UNDER GRADUATE PROGRAMME B.Com E-Commerce

UG SCHEME OF EXAMINATIONS: CBCS PATTERN

(For the candidates admitted from the academic year 2023-2024 onwards)

SEMESTER	PART	COURSE CODE	TITLE OF THE COURSE	NATURE OF COURSE	INS HOURS	CREDIT POINTS	EXAM DURATION	EXAM MARKS		
								CIA		TOTAL
I	I	23UTML101	TAMIL COURSE I	LAN	6	3	3	25	75	100
		23UHDI101	HINDI COURSE I							
		23UFRH101	FRENCH COURSE I							
	II	23UGEL101 23UAEL101	GENERAL ENGLISH I/ ADVANCED ENGLISH I	ENG	6	3	3	25	75	100
	III	23UCE1C01/ 23UCO1C01/ 23UCC1C01/ 23UCB1C01/ 23UIB1C01	CORE: FINANCIAL ACCOUNTING - I (Employability & Skill Development)	CC	6	4	3	25	75	100
	III	23UCE1C02	CORE: INTRODUCTION TO E-COMMERCE (Entrepreneurship & Employability)	CC	5	3	3	20	55	75
	III	23UCE1A01/ 23UCO1A01/ 23UCC1A01/ 23UCB1A01	ALLIED : BUSINESS ECONOMICS	GEN	5	4	3	20	55	75
	IV	15UVAL101	VALUE EDUCATION	AEC	2	2	2	-	50	50
II	I	23UTML202	TAMIL COURSE II	LAN	6	3	3	25	75	100
		23UHDI202	HINDI COURSE II							
		23UFRH202	FRENCH COURSE II							
	II	23UGEL202 23UAEL202	GENERAL ENGLISH II/ ADVANCED ENGLISH II	ENG	6	3	3	25	75	100
	III	23UCE2C03/ 23UCO2C03/ 23UCC2C03/ 23UCB2C03/ 23UIB2C03	CORE: FINANCIAL ACCOUNTING - II (Employability & Skill Development)	CC	6	4	3	25	75	100
	III	23UCE2C04	CORE: FUNDAMENTALS OF DATABASE SYSTEM (Employability)	CC	5	3	3	20	55	75

நீதிமன்ற அவமதிப்பு என்பது நீதிமன்றத்தை அவமதிப்பு செய்து கொண்டால் அவர்களின் மீது நடவடிக்கை நீதிமன்ற அவமதிப்பு வழக்கு செய்யப்படும். நீதிமன்ற அவமதிப்பு வழக்குகள் நீதி மன்ற செய்யப்படுகிறது.

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SYLLABUS

Credit Points: 4 **Instructional Hours: 75 Hours**

UNIT I: Introduction to E-Commerce (K1) 15 Hours

Introduction to E-Commerce ± Definitions - Meaning - History of E-Commerce - Evolution of E-Commerce - Basic components of E-Commerce - Features of E-Commerce - Traditional Commerce Vs E-Commerce ± Role of social media in E-Commerce - Advantages to the Organizations, Customers and the Society - Disadvantages of E-Commerce to Organizations, Customers and the Society - Advantages and Disadvantages of C2C E-Commerce - Opportunities of E-Commerce - Categories of E-Commerce - Potential of E-Commerce - Impact of E-Commerce on Business - Framework of E-Commerce - Applications of E-Commerce (Current trends).

(Self - Study: Traditional Commerce Vs E-Commerce)

UNIT II: E-Commerce Business Models (K2) 15 Hours

Introduction to E-Business - Concepts - E-Business Vs E-Commerce ± E-Governance - Advantages - Disadvantages of E-Business - Factors Affecting E-business Success - Meaning of Business model - Key elements of Business model - Business model on the basis of E-Commerce categories - B2B, B2C, C2C, C2B - Bricks and Clicks Business model - Advantages of Bricks and Clicks Business model - Brick and mortar Business model - Pure online business model.

