. Com CA, B. Com E-Commerce, & B. Com students)

(Employability & Skill Development)

COURSE OBJECTIVES:

- To acquire knowledge of accounting principles, concepts and conventions.
- To get to know recording of financial transactions of Sole Trader and Non -Profit organizations in compliance with accounting principles.

COURSE OUTCOMES:

At the end of the course the student will be able to:

CO 1	Understand the fundamentals of accounting and the accounting cycle	K1
CO 2	Prepare the final accounts of a sole trader	K3
CO 3	Pass journal entries relating to the bill of exchange.	K4
CO 4	Get knowledge on accounting of consignment and joint ventures.	K2
CO 5	Prepare the accounts of nonprofit organizations	K2

SYLLABUS

Total Credits: 4

Instructional hours: 90

UNIT – I: Fundamentals of Accounting and Accounting Cycle (K1)

Hours: 18

Fundamentals of Book-keeping: - Accounting Concepts and Conventions – Journal – Ledger – Trial Balance -Subsidiary Books. Bank Reconciliation Statement. Rectification of Errors.

(Self - Study: Accounting Concepts, Conventions)

UNIT – II: Final accounts of a sole trader with adjustments (K3)

Hours: 18

Identification of capital and revenue expenditure, capital and revenue receipts - Preparation of Trading Account, Profit and Loss account and Balance sheet - Opening, closing and adjusting entries-Two-fold and three-fold effects of adjustments made at the end of the accounting year

(Self- Study: Preparation of Trading Account, Profit and Loss account and Balance sheet)

UNIT – III: Bills of Exchange and Average due date (K4)

Hours: 18

Bills of Exchange: - Definition, essentials, Nature, Parties to bill of exchange. Types - Trade bill, Entries in the books of Drawer and Acceptor, discounting, renewal and retiring of a bill (Excluding Accommodation bill). Average due date: Methods of ascertainment of the average due date.

UNIT – IV: Consignment and Joint Venture (K2)

Hours: 18

Accounting for Consignment: - Meaning, Parties, accounting treatment in the books of consignor and consignee when goods are sent at cost and invoice price, valuation of

unsold stock, accounting for the loss of goods. Joint Venture: Methods of recording joint venture transactions

(Beyond the Curriculum: Preparation of Joint Venture Account under memorandum method.)

UNIT – V: Accounts of Non-Profit Organization (K2)

Hours: 18

Accounts of Non-Profit Organization: - Items specific to non-profit organizations, Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet, the difference between receipts and payments account and income and expenditure account

Note: Distribution of marks for Theory and Problems shall be 20% and 80% respectively.

TEXTBOOK :

Reddy T.S. & Murthy A, (2021) Financial Accounting, (6th Revised Edition) Margham Publications, Chennai.

REFERENCE BOOKS :

- Jain S.P & Narang K.L., (2019) Advanced Accountancy, (18th Edition) Kalyani Publishers, New Deli.
- Vinayakam N, P.L.Mani&K.L.Nagarajan, (2004), Principles of Accountancy, (5th Edition) S. Chand Publishing, New Delhi.
- Grewal T.S. & Gupta S.C (2016) Introduction to Accountancy,S. Chand Publishing, New Delhi.
- Gupta R.L. & Gupta, V.K. (2016) Financial Accounting, (4th Edition) Sultan Chand & Sons, New Delhi
- Gupta S.C., Grewal T.S., Shukla M.C, (2019) 19th edition Advanced Accounts Vol. 1, S. Chand & Company Ltd. New Delhi

BLENDED LEARNING :

UNIT – I	TOPIC	LINKS
UNIT – I : Fundamentals of Accounting and Accounting Cycle	Accounting Concepts	https://youtu.be/4ZZBj2DlqUY
	Conventions	https://youtu.be/iloxOoRw-tg
UNIT – II: Final accounts of a sole trader with adjustments	Preparation of Trading Account, Profit and Loss account and Balance sheet	https://youtu.be/GWyO8qZdCGU https://youtu.be/erlfabmH60k https://youtu.be/9uqj6NAfLJs https://youtu.be/Q_n01ZZ2Cw0

MAPPING OF CO'S WITH PO'S AND PSO'S

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	3	3	2	3	1	1	1	1	1	3	1	3	3	3
CO2	3	3	2	3	2	2	1	2	1	1	2	2	3	3
CO3	3	1	3	2	2	2	1	1	1	1	1	1	1	1
CO4	3	2	2	3	1	1	1	1	1	1	2	1	3	2
CO5	3	3	2	1	1	1	1	1	1	1	1	2	3	2

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examinations	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Examination	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Visit to any non-profit organization and prepare a report of account maintenance (Unit V)	Once in a semester

Course designed by :Dr.S.LEEMA ROSALINE	Verified by HOD : J. FOLENTIA KAMAL
Checked by CDC :Dr.LYDIA H SWAMY	Approved by : (Principal)

Dr. N.Sumathy

Dr. R.Gopi

Dr. R.Dhanalakshmi

Dr. S. Kowsalya

Mr.Selvaraj

Ms. Shekina.D

SEMESTER: I
COURSE CODE: 24UCC1C02

TITLE OF THE COURSE: CORE: INFORMATION TECHNOLOGY

COURSE OBJECTIVES:

- To enable the students to have complete knowledge of computer hardware, software, its components and operating system.
- To provide basic conceptual knowledge about the computer systems and information technology.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO1	Provide guidance towards fetching computer related job in business.	K1
CO2	Classify the types of computers and its processing system.	K2
CO3	Examine the components of computers and the programming languages.	K2
CO4	Differentiate the various operating systems and the procedure of E-Commerce.	K2
CO5	Design the system and identify the computing requirements.	K2

SYLLABUS

Total Credits: 3

Instructional hours: 75

UNIT I: Computer System (K1)

Hours: 15

Computer System – Introduction to Computer – Importance of Computers in Business – Computer Applications in various areas of Business – Classifications of Computer – Introduction to Information Technology – Data – Information – Data Processing – Data Storage and Data Retrieval Capacities – Computer related Jobs in Business.

(Self Study: Computer applications in various areas of business)

UNIT II: Hardware and Software (K2)

Hours: 15

Hardware – Meaning of Hardware – Components of Computer – Input Devices – Central Processing Unit – Output Devices – Storage Devices – Software – Meaning of Software – Types of Software.

UNIT III: Data Processing and Network (K2)

Hours: 15

Generations of the Computer – First, Second, Third and Fourth Generations – Data Processing System – Objectives – Steps in Data Processing – Data Processing Operations – Methods of Data Processing – Programming – Concepts of Programming – Programming Tools – Steps in Developing a Computer Programme – Networking – Types of Networks.

(Self Study: Types of Networks)

UNIT IV: Operating System (K2)

Hours: 15

Operating System – Functions of Operating System – Types of Operating System – Internet – Intranet – Extranet – E-Commerce – E mail and its uses – World Wide Web – Mobile Computers.

(Beyond the Curriculum: Systems Security: Operating System vulnerabilities and threats, -Viruses, -Worms & Trojans, Firewalls, -DMZ, -hardening of Operating System- Anti Spy Wares)

UNIT V: System Analysis (K3)**Hours: 15**

System Analysis and Design – Computer based Information system – Transaction Processing system - Office Automation – Management Information System – Decision Support Systems – Expert System.

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Saravana Kumar R, Parameshwaran R and Jayalakshmi T, (2012). Information Technology. (First Edition), S.Chand & Company Limited, New Delhi.

REFERENCE BOOKS :

- Rizwan Ahmed P, (2014). Introduction to Information Technology. (First Edition), Margham Publications, Chennai.
- Ajoy Kumar Rag and Tinku Achargu, (2009). Information Technology. (Principles and Application), (Fourth Edition), PHI Learning Private Ltd., New Delhi.
- Chetan Srivastava, (2004), Principles of Information Technology. (First Edition), Kalyani Publishers, New Delhi.
- Alexis Leon, Mathews Leon, (2000), Fundamentals of Information Technology. (Second Edition), Vikas Publications, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V: System Analysis	Office Automation	https://www.youtube.com/watch?v=pOzSIT2Chi0
	Management Information System	https://www.slideshare.net/anamikasonawane/management-information-system-18692675
	Decision Support Systems	https://www.slideshare.net/sursayantan92/decision-support-systemdss
	Expert System	https://www.youtube.com/watch?v=VSbSgk9S-Wg

MAPPING OF CO'S WITH PO'S/PEO'S

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CO 1	3	2	2	1	2	1	1	2	1	3	1	3	1	2
CO 2	2	3	1	3	3	1	1	3	2	3	3	3	3	3
CO 3	1	1	2	2	1	2	2	3	3	1	2	2	2	3
CO 4	3	2	1	2	3	2	1	3	2	2	2	2	2	2
CO 5	3	2	2	2	3	1	2	3	2	2	2	3	3	3

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Workshop Participation (Unit V)	Once in a semester

Course Designed by :Dr.P.KEERTHIKA	Verified by HOD : Dr.S.JACULINAROCKIASELVI
Checked by CDC :Dr.LYDIA H SWAMY	Approved by : (Principal)

Dr. N.Sumathy**Dr. R.Gopi****Dr. R.Dhanalakshmi****Dr. S. Kowsalya****Mr.Selvaraj****Ms. Shekina.D**

SEMESTER: II
COURSE CODE: 24UCC2C03/24UCE2C03/24UCO2C03/24UCB2C04
TITLE OF THE COURSE : CORE : FINANCIAL ACCOUNTING – II
(For B. Com CA, B. Com E-Commerce, & B. Com students)
(Employability & Skill Development)

COURSE OBJECTIVES :

- To educate preparing accounts from incomplete records and the importance of double entry system over single-entry system
- To illustrate the preparation of accounts under various forms of trading.

COURSE OUTCOMES :

At the end of the course the student will be able to:

CO 1	Ascertain the financial results from the incomplete records	K2
CO 2	Understand the causes and methods of providing for depreciation, Accounting treatment for Investment and Insurance Claims	K2
CO 3	Prepare the financial accounts of branches in the books of head office and under hire purchase system.	K2
CO 4	Close the books of an insolvent trader and prepare accounts relating to royalty	K2
CO 5	Acquire knowledge on preparation of accounts under Human resource Accounting, Farm Accounting and Inflation Accounting	K2

SYLLABUS

Credit Points: 4

Instructional Hours: 90

UNIT – I: Single entry (K2)

Hours: 18

Single entry system: - Difference between Single entry & Double entry - Ascertainment of Profit under Single entry system, Net Worth method & Conversion method.