(Self - Study: Advantages Disadvantages of E-Business)

UNIT III: Technology for Online Business (K2) 15 Hours

Planning online business ± Introduction - Launching online Business ± E- Commerce applications in various industries - (Banking, Insurance, Payment of utility bills and others) Life cycle approach for launching an online business - Different phases of launching an online business - Design and development of Websites - Advantages - Types of Websites - Life cycle approach to build a website - Different ways to build a website - E-Waste, E-Care.

UNIT-IV: E-Payment Systems (K2) 15 Hours

Electronic Payment Systems - Characteristics of Electronic Payment System - Different forms of E-Payment systems - Credit Card - Debit Card - Smart Card - E-Wallet - Essential requirements of E-Payment systems - Emerging modes and systems of E-Payment - Types of E- Payment media and systems - Security in electronic payments - Electronic Money ± Concepts - Benefits of E-Money - Types of E-Money - Payment gateways - Advantages - Disadvantages of payment gateways.

(Beyond the Curriculum: E-banking Meaning Importance Advantages and disadvantage of E-banking Various E banking applications)

UNIT V: M Commerce & Network Security (K3) 15 Hours

Mobile Commerce ± Introduction - Benefits of M-Commerce - Problems of M-Commerce -

Difference between Wireless and Mobile Commerce - Motivating factors for M-Commerce - Introduction to Wireless Application Protocol (WAP) - Features of WAP - Components of WAP - Applications of WAP - Limitation of WAP - Cyber Crime - Security in E-Commerce - Network security - levels of Security - Threats to Internet Security.

Note : 100% Theory

TEXT BOOK:

Dr. C.S. Rayudu ³±Commerce, E ± % X V L QHHnvalaýa Publishing House, First Edition, New Delhi.

REFERENCE BOOKS:

1.Nidhi Dhawan (2017), E-Commerce Concepts and Applications, International Book House Pvt. Ltd , Chennai

2..Agarwala, Kamlesh.N, Amit Lal & Deeksha Agarwala (2000), An Introduction to : K D W ¶ V and + R Z ¶ ¶ ¶ V E-Commerce, Macmillan India Ltd. Delhi.

3.Bajaj, Debjani Nag, Kamlesh K Bajai E-Commerce (2005), Tata McGraw Hill Company, New Delhi.

4.Dietel, Harvey M, Dietel, Paul J and Kate Steinbuhler (2000), E-Business and E-Commerce for Managers, Pearson Education, Bangalore.

5.Turban (2012), Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Hong kong.

6..Efraim Turban and David King (2012), Electronic Commerce, Global Edition, Bengaluru.

BLENDED LEARNING:

UNIT	TOPIC	LINKS
UNIT V	Mobile Commerce ± Introduction	https://www.toppr.com/guides/business environment/emerging-trends in-business/m-commerce/
	Difference between wireless and mobile	https://www.techopedia.com/7/29693/networking/what-is-the- difference between-mobile-and-wireless
	Introduction to Wireless Application Protocol	https://www.tutorialspoint.com/wap/wap_introduction.htm
	Features of WAP	https://www.tutorialspoint.com/wap/wap_key features.htm
	Components of WAP	http://www.mobileinfo.com/wap/component.htm
	Security in E-Commerce	https://www.javatpoint.com/security-threat-to-e-commerce
	Levels of security in network security	https://www.tutorialspoint.com/information_security_cyber_law/network security.htm

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

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore.	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

(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: Cyber Crime (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr.A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by:** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: II

COURSE CODE: 23UCE2C04

TITLE OF THE COURSE: CORE FUNDAMENTALS OF DATABASE SYSTEM

COURSE OBJECTIVES

¶ To acquire the basic concept of database system and functional aspects

¶ To impart knowledge on various network approach and apply the networking approach in various E-Commerce Activities.

COURSE OUTCOME

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

CO 1	Remembering the concept on database system and structure	**K1**
CO 2	Gaining the knowledge on key relational approach.	**K2**
CO 3	Understanding the embedded SQL at various operations.	**K2**
CO 4	Gain knowledge on IMS networks.	**K2**
CO 5	Apply the networking approach.	**K2**

SYLLABUS

Credit Points: 3 **Instructional Hours: 75 Hours**

UNIT-I: Introduction to DBMS (K1) **15 Hours**

Database System Architecture Basic Concepts: Data System - Operational data - data Independence Architecture for a database system Distributed databases Storage Structures:

Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach- Hierarchical Approach, Network Approach.