(Self – Study: Difference between Single entry & Double entry)

UNIT - II: Depreciation, Investments and Insurance claims (K2)

Hours: 18

Accounting for Depreciation: - Causes and Significance of Depreciation, Methods of providing for depreciation - Straight Line Method, Written down Value Method. Investments account, Cum-Interest & Ex-Interest Quotations. Insurance claims (Loss of stock & Consequential Loss)

(Self – Study: Causes and Significance of Depreciation)

UNIT –III: Branch accounts, Hire purchase and Installment system (K2)

Hours: 18

Branch accounts: - Types of Branches-Branches keeping and not keeping full system of accounting-Debtors' system, Final account system, Stock & Debtors system, Wholesale Branch system - Independent branches. Hire purchase and Installment system - accounting treatment in the books of Buyer and Seller - Default and Repossession.

UNIT – IV: Insolvency & Royalty Accounts (K2)**Hours: 18**

Insolvency of an individual: - conditions for the declaration of Insolvency, preparation of Statement of Affairs & Deficiency Account. Royalty Accounts - Entries in books of Lessor and Lessee

(Beyond the Curriculum: Accounting treatment relating to sublease)

UNIT – V: Human Resource, Inflation & Farm Accounting (K2)**Hours: 18**

Human Resource Accounting: - Definition- Objectives- Methods - Advantages - Disadvantages. Inflation Accounting: Definition – Objectives – Methods - Advantages- Disadvantages. Accounting for price level changes – Farm Accounting.

Note: Distribution of marks for Theory and Problems shall be 20% and 80% respectively.

TEXT BOOK :

Reddy T.S. & Murthy A, (2021) Financial Accounting, (6th Revised Edition) Margham Publications, Chennai.

REFERENCE BOOK :

- Jain S.P & Narang K.L., (2019) Advanced Accountancy, (18th Edition) Kalyani Publishers, New Delhi.
- Vinayakam N, P.L. Mani & K.L. Nagarajan, (2004), Principles of Accountancy, (5th Edition) S. Chand Publishing, New Delhi.
- Grewal T.S. & Gupta S.C (2016) Introduction to Accountancy, S. Chand Publishing, New Delhi.
- Gupta R.L. & Gupta, V.K. (2016) Financial Accounting, (4th Edition) Sultan Chand & Sons, New Delhi
- Gupta S.C., Grewal T.S., Shukla M.C, (2019) 19th edition Advanced Accounts Vol 1, S. Chand & Company Ltd. New Delhi

BLENDED LEARNING

UNIT	TOPIC	LINKS
UNIT – V: Human Resource, Inflation & Farm Accounting	Human Resource Accounting	https://mail.google.com/mail/u/3?ui=2&ik=4fcc7fad37&attid=0.1&permmsgid=msg-a:r-5663971426944899210&th=175703efaeceafa&view=att&disp=inline&realattid=175703e820adb2718a01
	Inflation Accounting	https://mail.google.com/mail/u/3?ui=2&ik=4fcc7fad37&attid=0.1&permmsgid=msg-a:r8476600744924917533&th=175703f04821c444&view=att&disp=inline&realattid=175703d8f088bb998d51

MAPPING OF CO'S WITH PO'S AND PSO'S

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CO 1	3	3	3	2	1	1	1	2	1	1	1	3	3	3
CO 2	3	3	3	3	2	1	1	2	1	3	1	3	3	3
CO 3	3	3	3	2	1	1	1	1	1	2	1	3	3	3
CO 4	3	3	3	2	1	1	1	1	1	2	1	3	3	3
CO 5	3	3	2	2	1	1	1	1	1	1	1	3	3	3

(Correlation: 3-High, 2-Medium, 1-Low)**ASSESSMENT TOOLS**

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examinations	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Examination	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Case Study-Human Resource Accounting (Unit V)	Once in a semester

Course Designed by : Dr.S.LEEMA ROSALINE	Verified by HOD : Mrs. J. FOLENTIA KAMAL
Checked by CDC :Dr.LYDIA H SWAMY	Approved by (Principal)

Dr. N.Sumathy**Dr. R.Gopi****Dr. R.Dhanalakshmi****Dr. S. Kowsalya****Mr.Selvaraj****Ms. Shekina.D**

SEMESTER: II
COURSE CODE: 24UCC2CP1
TITLE OF THE COURSE: CORE PRACTICAL I: OFFICE AUTOMATION
(Employability)

COURSE OBJECTIVES:

- Acquire and apply the computer applications in different aspects of business
- Get an insight knowledge on MS-office, MS-excel, power point and MS-access.
- Know the database maintenance in every type of applications.

COURSE OUTCOMES:

At the completion of the course the student will have the ability to

CO 1	Understand the basic concepts computer applications using MS-Office applications for the business transactions.	K2
CO 2	Aware and apply various statistical tools available in MS-excel for the business enterprise transactions, Presentation for the business meeting using Power point Presentation and evaluate the database using MS-Access.	K3
C03	Practically apply MS Word, MS-Excel, Power Point and MS-Access by preparing the record.	K3

SYLLABUS

Total Credits - 3

Instructional hours: 75

MS WORD

Hours: 15

1. Preparation of Document using various features
2. Preparation of an Invitation
3. Preparation of an Advertisement copy.
4. Preparation of an Interview Call Letter using Mail Merge
5. Preparation of a Three Column document

MS EXCEL

Hours : 15

1. Preparation of a Table using various features
2. Preparation of Mark List
3. Presentation of Demand – Supply Curve
4. Simple Payroll Preparation
5. Preparation of Balance Sheet

MS POWERPOINT

Hours : 15

1. Preparation of an advertisement using slides
2. Preparation of an Organization Chart

MS ACCESS

Hours: 15

1. Creation of Student Database

Note: Distribution of Mark 100% Practical.

MAPPING OF CO'S WITH PO'S/PEO'S

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2
C O 1	3	3	3	3	2	1	2	2	2	1	1	2	2	3
C O 2	3	3	2	3	3	1	1	2	1	2	2	2	2	2
C O 3	2	2	2	2	2	2	1	2	1	1	1	1	3	3

(Correlation: 3-High, 2-Medium, 1-Low)**ASSESSMENT TOOLS**

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	Test	Twice in a semester
3.	Record	Every Exercise

Course Designed by :Mrs.JONA JENIFFER	Verified by HOD :Dr.S.JACULINAROCKIASSELVI
CheckedbyCDC :Dr.LYDIA H SWAMY	Approved by : (Principal)

Dr. N.Sumathy**Dr. R.Gopi****Dr. R.Dhanalakshmi****Dr. S. Kowsalya****Mr.Selvaraj****Ms. Shekina.D**

SEMESTER: III
COURSE CODE: 23UCC3C05
TITLE OF THE COURSE : CORE 5: DATABASE MANAGEMENT SYSTEM

COURSE OBJECTIVES :

- To impart the areas of database design, SQL and programming.
- To give a good formal foundation on the query processing.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Develop the database architecture and models.	K2
CO 2	Explain the concepts of entity-relationship model.	K2
CO 3	Know the Knowledge in concepts of SQL.	K2
CO 4	Demonstrate various operations.	K2
CO 5	Provide various database structure requirements.	K2

SYLLABUS

Credits: 4

Instructional Hours: 60

UNIT I: Introduction to Database and Database Architecture (K2) Hours:12

Information – Data and Data Management – File-Based Data Management – Data Base System – Organization of Database – Characteristic of Database in a Database – Database Management System – Functions of DBMS – Components of DBMS – Database Architecture and Design – Introduction – Database Architecture – Database Design- Design Constraints – Types of Data Models.

UNIT II: Entity Relationship (ER) Model (K2) Hours:12

Entity Relationship (ER) Modeling – Introduction – ER Model – Components of an ER Model – ER Diagram Convention – Relationship – Composite Entities – Entity Risk-ER Diagrams – ER Modeling Symbols - Enhanced Entity Relationship (EER) Modeling – Introduction – Superclass and Subclass Entity Types – Attribute Inheritance – Specialization – Generalization – Aggregation – Categorization.

(Beyond the Curriculum: Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key Relational Algebra - Traditional Set Operation. Attribute, Attribute names for derived relations - Special Relational Operations.)

UNIT III: Concepts of SQL (K2) Hours:12

Structured Query Language – Characteristics – Advantages - SQL Data types and Literals - Types of SQL Commands – SQL Operators: Arithmetic Operators- Comparison Operators – Logical Operators - Set Operators – Operator Precedence.

(Self Study - Advantages of SQL)

UNIT IV: Table Views and Indexes (K2) Hours:12

Tables, Views and Index – Queries and Sub Queries – Aggregate Function – Insert, Update and Delete Operation – Joins and Unions – Triggers.

(Self study - Views)

UNIT V : Database Structure (K2)**Hours:12**

File Organization and File Structures – Modern Databases – Distributed Databases – Data Warehouses.

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Alexis Leon and Mathews Leon (2014), “Fundamentals of Database Management System” (2nd edition), Vijay Nicole Imprints Pvt Ltd, Chennai.

REFERENCE BOOKS :

- Elmasri Ramez and Navathe Shamkant, (2017) “ Fundamentals of Database”,(Seventh Edition) Pearson Education, Chennai.
- Raghu Ramakrishnan and Johannes Gehrke, (2014) “Database Management System”, (Third edition) McGraw Hill Education, New Delhi.
- Silberschatz, (2013) “Database System Concepts”, (Sixth Edition) Mc Graw Hill Education, New Delhi.
- Gill P.S., (2011) “Database Management System”, (Second Revised Edition) I K International Publishing House Pvt. Ltd. New Delhi

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V : Database Structure	Storage and File Structure	https://youtu.be/1IWtpmIniHQ

MAPPING OF COs WITH PO'S AND PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO 1	PSO 2
CO1	2	1	2	2	1	2	1	2	2	1	1	1	1	3
CO2	1	2	1	1	2	1	1	2	2	2	1	2	2	3
CO3	2	1	1	1	1	2	2	2	1	1	2	2	1	2
CO4	2	2	1	1	2	1	2	1	2	2	1	2	1	3
CO5	2	1	2	2	1	2	2	1	2	1	2	2	2	3




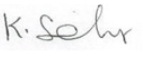
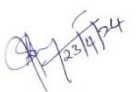
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Workshop Participation/Quiz (Unit V)	Once in a semester

Course Designed by : Mrs.K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

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Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore

SEMESTER: III
COURSE CODE: 23UCC3CP2
TITLE OF THE COURSE : CORE PRACTICAL II: COMPUTERISED
ACCOUNTING
(Employability)

COURSE OBJECTIVES :