(Self- study: Components of a DBMS)

UNIT-II: Types of Approaches (K2) 15 Hours

Relational Approach- Relational Data Structure ± relation ± domain ± attributes - keys Relational Algebra ± Introduction - Traditional set operation. Attribute names for derived relations. Special relational operations.

UNIT-III: SQL (K2) 15 Hours

Embedded SQL: Introduction ± Operations not involving cursors, involving cursors Dynamic statements, Query by Example ± Retrieval operations, Built ± in ± functions, update operations. QBE Dictionary. Normalization : Functional dependency, First, Second, third normal forms- Relations with more than one candidate key, Good and bad decomposition.

(Self- study: Built ï in ï functions)

UNIT- IV: Hierarchical Approach (K2) 15 Hours

Hierarchical Approach: IMS data structure- Physical Database Database description. Hierarchical sequence- External level of IMS: Logical Databases- the program communication block IMS Data manipulation : Defining the Program communication Block : DL / 1 Examples.

(Beyond the Curriculum: Data Storage Architecture)

UNIT- V: Network Approach and Contemporary Issues (K2) 15 Hours

Network Approach: Architecture of DBTG system. DBTG Data Structure: The set construct, Singular sets ± Sample schema ± The external level of DBTG ± DBTG Data manipulation. Expert Lectures ± Online seminars ± Webinars

Note: 100% theory.

TEXT BOOK:

1. An introduction to Database Systems : Seventh Edition : by C.J.Date
2. Database Systems Concepts by Abraham Silberschatz, Henry F Korth

REFERENCE BOOKS:

1. An introduction to Database System - Bipin C Desai
2. Ramakrishnan & Gehrke (2009), Database Management Systems (8th Edition), Tata Mc Graw-Hill, New Delhi.
3. Nilesh Shah (2014), Database Systems using Oracle (Second edition), PHI learning pvt Ltd, Delhi.
4. Silberschatz, Korth (2006), ³ ' D W D W H P & R Qth Edition), McGraw Hill, New Delhi.

5. Arun Majumdar & Pritimoy Bhattacharya (2007), Database Management Systems (5th edition), Tata Mc Graw Hill, New Delhi

BLENDED LEARNING:

UNIT	TOPIC	LINKS
UNIT V	Introduction To Modern Database	https://learn.saylor.org/mod/book/view.php?id=304
	Distributed Database Object Oriented, Object, Relational Databases	https://www.tutorialspoint.com/distributed_dbms/distributed_dbms_concepts.htm
	Data Warehouse	https://www.oracle.com/in/database/what-is-data-warehouse/
	Data Mart	https://www.talend.com/Resources/What-Is-Data-Mart/
	Knowledge Discovery In Databases	https://www.geeksforgeeks.org/Knowledge-Discovery-Process-In-Data-Mining/

	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	2	3	3	2	1	1	1	3	1	2	2	1	1	3
CO2	2	3	3	2	3	1	1	2	1	3	1	3	1	3
CO3	2	3	3	2	1	2	1	1	1	1	2	2	1	2
CO4	2	3	3	2	1	1	1	1	1	1	2	2	1	3
CO5	2	1	1	2	2	1	1	2	2	2	2	2	1	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.	Quiz – Data Warehouses (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr.A. Revathy**

Checked by CDC: Dr.S.Jaculin Arockia Selvi	Approved by: Principal

MEMBERS OF BOARD OF STUDIES

SEMESTER: III
COURSE CODE: 23UCE3CP1
TITLE OF THE COURSE: CORE PRACTICAL I: BUSINESS ACCOUNTING SOFTWARE
(Entrepreneurship, Employability and Skill Development)
Industry 4.0

COURSE OBJECTIVES

- To know the goals of office automation
- To perform accounting operations using Accounting software.