- To enable the students to learn Tally software.
- To enlighten the students on the accounting concepts using Tally.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Gain a thorough knowledge of the fundamental concept on Accountancy and Tally by creation of company, creation of ledgers, preparation of trading profit and loss a/c, Inventory valuation and maintaining bill wise details	K3
CO 2	Rectifying errors in the Bank book and Cash book, Preparing Bill wise Statement.	K3
CO 3	Practically apply Tally preparing the record	K3

SYLLABUS

Credits: 3

Instructional Hours: 45

- I. Introduction to Tally**
Introduction to the computerized accounting – Objectives – Usage of short cut keys in Tally 9.2.
- II. Company Creation and Alteration**
Creation and Alteration - Tally vault password - security control for the company.
- III. Ledger Creation and Alteration**
Creating the ledger – Single ledger – Multiple ledger – Altering the ledger for the cash balance – View the ledger Created.
- IV. Creation and Voucher type**
Creation of Vouchers – Purchase Voucher – Sales Voucher – Payment Voucher – Receipt Voucher – Contra Voucher – Journal Voucher – Debit Note – Credit Note.
- V. Preparation of Trial Balance**
Preparation of the Trial balance using ledger and check the total balance of the ledger.
- VI. Final accounts of the Company**
Preparing the Trading, Profit and Loss – Balance Sheet of the Company with the help of the trial balance (with minimum five adjustments).
- VII. Bank Reconciliation Statement**
Rectifying errors in the Bank book and Cash book.
- VIII. Bill – Wise Statement**
Preparing Billwise Outstanding statements fir the Sundry debtors (for the purpose of sales dealing with debtors)
- IX. Printing the Statement**

Cheque Print – Debit Note – Credit Note – Vouchers Print - Ledger – Trial Balance
– Profit and Loss – Balance Sheet.

Note: Distribution of Mark 100% Practical.

MAPPING OF COs WITH PO'S AND PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO2
CO 1	3	1	2	2	2	1	2	2	2	2	2	2	2	2
CO 2	2	2	2	2	1	1	1	2	2	2	2	2	2	2
CO 3	2	1	2	1	1	2	1	2	2	1	2	2	2	2




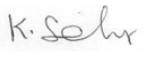

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	Test	Twice in a semester
3.	Record	Every Exercise

Course Designed by : Dr.S.JACULINAROCKIASIELVI	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

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SEMESTER: III
SUBJECT CODE: 23UCC3SB1
TITLE OF THE COURSE : SKILL BASED: BUSINESS ORGANISATION
(Employability)

COURSE OBJECTIVES :

- To provide basic structure and key features of various business organizations.
- To offer a set of fundamental skills and knowledge for the understanding of the organizational logic of the company as well as the tools for its management.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Identify the Characteristics of business organizations.	K1
CO 2	Analyze the types of non-corporate organization.	K2
CO 3	Determine and differentiate the forms of organization.	K2
CO 4	Enumerate the various factors influencing the location of Industry.	K2
CO 5	Get the knowledge in stock exchange regulations.	K2

SYLLABUS

Credits: 2

Instructional Hours: 45

UNIT I: Introduction to Business

Hours: 9

Meaning and definition of business – Characteristics of business – Scope of business – Objectives of modern business – Meaning and definition of organization – Essentials of successful business – Qualities of a successful businessman – Development or growth of various forms of business organization – Business ethics.

(Self-Study: Qualities of a successful businessman)

UNIT II: Non-Corporate Enterprises

Hours: 9

Non corporate enterprises – Sole proprietorship concern – Partnership firm – Joint Hindu Family.

UNIT III: Corporate Enterprises

Hours: 9

Corporate enterprises – Forms of corporate enterprises – Joint stock companies – Co Operative Institutions.

UNIT IV: Size of the Business Firm

Hours: 9

Size of the Business Firm : Introduction – Meaning of the Term Plant, Firm and Industry – Measures of Size – Large-scale Units – Reasons for the Survival of Small-scale Undertakings.

(Self-Study: Advantages of large scale enterprises)

UNIT V: Plant Location

Hours: 9

Plant Location : Introduction – Location Site – Ideal Location – Circumstances of Plant Location – Factors Influencing Location – Localization of Industries – Decentralization of Industries.

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Kathiresan.S and Dr.Radha.V, (2004), Business Organization, (First Edition), Prasanna Publishers, Chennai.

REFERENCE BOOKS :

- Basu.C.R, (2010), Business Organization and Management, (Fourth Edition), Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Bhushan.Y.K, (2009), Fundamentals of Business Organization and Management, (Eighteenth Edition), Sultan Chand & Sons, Delhi.
- Dr.Saxena.S.C, (2008), Business Administration and Management, (First Edition), Sahitya Bhawan Publication, Agra.
- Shukla.M.C, (2008), Business Organization and Management, (First Edition), Sultan Chand & Sons, Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINKS
UNIT IV: Size of the Business Firm	Optimum Size of Business Unit	https://youtu.be/Sv-T_Jy7DVQ

MAPPING OF CO'S WITH PO'S/PEO'S

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CO 1	3	2	2	2	1	2	1	2	2	2	2	3	2	1
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CO 3	3	2	1	2	1	2	3	2	2	2	1	3	2	1
CO 4	2	2	2	2	2	2	3	1	2	2	1	3	1	2
CO 5	1	2	1	1	2	1	1	2	2	2	1	3	2	2

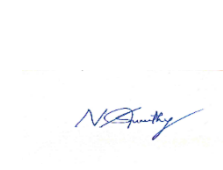

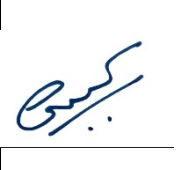


(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
3.	Model Exam	Once in a semester
4.	Assignment (Unit I & II)	Twice in a semester
5.	Seminar (Unit III & IV)	Twice in a semester
6.	Field Work (Unit V)	Once in a semester

Course Designed by : Dr. P.KEERTHIKA	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

Sign with Date					
Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore

SEMESTER: IV
COURSE CODE: 23UCC4C07
TITLE OF THE COURSE : CORE 7 : OBJECT ORIENTED PROGRAMMING
WITH C++

COURSE OBJECTIVES :

- To master all techniques of software development in C++ Programming Language.
- To demonstrate the techniques by implementing the solution for variety of problems spanning the breadth of the language.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Understand the features of C++ supporting object-oriented programming.	K2
CO 2	Understand the relative merits of C++ as an object-oriented programming language.	K2
CO 3	Understand how to produce object-oriented software using C++.	K2
CO 4	Understand how to apply the major object-oriented concepts to implement object-oriented programs in C++, encapsulation and inheritance.	K2
CO 5	Understand advanced features of C++ specifically stream I/O, templates and operator overloading.	K2

SYLLABUS

Credits: 4

Instructional Hours: 60

UNIT I: Introduction to Object Oriented Programming (K2)

Hours : 12

Basic concepts of Object Oriented Programming – Benefits of OOP - Object Oriented Languages – Beginning with C++ – Structure of C++ Program.

(Self Study: Benefits of OOP)

UNIT II: Object Oriented Programming Language (K2)

Hours : 12

Tokens, Expressions and Control Structures – Tokens – Keywords – Identifiers – Basic and user Defined Data Types – Operators in C++ - Operator Overloading – Operator Precedence – Control Structures. Functions in C++ - The Main Function - Function Prototyping - Call by Reference – Return by Reference – Inline Functions – Function Overloading – Friend and Virtual Functions.

(Beyond the Curriculum: Arrays – operations on arrays – Multidimensional arrays – strings –string manipulations.)

UNIT III: Classes and Objects (K2)**Hours : 12**

Classes and Objects – Introduction – Specifying a Class – Defining a Member Function – Static Data Members – Objects as Function Arguments – Friendly Function – Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Destructors.

UNIT IV: Operator Overloading (K2)**Hours : 12**

Operator Overloading – Type Conversions – Introduction – Defining Operator Overloading – Overloading: Unary and Binary Operators – Overloading Binary Operators – Using Friends – Manipulation of String Using Operators – Rules for Overloading Operators- Types Conversions – Inheritance – Extending Classes – Defining Derived Classes – Single, Multilevel, Multiple, Hierarchical and Hybrid Inheritance.

UNIT V: Files (K2)**Hours : 12**

Working with Files – Classes for File Stream Operations – Opening and Closing of a File - File Pointers and their Manipulation – Sequential I/O Operations

(Self Study: Opening and Closing of a File)

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Balaguruswamy.E, (2015), Object Oriented Programming with C++, (Sixth Edition), Tata Mcgraw-Hill Publishing Co Ltd, Delhi.

REFERENCES BOOKS :

- Robert Lafore, (2013), Object Oriented Programming with C++, (Tenth Edition), Pearson Education Inc, Delhi.
- Somashekara.M.T, Guru.D.S, Nagendraswamy.H.S, Majunatha.K.S, (2012), Object Oriented Programming with C++, (Second Edition), Prentice - Hall India, Delhi.
- Ananthi Sheshasaayee, Sheshasaayee.G, (2008), Object Oriented Programming with C++, (Fifth Edition), Margam Publications, Tamilnadu.
- John R Hubbard, (2007), Programming with C++, (Second Edition), Tata Mcgraw-Hill Publishing Co Ltd, Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT IV : Operator Overloading	Operator Overloading Syntax of Operator Overloading, Rules of Operator Overloading C++ Programming	https://youtu.be/o2qDLHFavFU

MAPPING OF COs WITH PO'S AND PSO'S

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CO5	3	1	2	1	3	1	1	2	2	2	1	1	2	2



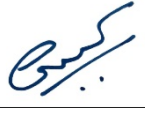
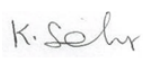
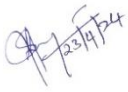
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Hands on Training (Unit V)	Once in a semester

Course Designed by : Dr. P. JONAJENIFER	Verified by HOD : Dr.S.JACULINAROCKIASSELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

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Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore
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SEMESTER: IV

COURSE CODE: 23UCC4CP3

TITLE OF THE COURSE : CORE PRACTICAL III: SQL AND OOPS WITH C++

(Skill Development)

COURSE OBJECTIVES :

- To enlighten the prominent commands used in structured query language
- To develop programming skills in C++ language

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Demonstrate the Access database application environment and queries using built-in functions and operators	K3
CO 2	Understand the relative merits of C++ as an object oriented programming language.	K3
CO 3	Practically apply SQL and OOPS with C++ by preparing the record.	K3

SYLLABUS

Credits: 3

Instructional Hours: 45

SQL – Oracle

Create a table “Company” with the following fields and insert the values for 10 employees.