COURSE OUTCOME

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

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CO 1	Make use of MS Word documentation using various tools.	**K3**
CO 2	Apply the formula in MS Excel and create excel database	**K3**

CO 3	Make use of MS Access and viewing the data in different forms	**K3**
CO 4	Design the Power point presentation with animations and create videos	**K3**
CO 5	Create a Financial statement using Tally Applications	**K3**

SYLLABUS

Total credits: 4 **Instructional hours: 60**

UNIT I MS WORD (K3) **12 Hours**

Prepare a Resume with all the icons in the menu bar - Prepare a Questionnaire for a Product - Prepare a College day invitation along with Agenda - Prepare a class timetable using table option and merging cells Prepare a business letter about Enquiry and Sales of a product - Prepare an application for a job with the Profile Using mail merge for 5 Companies.

UNIT II MS EXCEL (K3) **12 Hours**

Prepare the student Mark Statement using Total, Average, Percentage, & Grading - Prepare the Employee pay roll by using formulas, sorting, filtering and linking from next sheets - Prepare a Break-Even Chart - Prepare a Product Life Cycle - Prepare a Demand and Supply Curve - Prepare a Balance Sheet with Page link options from next sheet.

UNIT III MS ACCESS (K3) **8 Hours**

Prepare an Address List of 10 Students and View it in Labels - Prepare an Employee List and view it in multiple forms.

UNIT IV POWERPOINT (K3) **13 Hours**

Design an advertisement for a product - Create different slides in PowerPoint with organizational chart and present a slideshow using Custom animation and slide transition - Prepare a presentation and Display the 5 slides in 1 page.

UNIT V TALLY (K3) **15 Hours**

Prepare a Trading, Profit & Loss statement - Prepare a Balance sheet

	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	2	3	2	2	2	1	2	2	3	1	3	3	2
CO2	2	3	1	3	3	1	2	3	2	3	3	3	3	3
CO3	2	2	3	2	3	2	1	3	3	2	2	1	2	3
CO4	3	3	1	2	3	2	2	3	1	2	2	2	2	2
CO5	3	2	2	2	3	2	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
5	Observation Note	Once in a Semester
6	Record Note	Once in a Semester

Course designed by : Dr. A Revathy	**Verified by HOD: Dr.A Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

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SEMESTER: III

COURSE CODE: 23UCE3C06

TITLE OF THE COURSE: CORE WEB MARKETING

(Entrepreneurship, Employability, Skill Development)

Industry 4.0

COURSE OBJECTIVES

- To impart knowledge about the Digital Marketing Media and its various platforms.
- To invoke opportunities to be an Entrepreneur in the field of Digital Marketing.

COURSE OUTCOME

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

CO 1	Familiarise the concept of Digital Marketing	**K1**
CO 2	Recognize about the SEO and SME	**K2**
CO 3	Make use of Social Media Marketing	**K3**
CO 4	Understand the concepts of Web Design and Web Analytics	**K2**
CO 5	Develop the Video Marketing through Google Platform	**K3**

SYLLABUS

Credit Points: 3 **Instructional Hours: 75 Hours**

UNIT I: Introduction to Digital Marketing (K1) 15 Hours

Basics of Marketing – Digital Marketing: Meaning – Features – Evolution – Principles – Framework – Benefits of Digital Marketing – Career opportunities in Digital Marketing – Comparison of Traditional and Digital Marketing – Digital Marketing strategy for Websites – Latest Digital Marketing trends – The Online Consumer – Online consumer behaviour – Customer Relationship Management.

(Self – Study: Digital Marketing Platforms)

UNIT II: Search Engine Optimization and Search Engine Marketing (K2) 15 Hours

SEO – Introduction - Keywords – How Search works – SEO Strategies – Off Page optimization – On Page Optimization – SEM: Introduction – Importance, Google Ads (Google Adwords): Accounts and Billing Settings – Tools – Introduction to Paid Marketing – PPC – CPC – Mobile Apps Marketing – Types of Campaigns.

(Beyond the Curriculum: Content Management ï Content Marketing ï Content Tagging)

UNIT III: Social Media Marketing (SMM) (K3) 15 Hours

Introduction to Social Media Marketing ± Major Social media platform for Marketing ± Facebook Advertising ± Facebook Marketing ± Instagram Marketing ± LinkedIn marketing ± Twitter Marketing ± YouTube Marketing ± Advantages of various social media marketing platforms.

(Self ï Study: Facebook Marketing)

UNIT IV: Web Design and Web Analytics (K2) 15 Hours

Introduction ± Web design ± Optimization of Websites ± Publishing a basic Website ± User centred design and website optimization ± Design principles and Websites copy ± Website metrics and developing insight ± Google Analytics tools ± Web analytics tools ± Digital Analytics ± $ Q D O \ W L F V ¶ influence on Business

UNIT V: Video Marketing and Affiliate Marketing (K3) 15 Hours

Affiliate Marketing ± Making Money using Affiliate marketing ± Popular Affiliate networks ± Types of Affiliate Marketing ± The types of Online Video Content ± Video Production ± Creating and Managing a YouTube Channel ± Video Metrics and Analysis.

TEXT BOOKS:

1. Vandana Ahuja ,(2015) Digital Marketing Oxford University Press, UK.
2. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson, Delhi

REFERENCE BOOKS:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India, Delhi
2. Frost, Raymond D, Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge, UK
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd, Uttar Pradesh.
4. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India, Delhi
5. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation Koganpage, UK.
6. Nripendra P. Rana, Emma L. Slade (2020), Digital and Social Media Marketing, Emerging Applications and Theoretical Development.

BLENDED LEARNING:

UNIT	TOPIC	LINKS

UNITII	Search Engine Optimization	https://www.youtube.com/watch?v=C0_Qu22v4M
	On Page and Off Page Optimization	https://digitalmarketinginstitute.com/blog/complete-guide-to-on-page-and-off-page-seo
	SEM Vs. SEO	https://blog.alexa.com/sem-vs-seo/

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	3	1	1	2	3	3	1	1	1	2	2	2	1	1
CO2	3	1	1	2	2	2	1	1	2	2	3	2	1	1
CO3	3	1	2	2	1	1	1	2	2	3	1	3	1	1
CO4	3	1	2	2	3	2	3	2	2	3	2	2	1	1
CO5	3	1	1	1	3	2	3	2	3	3	2	3	3	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.	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.	Participation in Workshop/Seminar (Unit V)	Once in a semester

Course designed by: Dr. A Revathy	**Verified by HOD: Dr. A Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore.	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

SEMESTER: III

COURSE CODE: 23UCE3SB1

TITLE OF THE COURSE: SKB - CYBER LAW

(Employability)

COURSE OBJECTIVES

¶ To enlighten the V W X G knowledge V the basics of Cyber Law.

¶ To establish knowledge about Cyber Crime and Cyber Offences.

COURSE OUTCOME

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

CO 1	Explain laws governing cyberspace and analyze the role of Internet Governance in framing policies for Internet security.	**K2**
CO 2	Illustrate the legal issues with online trading, applicable E-contracting and taxation regulations.	**K2**
CO 3	Summarize the Technical, legal issues and Security against cyber signature	**K2**
CO 4	Classify the grounds of Cyber Crime, Cyber Contraventions and Offences under IT Act 2000	**K2**
CO 5	Identify the law to protect crimes related to patent rights and trademark	**K3**

SYLLABUS

Credit Points- 2 **Instructional Hours: 45 Hours**

UNIT I: Introduction to Cyber Law (K2) 06 Hours

Cyber law- Introduction- Cyber law in India salient provisions Jurisprudence of cyber law. Cyber space salient features of cyberspace- Netizen, Cyber law in India- Legal Problems Need for enactment of the Information Technology Act 2000- An overview of Information Technology Act 2000.

UNIT II: Information technology Act (K2) 10 Hours

Electronic record- Attribution of electronic records Acknowledgement of receipt- Time & place of dispatch and receipt of E- record- On line contracts Contract under Indian Contract Act 1872- Time & place of formation of E- contract. Certifying authority- Cross Certification - Role of the certifying authority. Subscriber- Procedure- Duties - Compromise of Digital Signature Certificate.