Field Name	Field Type	Field Size
Company Name	Character	15
Proprietor	Character	15
Address	Character	25
Supplier Name	Character	15
No of employees	Number	4
GP Percent	Number	6 with 2 decimal places

Queries:

- a) Display all the records of the company, which are in ascending order of GP percent.
- b) Display the name of the company whose supplier name is “Telco”.
- c) Display the details of the company whose GP percent is greater than 20 and order by GP percent.
- d) Display the detail of the company having the employee ranging from 300 to 1000.
- e) Display the name of the company whose supplier is same as the Tata’s.

2. Create a table named “**Employee**” with the following fields and insert the values.

Field Name	Field Type	Field Size
Employee Name	Character	15
Employee Code	Number	6
Address	Character	25
Designation	Character	15
Grade	Character	1
Date of Join	Date	-
Salary	Number	10 with 2 decimal places

Queries:

- Display the name of the employees whose salary is greater than Rs. 10,000.
- Display the details of employees in ascending order according to Employee Code.
- Display the total salary of the employees whose grade is "A".
- Display the details of the employee earning the highest salary.
- Display the names of the employees who earn more than "Ravi".

3. Create a table named **"Student"** with the following fields and insert the values.

Field Name	Field Type	Field Size
Student Name	Character	15
Gender	Character	6
Roll No	Character	10
Department Name	Character	15
Address	Character	25
Percentage	Number	4 with 2 decimal places

Queries:

- Calculate the average percentage of students.
- Display the names of the students whose percentage is greater than 80.
- Display the details of the students who got the highest percentage.
- Display the details of the students whose percentage is between 50 and 70.
- Display the details of the students whose percentage is greater than the percentage of the roll no = 12CA01

4. Create a table named **"Product"** with the following fields and insert the values.

Field Name	Field Type	Field Size
Product No	Number	6
Product Name	Character	15
Unit of Measure	Character	15
Quantity	Number	6 with decimal places

Total Amount Number 8 with decimal places

Queries:

- a) Using update statements calculate the total amount and then select the record.
- b) Select the records whose unit of measure in “Kg”.
- c) Select the records whose quantity is greater than 10 and less than or equal to 20.
- d) Calculate the entire total amount by using sum operation.
- e) Calculate the number of records whose unit price is greater than 50 with count operation.

5. Create a table named “**Payroll**” with the following fields and insert the values.

Field Name	Field Type	Field Size
Employee No	Number	8
Employee Name	Character	8
Department	Character	10
Basic Pay	Number	8 with 2 decimal places
HRA	Number	6 with 2 decimal places
DA	Number	6 with 2 decimal places

Queries:

- a) Using update statements and select the records from employee pay roll.
- b) Select the records from employee pay roll and order the net pay in ascending order.
- c) Select the records from employee pay roll where the department is mentioned as Manager.
- d) Select the records from employee pay roll whose HRA is greater than 1100 and DA lesser than 900.
- e) Select the records and order by employee pay roll number in descending order.

OOPS WITH C++

1. Program to calculate depreciation under Straight Line Method and Diminishing Balance Method (using class, defining member functions outside the class).
2. Program to calculate Economic Order Quantity (using nesting of member function).
3. Program to print the Employee’s Payroll Statement (using control structures).
4. Program to calculate Simple Interest and Compound Interest (using nested class).
5. Program to calculate the net income of the family (using friend functions in two classes).
6. Program to calculate margin of safety (using multilevel inheritance).
7. Program to prepare cost sheet (using inheritance).
8. Program for bank transaction (using constructor and destructor).
9. Program to calculate increase or decrease in working capital using operator overloading.
10. Program to create the student file and prepare the marks slip by accessing the file.

Note: Distribution of Mark 100% Practical.

MAPPING OF COs WITH PO'S AND PSO'S

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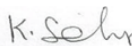
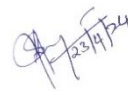
(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	Test	Twice in a semester
3.	Record	Every Exercise

Course Designed by : Dr.P.KEERTHIKA	Verified by HOD : Dr.S.JACULINAROCKIASELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

Sign with Date					
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SEMESTER: IV

COURSE CODE: 23UCC4SB2

TITLE OF THE COURSE: SKILL BASED: BUSINESS LAW

COURSE OBJECTIVES

- To impart knowledge in the fundamentals of Laws relating to commercial activities.
- To educate the students on Law of Contract.

COURSE OUTCOME

At the end of the course the student will be able to:

CO 1	Identify the fundamental legal principles behind the essentials of the contract.	K2
CO 2	Evaluate and discharge the remedies of contract	K2
CO 3	Differentiate between bailment and pledge, indemnity and guarantee.	K3
CO 4	Gain knowledge about the provisions of creation and termination agency.	K2
CO 5	Classify the sale of goods.	K3

SYLLABUS

Credits - 2

Instructional Hours: 45

UNIT I: Indian Contract Act (K2)

Hours: 9

Indian Contract Act 1872 – Nature of Contract – Elements of Contract – Offer and Acceptance – Consideration – Capacity to Contract – Free Consent- Legality of Object –Performance of Contract.

<https://www.toppr.com/content/video/indian-contract-act-1872-english-82668/-Indian>

Contract Act 1872.

<https://www.youtube.com/watch?v=keCnOZ9ZCmc>,

Elements of Contract

<https://www.youtube.com/watch?v=26nvPfxl6PY>

Source: YouTube

(Self Study: Elements of Contract)

UNIT II : Discharge and Breach of Contract (K2)

Hours: 9

Discharge of Contract – Remedies for Breach of Contract – Quasi Contract.

UNIT III: Special Contracts (K2)

Hours: 9

Special Contracts – Indemnity and Guarantee – Bailment and Pledge.

UNIT IV: Agency (K2)**Hours:9**

Creation of Agency – Classification of Agents – Termination of Agency.

UNIT V: Sales of Goods (K3)**Hours: 9**

Sale of Goods – Conditions and Warranty – Transfer of Property – Rights of an Unpaid Seller.

*(Self Study: Conditions and Warranty)***Note: Distribution of Mark 100 % Theory.****TEXT BOOKS**

Kapoor. N.D, (2013), Elements of Mercantile Law, (34th Revised Edition), Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS

- J.Jayasankar, (2014). Business Law, (First Edition), Margham Publications, Chennai.
- Garg.K.C, Sareen. V.K, Mukesh Sharma, Chawla. R.C. (2010), Commercial Law, (First Edition), Kalyani Publishers, Ludhiana
- Pillai .S.N and Bagavathi (2009). Business Law, (First Edition), S.Chand & Company Ltd, New Delhi
- Kathiresan, Dr.Radha (2000). Commercial Law, (First Edition), Prasanna Publishers, Chennai.

MAPPING OF CO'S WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	1	1	1	2	1	1	1	1	1	1	1	2	1	1
CO 2	2	1	2	2	2	2	1	1	1	1	1	2	1	1
CO 3	2	2	1	1	2	1	1	2	2	2	1	2	1	1
CO 4	1	2	1	1	1	2	1	1	1	1	1	2	1	1
CO 5	1	1	1	1	1	1	1	1	2	1	1	2	2	1

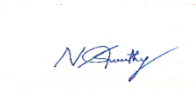


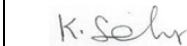
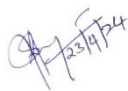
(Correlation: 1-Low, 2-Medium, 3-High)

ASSESSMENT TOOLS

S. No	Assessment Methods	Frequency of Assessment
1.	End semester Examinations	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

Course Designed by : Dr. R. DEVI PRASANNA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

Sign with Date					
Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore

SEMESTER: V
COURSE CODE: 23UCC5C10
TITLE OF THE COURSE : CORE 10 : SOFTWARE DEVELOPMENT WITH
VISUAL BASIC

COURSE OBJECTIVES :

- Analyze program requirements
- Design / develop programs with GUI interfaces

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Define the overview of computers and computers programming	K1
CO 2	Demonstrate the VB applications	K2
CO 3	Illustrate the performance, operations and store results	K2
CO 4	Utilize the concepts of data driven program and execution flow	K2
CO 5	Identify additional VB controls	K2

SYLLABUS

Credits: 4

Instructional Hours: 75

UNIT I : Introduction to Visual basic (K1)

Hours:15

Introduction to Visual basic – steps in VB application – Integrated development environment (IDE) – Menu bar – Tool bars – Project Explorer Window – Property Window – Form Layout Window – Code Window – Properties, Methods and Events – Event Driven Programming – Working with forms.

UNIT II : Variables (K2)

Hours:15

Variables – Scope of variables – constants – Data types – Functions – Procedures – Control Structure – Arrays – User defined Data types – operators – string, date and time functions – Financial Functions. Creating and using standard controls – Text Box – Command Button – Check Box – Combo box – List Box – Option Button – Timer Control – Frame, Label, Shape and Line Controls – Picture Box – Image controls – Scroll Bars – Data Controls – DB Grids – Menus – Mouse events – Dialog/Boxes

(Self Study:Scope of variables)

UNIT III Arrays (K2)

Hours: 15

Control Arrays – Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation – Modifying and Deleting Menu items – Adding a menu Separator – Adding Access Characters – Adding Short Keys – Creating Submenus.

(Self Study: Control Arrays)

UNIT IV : Data Access Objects (K2)**Hours:15**

Data Access Objects (DAO) – creating a Database – Creating a Record set – Type of Record sets – Opening a Database – Add, Edit, Update and Delete a records to a record sets – Moving to the First, Last, Next and Previous in a Records in Record sets – Searching a Record set – Sorting a Record set.

UNIT V: Active X Data Objects (K2)**Hours:15**

Active X Data Objects (ADO), Data Report – Data Environment Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report controls – Creating Simple Data Report.

(Beyond the Curriculum: Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.)

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Noel Jerke (2003). Visual Basic 6(First edition) Tata MC- Graw Hill Ltd New Delhi.