(Self- Study: Digital Signature Certificate)

UNIT- III: Cryptography & its techniques (K2) 10 Hours

Cryptography, encryption techniques & algorithm and digital signature & electronic signature: problems in electronic record - Requirements for an electronic record - Digital signature - Electronic signature - Difference between Digital signature & Electronic signature - Secure electronic record & secure digital signature - Privacy of online data information. Intellectual property rights: E-Commerce & International scenario.

(Beyond the Curriculum: Cryptography and Cyber Security: Meaning, Concepts, Major Applications of Cryptography in Modern world, difference between cryptography and cyber security)

UNIT- IV: Cyber Crimes & its Provisions under IT ACT (K2) 9 Hours

Cyber Crime - Introduction - Classification - Prevention - Modes of Cyber Crimes - Cyber Crimes existing in the society - cyber contraventions under information technology Act 2000 Cyber offences under the Information Technology Act 2000

(Self - Study: Cyber offences)

UNIT-V: Cyber law and related Legislation(K3) 10 Hours

Patent issues in digital medium - Introduction - scope - Requirement - features - International law relating to patent - International convention for the protection of new varieties of plants 1961 - Patent cooperation treaty 1970 - Patent law in India. Trademark issues in digital medium - Learning - Functions attributes - Registerable & non registerable trademark - International law relating to trade mark - Indian law relating to trade mark - Global trends - Legal framework for electronic-Data interchange: EDI Mechanism - Electronic data interchange Scenario in India.

Note: 100% theory.

TEXT BOOK:

1. Jyoti Rattan (2016), Cyber Law & Information Technology (8th Edition), Bharat Law House, Chennai
2. Pandey U.S. Sayrabh Shukla Er (2010), E-commerce & Mobile commerce Technologies (4th Edition), S.Chand, New Delhi

REFERENCE BOOKS:

1. Sharma Vakul (2016), Handbook of cyber law Landmark books, Uttar Pradesh
2. Justice Yatindra Singh (2003), ³ & \ E Laws", Universal Law Publishing, (1st Edition), New Delhi.
3. Sharma, S.R. (2004), ³ ' L P H Q Vol Cyber & U L P Annual Publications Pvt. Ltd., (1st Edition), Delhi.
4. Augastine, Paul 7 ´ & \ E H U D &QUL P H J D O , V V Publishing & U H F H Q W Corporation, Delhi.
5. Kumar. K Cyber Laws: Intellectual property & E Commerce, 6 H F X U L W \ Dominant Publisher (1st Edition), New Delhi.

BLENDED LEARNING:

UNIT	TOPIC	LINK
	Jurisprudence of cyber law	http://osou.ac.in/eresources/introduction-to-indian-cyber-law.pdf
	Salient features of cyberspace	https://www.toppr.com/guides/business

UNIT I		laws-cs/cyber-laws/introduction-to-cyberspace/
	An overview of Information Technology Act 2000.	https://www.legalserviceindia.com/cyber/itact.h

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	3	3	3	3	1	2	1	2	3	3	2	1
CO2	2	3	3	2	2	2	1	3	2	2	3	2	1	1
CO3	3	2	3	2	3	2	1	2	2	2	2	3	1	1
CO4	3	2	2	2	2	2	3	2	2	3	2	2	1	1
CO5	3	2	3	3	2	2	3	2	3	3	2	3	3	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.	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: International law relating to patent (Unit V)	Once in a semester

Course designed by: Mrs.Judith Priyadharshini	**Verified by HOD: Mrs A Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :**
	Principal

MEMBERS OF BOARD OF STUDIES:

SEMESTER: IV
COURSE CODE: 23UCE4C08
TITLE OF THE COURSE: CORE -WEB PAGE DESIGNING
(Entrepreneurship & Employability)
Industry 4.0

COURSE OBJECTIVES

- To introduce the concepts, terms and technologies used in web page designing.
- To provide the necessary knowledge on using the various technologies and tools for developing web sites.