REFERENCE BOOK :

- Anne Boehm(2015)Visual Basic. (Sixth Edition),MikeMurach and Associates Publications, California.
- Dr.Murugan. A Dr.Shyamala .K and Grasha Jacob (2014). Visual Basic Programming. (Second edition), Margham Publications Chennai.
- Steve Brown (1999). Visual Basic 6. (First edition), Prentice of hall of India, New Delhi.
- Harley Hahn (1999).The Internet complete reference.(Second edition) ,Tata MC- Graw Hill Ltd, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V: Active X Data Objects	How to select startup Form in VB6.0	https://www.youtube.com/watch?v=fo0rUxXkFnE
	Create Data Report using Data Environment	https://www.youtube.com/watch?v=vjQDtKMUCKk
	Data Environment	https://www.youtube.com/watch?v=Rd7l8slOFq8
	How to create Data Report in Visual Basic	https://www.youtube.com/watch?v=n6qk46jaq8s
	Create a basic Report using VB 6.0 and Data Report	https://www.youtube.com/watch?v=CBbyunNy5IE

MAPPING OF CO'S WITH PO'S/PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO2
CO1	2	1	1	1	1	1	2	2	2	2	2	2	1	1
CO2	3	1	2	2	3	2	1	2	1	1	1	2	3	1
CO3	2	1	1	2	2	1	2	1	2	2	2	1	2	2
CO4	3	2	2	1	2	1	1	1	1	1	1	1	3	2
CO5	1	2	2	2	3	2	1	1	1	1	2	2	3	1

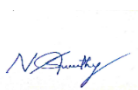
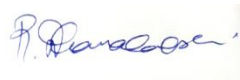

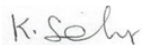

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Quiz (Unit V)	Once in a semester

Course Designed by : Mrs. K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

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SEMESTER: V

COURSE CODE: 23UCC5E01

TITLE OF THE PAPER : ELECTIVE : INTERNET AND WEB DESIGN

COURSE OBJECTIVES

- Impart the knowledge on web page and identify its elements and attributes.
- Create web pages using XHTML and Cascading Style Sheets.

COURSE OUTCOME

At the completion of the course the student will have the ability to

CO 1	Know the Knowledge on web page and identify its elements and attributes.	K1
CO 2	Compose web pages using HTML and Cascading Style Sheets.	K3
CO 3	Construct HTML object model.	K3
CO 4	Build dynamic web pages using JavaScript (Client side programming).	K2
CO 5	Overviews XML documents and Schemas.	K2

SYLLABUS

Credits: 4

Instructional Hours: 75

UNIT I : Introduction to Internet (K1)

Hours:15

Introduction to Internet – Resources of Internet – H/W and S/W Requirements of Internet – Internet Services Providers – Internet Services – Protocols – Concepts – Internet Clients and Internet.

(Self Study: Resources of Internet)

UNIT II: HTML (K3)

Hours: 15

Introduction to HTML – Functions of HTML in Web Publishing - Basic Structural Elements and their Usage – Traditional Text and Formatting – Style Sheets Formatting - Using Tables for Organization and Layout – Forms – Frames and Frame Sets.

(Self Study: Introduction to HTML)

UNIT III : HTML Object Model (K3)

Hours: 15

Advanced Layouts and Positioning with Style Sheets – Using Images with HTML – Merging Multimedia, Controls Plug – Ins with HTML – Using the HTML Object

Model and Creating Dynamic HTML Pages – Manipulating Objects and Responding to User Interaction – Cookies.

UNIT IV: Client Side Programming (K2)

Hours:15

DHTML – Inline Styles – Creating Style Sheets with the Style Element – Conflicting Styles – Linking External Style Sheet – Backgrounds – User Style Sheets - Event Model– Event ONCLICK – Event ON LOAD – Tracking the Mouse with Event ON MOUSE MOVE – Rollovers with ON MOUSE OVER.

UNIT V: XML (K2)

Hours:15

XML – What is XML? – XML Documents – XML Rules – Declaring XML Documents – XML Linking – XML Style – Converting HTML into XML.

<https://www.youtube.com/watch?v=Q0k5vSZGPBc>

<https://www.youtube.com/watch?v=tZE-O5KTwCY>

<https://www.youtube.com/watch?v=enDike0TccU>

https://www.youtube.com/watch?v=7WH6dMI_cfE

<https://www.youtube.com/watch?v=Q-42ueg0nUg>

Note: Distribution of Mark 100% Theory.

TEXT BOOK

Shelly Powers et al, “Techmedia”, Fourth Edition 1998, Dynamic Web Publishing.

REFERENCE BOOKS

- Internet and World Web, How to Program – DEITEL, NEITO, Pearson Education Asia Third Edition.
- Harley Hahn, 1999 ,“The Internet complete reference”, Tata MC- Graw Hill Ltd.
- R. K. Jain, 2015, “Internet Technology and Web Design”, First Edition, Khanna Book Publishing.
- Isrd Group, 2011, “Internet Technology and Web Design”, Third Edition, McGraw Hill Education

MAPPING OF CO'S WITH PO'S/PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	2	2	3	2	2	2	1	3	3	1	3	1

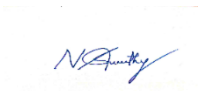


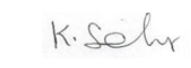

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CO3	1	1	2	2	2	1	1	2	1	2	2	2	1	3
CO4	2	1	2	3	3	2	2	2	1	2	2	2	1	2
CO5	1	1	2	1	3	2	1	2	2	2	1	1	2	2

ASSESSMENT TOOLS

S.No	Assessment methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

Course Designed by : Mrs.K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

Sign with Date					
Name	Dr.N. Sumathy	Dr.R. Dhanalakshmi	Dr.R.Gopi	Mr.K.Selvaraj	Dr.S.Kowsalya
Designation	Professor & Head	Assistant Professor	Assistant Professor	Senior Manager	Assistant Professor
Institution	Kumaraguru	Government Arts College	Government Arts College	Accounts and Finance	Dr.NGP Arts and Science
Place	College of Liberal Arts and Science, Saravana patty, Coimbatore	Coimbatore	Udumalpet	Arya Vaidya Pharmacy Coimbatore	College Coimbatore

SEMESTER: V
COURSE CODE: 23UCC5E02
TITLE OF THE COURSE: ELECTIVE :FINANCIAL MARKETS AND INSTITUTIONS

COURSE OBJECTIVES :

- To apply an economics perspective to the study of financial assets and institutions.
- To help form a coherent view of the disparate variables in financial activity, markets, and their governance.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO1	Understand the concept of Financial Markets by differentiating Money Market and Capital market	K1
CO2	Know about the market for Corporate Securities.	K2
CO3	Enlighten the evolution of Secondary markets and financial intermediaries.	K2
CO4	Understand the concepts of new modes of financing	K2
CO5	Critically evaluate the institutions and instruments of modern financial activity	K2

SYLLABUS

Credits:4

Instructional Hours: 75

UNIT I: Introduction to Financial Markets

Hours: 15

Financing Markets–Structure of Financial Markets– Financial Investment–Money Market in India–Indian Capital Markets–Difference between Money Market and Capital Market –Classification of Indian Money Markets–Objectives of Indian Money Markets and Structure of Capital Markets.

UNIT II: Corporate Securities

Hours: 15

Markets for Corporate Securities–New Issue Markets–Functions Issue Mechanism–Merchant Banking–Role and Functions of Merchant Bankers in India–Under writing.
(Self-Study: Role and Functions of Merchant Bankers in India)

UNIT III: Secondary Market

Hours: 15

Secondary Markets–Stock Exchange–Role of Secondary Market–Trading in Stock Exchange–Various Speculative Transactions–Role of SEBI–Regulation of Stock Exchange.

UNIT IV: Financial Intermediaries

Hours: 15

Banks as Financial Intermediaries–Commercial Banks Role in Financing–IDBI – IFCI – LIC –GIC – UTI–Mutual Funds–Investments Companies.
(Self-Study: LIC)

UNIT V: Modes of Financing

Hours: 15

New Modes of Financing- Leasing as Source of Finance-Forms of leasing-Venture Capital-Dimension Functions-Venture Capital in India – Factoring – Types-Modus

Operandi of Factoring-Factoring as Source of Finance- Securitization of Assets-
Mechanics of Securitization - Utility of Securitization - Securitization in India.

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Frederic S. Mishkin, Stanley G. Eakins, Tulsi Jayakumar, Pattanaik.R.K, (2017),
Financial Markets and Institutions,(Eighth Edition),Pearson Education, New Delhi.

REFERENCE BOOKS :

- Bhole.L.M and Jitendra Mahakud (2017), Financial Institutions and Markets: Structure, Growth & Innovations, (Sixth Edition), Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Benton E.Gup, (2011), Banking and Financial Institutions: A Guide for Directors, Investors, and Borrowers, (First Edition), John Wiley & Sons, Bengaluru.
- Rajesh Kothari, (2010), Financial Services in India – Concepts and Applications, (First Edition), SAGE Publications India Private Limited, New Delhi.
- Bhole.L.M, (2004), Financial Institutions and Markets, (Second Edition), Tata McGraw-Hill Publishing Company Limited, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V: Modes of Financing	Meaning and process of venture capital financing	https://youtu.be/QIMIt3SU5V8

MAPPING OF CO'S WITH PO'S/PEO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	2	1	2	2	2	2	2	2	2	2	1
CO2	3	2	1	2	2	2	2	2	2	2	2	2	2	2
CO3	3	1	2	2	1	2	2	2	3	2	2	2	2	1
CO4	2	2	2	3	2	2	1	2	2	2	3	2	2	2
CO5	2	2	1	2	2	2	3	2	2	2	2	3	2	2

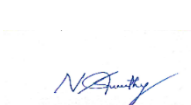


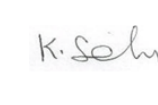

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Modal Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6.	Seminar (Unit III & IV)	Twice in a semester
7.	Case Study – Venture Capital (Unit V)	Once in a semester

Course Designed by : Dr.A.ANGELCHRISTINA	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

Sign with Date					
Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore

SEMESTER: V

COURSE CODE: 23NCC5E01

**TITLE OF THE COURSE : NON MAJOR ELECTIVE COURSE: FUNDAMENTALS OF
E-COMMERCE**

COURSE OBJECTIVES

- To enable the students to understand the technology of E-commerce for business applications.
- To apply the knowledge of how electronic commerce is affecting business enterprises governments, consumers and people in general.

COURSE OUTCOME

At the completion of the course the student will have the ability to

CO 1	Know the knowledge of e-commerce.	K1
CO 2	Understand the e-commerce opportunities and challenges in business environment.	K1
CO 3	Describe the qualities of an effective web business in marketing strategies.	K2
CO 4	Identify on- line payments in e-commerce.	K2
CO 5	Analyze the various securities in e-commerce.	K2

SYLLABUS

Credits: 4

Instructional Hours: 60

UNIT I: Introduction to E-Commerce (K1)

Hours: 12

E-Commerce – Meaning- Definition –History –World Wide E-Commerce growth – Emergence of the Internet –Advantages and Disadvantages of E-Commerce – E-Commerce in India.

(Self Study: advantages and disadvantages of e-commerce)

UNIT II: Internet (K1)

Hours: 12

The Internet and India –E-Commerce opportunities for Industries-E-Transition challenges for Indian Corporate –The IT act 2000-Highlights – Important concepts.

UNIT III : Online marketing (K2)

Hours: 12

E-Marketing –Introduction – Browsing behaviour model – Online marketing-Advantages –Online market research – Problems of Internet marketing in India-Marketing strategies.

(Self Study: Problems of Internet marketing in India)

UNIT IV: Online Payment system (K2)**Hours: 12**

E-Payment systems –Introduction –Digital payment requirements- classification of new payments –Properties of E-cash – cheque payment systems on the internet –Risk and E-Payment systems

http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/33- **SOURCE UG MOOCs**

UNIT V: E-Security (K3)**Hours: 12**

E-Security – Security on the Internet –Network and web security risks – The firewall concept- Firewall components

Note: Distribution of Mark 100% Theory.

TEXT BOOK

Joseph P.T, S.J. (2006), E-commerce an Indian perspective. (Third edition), Prentice hall of India, New Delhi.

REFERENCE BOOKS

- Bharat Bhasker (2017). Electronic Commerce. (Fourth Edition), Mc Graw Hill Education, New Delhi.
- Dave Chaffey (2013). E-commerce Business & Management. (Fifth Edition), Pearson Education, New Delhi.
- Gary P Schneider (2006).Electronic Commerce (Seventh Revised Edition). Course Technology Inc, US.
- Kalakota (2002). Frontiers of Electronic commerce (First Edition).Pearson Education. New Delhi.

MAPPING OF COs WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2
CO 1	3	2	2	2	2	2	2	2	3	2	2	3	2	2
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CO 3	3	2	1	2	3	1	3	1	3	2	1	2	2	2
CO 4	2	2	3	3	3	3	3	2	2	2	2	2	3	2
CO 5	2	2	3	2	2	3	3	3	2	3	2	1	2	2

(Correlation: 3-High, 2-Medium, 1-Low)




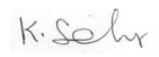
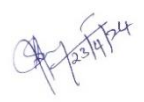
ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

- Kalakota (2002). Frontiers of Electronic commerce (First Edition).Pearson Education. New Delhi.

Course Designed by : Dr. P.JONA JENIFER	Verified by HOD : Dr.S.JACULINAROCKIASIELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

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SEMESTER: V

COURSE CODE: 23UCC5SB3

TITLE OF THE PAPER : SKILL BASED : PRACTICAL AUDITING

COURSE OBJECTIVES

- To impart with the Principles of Auditing
- To gain knowledge of generally accepted auditing procedures and of techniques and skills.

COURSE OUTCOME

At the end of the course the student will be able to

CO 1	Gain knowledge of fundamentals of auditing	K1
CO 2	Recognize the appointment ,rights and duties of an auditor	K1
CO 3	Get awareness of kinds of audit such as concurrent audit, internal audit, final audit, interim audit, balance sheet audit	K2
CO4	Train the students in audit planning	K2
CO 5	Know the procedures of audit under computerized environments- Audit report	K2

SYLLABUS

Credits 2

Instructional Hours: 45

UNIT I: Introduction to Auditing (K1)

Hours: 9

Definition of Audit, Auditing, Auditor, Auditee - Qualification of an Auditor- Objectives and Scope of Audit - Auditing Vs Investigation - Professional Ethics.

UNIT II: Company Audit (K1)

Hours: 9

Company Audit – Appointment, Reappointment and Removal of Auditors-Rights and Duties of Company Auditors.

UNIT III:Types of Audit (K2)

Hours: 9

Kinds of audit- Concurrent Audit, Internal Audit, Final Audit, Interim Audit, Balance Sheet Audit, Environmental Audit, Operation Audit, Management Audit, Cost Audit, Propriety Audit – Merits and Demerits of an Audit.

(Self Study: Merits and Demerits of an Audit)

UNIT IV: Audit Planning and Programme (K2)

Hours: 9

Audit Planning – Internal Control – Internal Check. Audit Programme – Audit Procedure – Audit Working Papers – Documentation.

https://youtu.be/IJQtRvN_kuQ

(Self Study: Documentation)

UNIT V: Verification (K2)

Hours: 9

Verification of transaction- Cash transactions, Trading transaction, Verification of Assets and Liabilities - Audit under computerized environments- Audit report (Concept only)

Note: Distribution of Mark 100% Theory.

TEXT BOOK

- Tandon.B.N, Sudharsanam. S, Sundharabahu.S. (2012), A Hand Book of Practical Auditing, (Fourteenth Edition). S. Chand &Company Ltd, New Delhi.

REFERENCE BOOKS

- Pradeepkumar, Baldev Sachdeva, Jagwant Singh (2017), Principles and Practice of Auditing, (Third Revised Edition). Kalyani Publishers, Ludhiana.
- Ravinder Kumar and Virender Sharma.(2015), Fundamentals of Practical Auditing, (Third Edition) Prentice Hall, Delhi.
- Basu.S.K,(2012), Auditing Principles& Techniques. (Fifth Edition), Dorling Kindersley(India) Pvt Ltd, New Delhi.
- Dinkar Pagare, (2007), Principles and Practice of Auditing. (Eleventh Edition) Sultan Chand &Sons, New Delhi.

MAPPING OF CO'S WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	1	1	1	2	2	1	3	2	2	1	2	2	1
CO2	2	2	2	3	2	1	1	1	1	1	1	1	2	2
CO3	2	1	1	2	1	1	1	2	2	2	3	2	2	3
CO4	1	2	2	1	2	3	1	2	2	2	2	2	2	2
CO5	1	1	2	2	2	2	2	2	2	2	2	2	2	1






(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examinations	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

Course Designed by : Mrs.K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

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SEMESTER: V

SUBJECT CODE: 23IDSBCC1

TITLE OF THE COURSE : SKILL BASED : BANKING THEORY AND PRACTICE

COURSE OBJECTIVES :

- To enlighten the knowledge on Banking.
- To understand the relevance of Digital banking in the present scenario.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Understand the concept of banking	K2
CO 2	Understand the Central Banking functions.	K2
CO 3	Knowledge of negotiable Instrument	K2
CO 4	Idea have an of digital	K3
CO 5	Knowledge of the role of mobile banking	K3

SYLLABUS

Credits:2

Instructional Hours: 45

UNIT I: Banking

Hours: 9

Banking -Meaning and Definition- Classification of Banks-Functions of Commercial Banks – Regional Rural banks. Credit Creation – Meaning – Technique - Limitation- Nationalization and Privatizations of banks in India-Role of banks in Economic Development.

UNIT II: Central Banking Functions

Hours: 9

Central banking Functions– Meaning –Nature - Functions of Central Bank. Definition of banker and customer –General relationship - Rights and obligations of a banker - Ombudsman Scheme– General Precautions for opening accounts – KYC Norms - Types of deposit accounts.

(Self Study: Types of Deposits Accounts)

UNIT III: Negotiable Instruments

Hours: 9

Negotiable Instruments Act – Definition and types. Endorsement– meaning, definition and kinds. Cheques- Crossing of cheques –types – payment of cheques – precautions by paying bankers – statutory protection of the paying banker–collection of cheques–

legal status –conversion – RBI instruction to banks. Truncated cheque and Electronic cheque

UNIT IV: Digital Banking Products

Hours: 9

Introduction to Digital Banking and its various products.- Need of Customer Education - Awareness for Digital Products (Cards, ATMs, CDM, Cash Re-cyclers, POS Terminals). Use of biometrics and micro ATMs. Power of Digitization. Cyber Security, Cyber Crimes, preventive vigilance.

UNIT V: Mobile Banking

Hours: 9

Mobile Banking – Need and importance of Mobile banking- Key benefits of Mobile Banking applications- Product features and diversity, UPI, IMPS, National Unified USSD Platform (NUUP). National Automated Clearing House (NACH). Latest Technologies in Mobile Banking: RTGS, NEFT, CTS, NACH, IMPS, RuPay.

(Self Study: Benefits of Mobile Banking Applications)

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Varshney.P.Nand Sundharam K.P.M., (2014), Banking Theory Law and Practice, 20th Revised, Sultan Chand & Sons.

REFERENCE BOOKS :

- Dr.S.Gurusamy (2017), Banking Theory, Law and Practice, 4th Edition, Vijay Nicole Imprints (P) Ltd.
- E.Gordan and K.Natarajan, (2017) Banking Theory ,Law and Practice, , 26th Revised, Himalaya Publishing House.
- Chirs skinner, (2014) Digital Bank : Strategies to launch or become a digital bank, Reprint, Illustrated, Marshall Cavendish Business.
- Natrajan.S and Dr.Parameswaran.R, (2007), Indian Banking. (First Edition), Sultan Chand and Company Limited, Delhi
- John Henderson, 2018, Retail and Digital Banking Principles and Practice, E Book - Published : Kogan Page
- Shekhar.K.C and Lekshmy Shekhar (CA), (2013). Banking Theory and Practice. (Twenty First Edition), Vikas Publishing House Private Limited, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V: Mobile Banking	Benefits of Mobile Banking	https://www.youtube.com/watch?v=Dc8d5cy2gd8

MAPPING OF COs WITH PO'S AND PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	2	2	2	1	2	2	1	2	2	2	2	1	1
CO2	1	1	2	1	2	1	2	2	2	2	2	2	1	1
CO3	2	2	1	2	2	2	1	2	2	2	2	2	2	1
CO4	2	2	2	2	2	1	1	1	2	2	2	2	2	1
CO5	2	1	3	3	1	2	2	1	3	1	1	2	1	1

(Correlation: 3-High, 2-Medium, 1-Low)


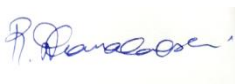

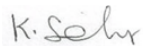

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
4.	Assignment(Unit I &II)	Twice in a semester
5.	Seminar(Unit III &IV)	Twice in a semester
6.	Case Study (Unit V)	Once in a semester

Course Designed by : Dr.R.DEVI PRASANNA	Verified by HOD : Dr.S.JACULINAROCKIASELVI
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Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)
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SEMESTER: VI
COURSE CODE: 23UCC6C12
TITLE OF THE COURSE : CORE 12 : MANAGEMENT INFORMATION SYSTEM

COURSE OBJECTIVES :

- To understand the Management Information Systems and its application in organizations.
- To aware of various Information System solutions like ERP, AI, Data warehouses and the issues in successful implementation of these technology solutions in any organization.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Describe the role and types of management information system.	K1
CO 2	Communicate the hardware and software trends in management information system.	K2
CO 3	Reproduce a working knowledge in Transaction Processing System	K2
CO 4	Identify the role of Communication and Office Automation.	K2
CO 5	Analyze the management information technology and impacts of a firm.	K3

SYLLABUS

Credits: 3

Instructional Hours: 60

UNIT I: System Concepts

Hours : 12

System Concepts – Types of Systems – System Approach – Data Vs Information. MIS – Meaning – Role and Importance – Information Resource Management – Planning – Implementing & controlling.

(Self-Study: Data Vs Information)

UNIT II: System Software

Hours : 12

Computer Hardware & Trends in Computer Hardware and Computer Peripherals – Computer Software – System Software – OS – DBMS – OOPS– Application Software – Spreadsheet – Graphic Packages.

(Beyond the Curriculum: System Design Consideration, Input/Output Design)

UNIT III: Processing Systems**Hours : 12**

Transaction Processing System – Information Reporting and Executive Information System – DSS – **AI and Expert System (Industry 4.0)** – Concept of ERP.

UNIT IV: System Communication**Hours : 12**

Role of Communication and Office Automation – Trends in Role of Communication – Telecommunication Alternatives – DTP – Image Processing – Electronic Communication System – Electronic Meeting System.

(Self-Study: Role of Office Automation)

UNIT V: Technology of Information System**Hours : 12**

Technology of Information System – Database Management System – Object Oriented Technology (OOT) – Conceptual Presentation – Client Server Architecture – Networks – Business Process RE-engineering (BPR).

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Aman Jindal, (2014), Management Information System, (First Edition), Kalyani Publishers, New Delhi.

REFERENCE BOOKS :

- P.Mohan, (2017). Management Information System, (Twelfth Edition), Himalaya Publishing House, Mumbai.
- Mohamed Azam, (2015). Management Information System, (First Edition), Vijay Nicole Imprints Private Limited, Chennai.
- S.J.Moses and M.Karthikeyan, (2013). Management Information System, (First Edition), Thakur Publishers, Chennai.
- James A. O'Brien, (2007). Management Information System, (Tenth Edition), McGraw-Hill, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT V: Technology of Information System	Database Management System, Object Oriented Technology (OOT)	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7

MAPPING OF COs WITH PO'S AND PSO'S

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CO 2	2	2	1	1	2	2	2	2	2	2	1	3	3	2
CO 3	1	1	2	2	2	1	1	2	1	2	2	2	1	3
CO 4	2	1	2	3	3	2	2	2	1	2	2	2	1	2
CO 5	1	1	2	1	3	2	1	2	2	2	1	1	2	2






(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
4.	Assignment (Unit I &II)	Twice in a semester
5.	Seminar (Unit III &IV)	Twice in a semester
6.	Other Components (Unit V) (Workshop Participation/Quiz)	Once in a semester

Course Designed by : Mrs. K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

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SEMESTER: VI
COURSE CODE: 23UCC6C13
TITLE OF THE COURSE : CORE 13 : ESSENTIALS OF BUSINESS
COMMUNICATION

COURSE OBJECTIVES :

- To throw the light on the importance of business communication to students.
- To enable the students to prepare speech and reports.

COURSE OUTCOME :

At the completion of the course the student will have the ability to

CO 1	Know the knowledge of business communication.	K1
CO 2	Set up the letters to the business.	K2
CO 3	Write the various Correspondences to different Institutions.	K2
CO 4	Draft a Notice, Resolutions, Minutes and Agenda in Board meeting.	K2
CO 5	Analyze the qualities of reports in business.	K3

SYLLABUS

Credits: 3

Instructional Hours: 60

UNIT I Introduction of Communication (K1)

Hours: 12

Meaning of Communication – Objectives – Media - Types – Barriers – Importance of effective Business communication– Importance of Effective Communication – Business Letters – Need – Functions – Effective Business Letter– Layout of Business Letter-Enquiries and Replies-Orders and Execution –Credit and Status Enquiries.

(Self Study: Media)

UNIT II: Business Letters (K2)

Hours 12

Internal Communication and Public Notices - Memo, Circular, Notice board – HR letters – communication Among Branches-Claims and Adjustments– Collection Letters – Sales Letters.

(Beyond the Curriculum : Common Ethical Pitfalls in Communication – Ethical Communication – Ethics in Sales Message)

UNIT III: Types of Correspondence (K2)

Hours:12

Banking Correspondence – Insurance Correspondence – Agency Correspondence.

UNIT IV: Notice, Resolution, Minutes and Agenda (K2)

Hours: 12

Correspondence of a Company Secretary-Letter of allotment-Letter of regret-Drafting of company meeting Notices-Resolutions, Minutes, Agenda, Minutes of Board meeting and Shareholders Meeting, Stock Exchange Correspondence.

UNIT V: Reports (K3)**Hours: 12**

Meaning of Report-Principles Governing the Preparation of Reports-Qualities of Good Report-Functions of a Report-Business Report-Types of Report-Minutes Vs Report.

(Self Study:Types of Report)

Note: Distribution of Mark 100% Theory.

TEXT BOOK :

Rajendra Pal and Korlahalli, J.S. (2013).Essentials of Business Communication (Thirteenth Edition) Edition, Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS :

- Urmila Rai, S.M, Rai (2014), Effective Communication (Sixth edition), Himalaya Publishing House, New Delhi.
- Sinha K.K, (2012), Business Communication (Fourth revised edition) Taxmann Publications Pvt. Ltd., New Delhi.
- Meenakshi Raman and Prakash Singh (2012) Business Communication (Second Edition) United publishers.
- Karthiresan s, Dr.Radha .v. (2000) Business Correspondence (First edition), Prasanna publishers, Chennai.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT IV: Notice, Resolution, Minutes and Agenda	Office Meeting - Notice, Agenda and Minutes	https://youtu.be/aUEpmAo0OvM

MAPPING OF COS WITH PO'S AND PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	2	2	1	2	2	2	3	1	1	1	1
CO2	1	2	2	2	2	2	2	2	2	2	1	2	1	1
CO3	1	2	2	2	2	2	1	2	2	2	1	1	1	1
CO4	2	1	1	1	1	2	2	2	3	3	1	2	1	1
CO5	1	2	1	1	2	1	1	3	3	3	1	2	2	2




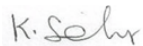

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
5.	Assignment (Unit I & II)	Twice in a semester
6..	Seminar (Unit III & IV)	Twice in a semester
5.	Report Writing/Quiz (Unit V)	Once in a semester

Course Designed by : Dr. R. DEVI PRASANNA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

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SEMESTER: VI
COURSE CODE: 23UCC6CP4

**TITLE OF THE COURSE : CORE PRACTICAL IV: SOFTWARE DEVELOPMENT
WITH VISUAL BASIC, INTERNET AND WEB DESIGNING**

COURSE OBJECTIVES :

To develop applications using Graphical User Inter face tools.

To understand the design concepts.

To design and build database systems and demonstrate their competence.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO1	Designanddeveloptheevent-drivenapplicationsusingVisualBasicframework.	K3
CO2	Design web pages for a business organization using HTML Frames	K3
CO3	Ability to generate technical report for real-scenario by preparing the record	K3

SYLLABUS

Credits:4

Instructional Hours: 75

SOFTWARE DEVELOPMENT WITH VISUAL BASIC

Hours: 40

1. Design a form with text box to perform the alignment and format function
2. Design a form to display the list of products by declaring array function
3. Design a form to display an advertisement banner using Image Box control with function
4. Design a form to compute cost of capital using finance function in visual basic using Check box
5. Design a form to display Break-even analysis using line and chart controls, by declaring variables
6. Design a form to display Product Life Cycle using control.
7. Design a Pay Slip for an organization and create a database using SQL and ADOControl
8. Design the form to display the highlights of the budget using option button andAnimation
9. Design the form to display tree view and list view of folders and files from a directory or an organization
10. Design a form to calculate minimum, maximum, reorder, reorder quantity, EOQ and Display the inventory control records using data objects.

INTERNET & WEB DESIGNING

Hours: 35

1. Create web pages for a business organization using HTML Frames
2. Create a Program using HTML to display the ordered list and unordered list of a Departmental Store
3. Program to display Image and text using HTML tag for an advertisement of a Company Product
4. Create a table to display list of products using HTML tags
5. Create a website of your department with minimum five links using HTML.

Note: Distribution of Mark 100% Practical

MAPPING OF CO'S WITH PO'S/PSO'S

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	1	1	1	3	2	3	1	2	2	3	1	3
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CO3	1	1	1	2	1	2	1	1	1	2	1	3


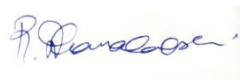



(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	Test	Twice in a semester
3.	Record	Once in a semester

Course Designed by : Dr. A. ANGELCHRISTINA	Verified by HOD : Dr.S.JACULINAROCKIASSELY
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

MEMBERS OF BOARD OF STUDIES

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SEMESTER: VI

COURSE CODE: 23UCC6E01

TITLE OF THE COURSE : ELECTIVE COURSE: SERVICE MARKETING
COURSE OBJECTIVE

- To provide a comprehensive overview of the new development in service marketing theory and practice.
- To focus the attention on the unique dimensions of services marketing which must be addressed to white designing and implementing strategies.

COURSE OUTCOME

At the completion of the course the student will have the ability to

CO 1	Describe the evolution and key marketing concepts in marketing environment.	K2
CO 2	Understand the vital factors of marketing mix for different segments of consumers.	K2
CO 3	Discuss the overview of the principles of product management.	K3
CO 4	Explain the different concepts and types of distributions and pricing of marketing management.	K3
CO 5	Identify the different promotions techniques used in marketing management.	K3

SYLLABUS

Credits: 4

Instructional Hours: 75

UNIT I: Services Marketing (K2)

Hours: 15

Introduction to services – meaning, need, services and technology, differences between goods and services, services marketing mix.

(Self Study Difference between goods and services)

<https://youtu.be/MnsVEKEqVoM>

UNIT II: Consumer behavior (K2)

Hours: 15

Consumer behavioral services, role of culture in services expectations, perceptions Building customer relationships, levels of relationship strategies, Service Recovery, Service development and design. Customer – Defined Service Standards – Physical Evidence and Servicescape.

UNIT III: Employees Role (K3)

Hours:

15

Employees Role in Service Delivery – importance of employees, boundary spanning roles, service culture.

(Self Study: Importance of employees)

UNIT IV: Managing demand and Capacity (K3)**Hours: 15**

Managing demand and Capacity – Understanding constraints, demand patterns strategies for matching capacity and demand - Waiting line strategies communication.

UNIT V: Pricing (K3)**Hours: 15**

Pricing of Services – price perception, approaches strategies.

<https://youtu.be/x1AzjR9ANfY>

Note: Distribution of Mark 100% Theory

TEXT BOOK

Valarie A. Zeithamp, Mary Joe Bitner, (2003). Services Marketing – Integrating Customer Focus Cross the Firm. (Third Edition), TataMcGrawHill, New Delhi.

REFERENCE BOOKS

- Philip Kotler and Kevin Lane Keller, (2012). Marketing Management. (Fourteenth Edition), Prentice-Hall of India Private Limited, New Delhi.
- Christopher Lovelock, (2003). Services Marketing: People, Technology, Strategy. (Fourth Edition). Pearson Education Asia, New Delhi.
- M.K. Rampal and S.L. Gupta, (2004). Services Marketing: Concepts, Application and Cases, (Seventeenth Edition). Galgotia Publishing Co, New Delhi.
- David L. KURTZ and Kenneth C. Clow, (2003). Services Marketing, (First Edition). John Wiley and Sons, New Delhi.

MAPPING OF COs WITH POs/PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
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CO3	3	1	1	2	1	1	1	2	2	2	2	2	2	3
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CO5	3	1	1	2	3	1	2	2	2	2	1	1	2	2


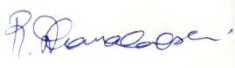



(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
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3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

Course Designed by : Mrs.K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASSEVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : (Principal)

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SEMESTER: VI
COURSE CODE:23UCC6E02

TITLE OF THE COURSE: ELECTIVE : MODERN MARKETING

COURSE OBJECTIVES :

- To enable the students to learn modern marketing concepts and consumer behaviour.
- To enhance the knowledge of marketing mix.

COURSE OUTCOMES :

At the completion of the course the student will have the ability to

CO 1	Know the knowledge on the concept of modern marketing	K1
CO 2	Evaluate consumer behaviour theories.	K2
CO 3	Enumerate marketing mix.	K2
CO 4	Identify the various channels of distribution and promotion.	K2
CO 5	Interpret various types of modern marketing.	K3

SYLLABUS

Credits - 4

Instructional Hours: 75

UNIT I : Introduction to Markets

15 Hours

Introduction – Evolution – Meaning and Definition of Market – Classification of Markets – Features, Objective and Importance of Marketing - Marketing and Selling – Modern Marketing Concept - Buying – Selling – Transportation – Storage & Warehousing – Standardization and Grading.

(Self Study: Classification of Markets)

UNIT II: Consumer Behaviour

15 Hours

Financing – Risk bearing – Market Research and Information – Branding – Packaging – Consumer Behaviour – Theories of Consumer Behaviour.

UNIT III: Marketing & Product Mix

15 Hours

Marketing Mix – Product mix – Classification of product – Product life cycle – Price mix Factors affecting pricing decision – Objectives – Methods and kinds.

UNIT IV: Place & Promotion Mix

15 Hours

Place mix – Channels of Distribution and Importance – Promotion Mix – Advertisement and Sales promotion – Personal Selling.

UNIT V: E-Marketing

15 hours

E-Marketing – Retail Marketing – Telemarketing - Online Marketing - Multilevel Marketing. *(Self Study: Online Marketing)*

Note: Distribution of Marks 100% Theory.

TEXT BOOK :

Pillai.R.S.N and Bhagavathi, (2009). Modern Marketing Principles and Practice. (Fourth Edition), Sultan Chand and Company, New Delhi.

REFERENCE BOOKS :

- Philip Kotler and Kevin Lane Keller, (2012). Marketing Management. (Fourteenth Edition), Prentice-Hall of India Private Limited, New Delhi.
- Dr.Rajan Nair.N and Sanjith R. Nair, (2010). Marketing. (Seventh Edition), Sultan Chand & Sons, New Delhi.
- Chandrasekar. K.S, (2010). Marketing Management Text and Cases. (First Edition), Tata McGraw-Hill Publishing Company Limited, New Delhi.
- S.Jayachandran, (2006). Marketing Management. (First Edition), Excel Books, New Delhi.

BLENDED LEARNING

UNIT	TOPIC	LINK
UNIT IV: Place & Promotion Mix	Marketing Mix Models and Advertising Models	https://youtu.be/0TvEsNKx02A

MAPPING OF COs WITH PO'S AND PSO'S

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	2	2	2	2	2	2	2	2	2	1	2	2	1
CO2	1	2	1	1	2	2	2	2	1	1	2	2	1	1
CO3	2	1	2	2	1	1	2	1	2	2	2	1	2	1
CO4	1	2	1	1	2	1	1	2	2	1	1	2	1	1
CO5	2	1	1	2	1	2	1	1	2	1	2	1	2	2




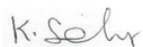

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Model Exam	Once in a semester
4.	Assignment (Unit I &II)	Twice in a semester
5.	Seminar (Unit III &IV)	Twice in a semester
6.	Field Work (Unit V)	Once in a semester

Course Designed by : Mrs.K.PRINCY HEBSHIBHA	Verified by HOD : Dr.S.JACULINAROCKIASELVI
Checked by CDC : Dr.LYDIA H SWAMY	Approved by : <p style="text-align: center;">(Principal)</p>

MEMBERS OF BOARD OF STUDIES

Sign with Date					
Name Designation Institution Place	Dr.N. Sumathy Professor & Head Kumaraguru College of Liberal Arts and Science, Saravana patty, Coimbatore	Dr.R. Dhanalakshmi Assistant Professor Government Arts College Coimbatore	Dr.R.Gopi Assistant Professor Government Arts College Udumalpet	Mr.K.Selvaraj Senior Manager Accounts and Finance Arya Vaidya Pharmacy Coimbatore	Dr.S.Kowsalya Assistant Professor Dr.NGP Arts and Science College Coimbatore

SEMESTER: VI

COURSE CODE: 23UCC6SB4

TITLE OF THE COURSE: SKILL BASED: SOFT SKILLS

COURSE OBJECTIVES

- To demonstrate competency in communication skills related to production and presentation of messages in multiple formats.
- To demonstrate competency in critical thinking skills related to the analysis, interpretation, and criticism of messages.

COURSE OUTCOME

At the completion of the course the student will have the ability to

CO 1	Demonstrate competency in human relational interaction.	K1
CO 2	Create elements between their activities and interests.	K2
CO 3	Practice good listening skills and know how body language can be supportive or undermining.	K2
CO 4	Improve their academic performance and increase their motivation.	K2
CO 5	Clarify and prioritize student's objectives and goals, by creating more planning time.	K2

SYLLABUS

Credit: 2

Instructional Hours: 45

UNIT I: Soft Skills and people skills (K1)

Hours: 9

Soft Skills- Meaning – Definition – Significance of soft skills. People Skills- Meaning – Significance of people's skills.

UNIT II: Creativity (K2)

Hours: 9

Creativity - Importance of creativity – Elements of creativity - Factors influencing creativity – the creative mind - General ideas in creative problem.

(Self Study: Importance of creativity)

UNIT III : Communication Skills (K2)

Hours: 9

Communication Skills - Definition - Significance – Importance of effective communication – Communication gap – Forms of communication – Body Language – Presentation skills – Resume preparation (including practical presentation of resume)

(Self Study: Importance of effective communication)

UNIT IV : Goals (K2)

Hours: 9

Goals – Importance of goal setting – periodicity in goal setting – methods to achieve pre-set goals

UNIT V : Time management and Stress Management (K2)

Hours: 9

Time management: Prioritization of activities – awareness of time wasters and how to avoid them.

Stress Management: Identification of sources of stress – measures to manage stress.

<https://youtu.be/IMQ1eQJPtio>

Note: Distribution of Mark 100% Theory.

TEXT BOOK

Varanasi Bhaskara Rao and Y. Kameswari. (2010) Successful Career Soft skills and Business English BSP Books Pvt.Ltd- Hyderabad.

REFERENCE BOOKS

- Barun Mitra (2016) Personality Development and Soft Skills Second edition, Oxford University Press.
- Sanjay Kumar and Pushp Lata (2015) Communication Skills Second edition, Oxford University Press.
- Jeff Butterfield (2011) Soft Skills for Everyone First edition, Cengage Learning India Pvt Ltd.
- Bruce Tulgan (2015) Bridging the Soft Skills Gap: How to Teach the Missing Basics to Today's Young Talent First Edition, Jossey-Bass Publications

MAPPING OF COs WITH POs/PSOs




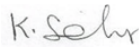

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2
CO 1	2	1	1	1	1	2	1	1	1	1	1	1	1	1
CO 2	1	2	2	1	2	2	2	3	2	2	1	1	2	1
CO 3	2	1	2	2	1	2	1	2	2	2	2	2	1	1
CO 4	1	2	2	1	2	2	2	2	1	2	2	2	2	1
CO 5	2	3	2	3	1	2	1	3	1	2	2	3	1	1

(Correlation: 3-High, 2-Medium, 1-Low)

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	End semester Examination	Once in a semester
2.	CIA I	Once in a semester
3.	CIA II	Once in a semester
4.	Assignment	Once in a semester
5.	Online Quiz	Once in a semester

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SKILL DEVELOPMENT COURSE
ARTIFICIAL INTELLIGENCE IN AUDITING

Course Objectives:

- **To familiarize with the concepts and applications in Artificial Intelligence**
- **To acquire the knowledge in Artificial Intelligence and to apply in the field of auditing**

Applicable from the academic year 2024 -2025 onwards

Unit I: ARTIFICIAL INTELLIGENCE: Introduction – Types – Machine Learning – Neural Networks– AI Applications –Ethical Considerations - Practical exercises

Unit II: MACHINE LEARNING – Definition – Types – Basic Applications – Algorithms – Practical exercises

Unit III: DATA ANALYTICS: Basic Concepts – Data Collection and Preparation – Explorative Data Analysis- Predictive Data Analysis- Data Visualization-Practical exercises

Unit IV: INTERNET OF THINGS: Introduction – Definition – Components – Applications – Communications– Building Projects – Practical exercises

Unit V: AI IN AUDITING: Overview of artificial intelligence–Evolution of AI in auditing– Importance and benefits of AI–augmented auditing–Foundations of AI–AI techniques for fraud detection in financial data–Emerging trends in AI and auditing–Challenges and limitations of AI adoption in auditing.

Pattern for Evaluation

Internal – 50 marks

External – 50 marks

Internal Assessment

1. Submission of Activity reports on Artificial Intelligence -10 marks
2. Submission of Activity reports on Machine Learning -10 marks
3. Submission of Activity reports on Data Analytics -10 marks