COURSE OUTCOME

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

CO 1	To impart the knowledge regarding Hypertext Mark-up Language (HTML for designing a web page	**K1**
CO 2	Develop an understanding of how CSS can enhanced the design of a webpage, to create and apply CSS Styling	**K2**
CO 3	Examine and evaluate how to optimize the website with SEO and structuring the web pages.	**K3**
CO 4	Scrutinize the current topics in Web tools for Website Design like HTML - Front page ASP - MS-Access.	**K3**
CO 5	Developing the Security Guidelines for E-Commerce Testing process	**K3**

Syllabus

Credits points 4 **Instructional Hours: 45**

UNIT I: Introduction to HTML (K1) **15 Hours**

Introduction to HTML ± Information files creation ± Web Client / Browser ± Hyper Text Markup Language (HTML) ± Commonly used HTML commands ± Lists ± Adding graphics to HTML documents ± Tables ± Linking Documents ± Frames ± Projects in HTML.

UNIT - II: Cascading Style Sheet (K2) **15 Hours**

Cascading Style Sheet (CSS) ± Introduction to CSS ± Where to add CSS Rules ± CSS Properties ± Controlling Fonts ± Text Formatting ± Text Pseudo Classes ± Selectors ±

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore.	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

Lengths ±Introduction to Box Model ±Links ±Backgrounds ±Lists ±Tables ±Outlines - :focus and :active Pseudo- Classes Generated Content ±Miscellaneous Properties ± Additional Rules ±Positioning with CSS. Dynamic HTML.
(Self-Study: Text Formatting)

UNIT III Search Engine Optimization (K3) 16 Hours

Search Engine Optimization (SEO) ±Introduction - Importance of SEO - History of Search Engines - How search Engines Operate - Crawling Techniques- Basic types of Search Tools -How People use search engines and portals - Pagerank - Anatomy of hyperlink - Keywords and Queries- How to conduct keyword research- Why site structure is important- On page optimization vs. Off page optimization - Critical components of optimizing a site - Information architecture ±How to build a Traffic Worthy Site.
(Beyond the Curriculum: White hat versus black hat techniques, Search Engine Marketing, AMP - Accelerated Mobile Pages, difference between paid and organic search)

UNIT IV Webhosting (K3) 14 Hours

Webhosting: Webhost ±types ±VPS - Domain for a website- DNS Information- Webhost: Bandwidth- Control Panels ±Statistics ±Uptime - Ecommerce. Website Design: Introduction - Role of Website in B2C Ecommerce- Website strategies and Goals- Website Specification - Design principles- Push and Pull approaches E-mail - E-mail Etiquette - E-mail Security -Online Marketing and promotion. Tools for Website Design: Introduction ±HTML - Front page- ASP ±MS-Access.
(Self-Study: Types of webhost)

UNIT V Information Security (K3) 15 Hours

Information Security: Introduction - Information Security - Goals - Security Threats - Vulnerability: Spoofing Identity - Tampering with data - Repudiation- Database Security - SQL Injection - Approaches to Avoid SQL Injection - HTTP Char Set - Security Checklist for web Server - Information Disclosure - Authentication- Password management - Session Hijacking - Database Encryption Concepts. E-Commerce Testing Process: Introduction - Setting Up an E-commerce System- Need for Testing- Types of Testing- Testing Web Tier- Testing Middle Tier - Testing Data Tier - Other Tests.

Note: 100% Theory

TEXT BOOKS:

1. Ivan Bayross (2015), Web Enabled Commercial Application Development Using HTML, Javascript, DHTML and PHP (Unit ±I, II), BPB Publications (Revised Edition), New Delhi
2. Jon Duckett (2015), Beginning Web Programming with HTML, XHTML, and CSS (Unit-II), Wiley India Pvt. Ltd (Revised Edition) New delhi,

REFERENCE BOOKS:

1. Thomas A. Powell (2015), The Complete Reference- HTML & CSS Tata McGraw-Hill, (Revised Edition), Delhi
2. Michele Petrovsky (2015), Dynamic HTML in Action, Tata McGraw-Hill, (Revised Edition) Delhi.

3. Dr. PandeyU S & Er. SaurabhShukla (2015), E-Commerceand Mobile commerce Technologies.S. Chand(RevisedEdition), Delhi.

BLENDED LEARNING:

UNIT	TOPIC	LINKS
V	Information Security	https://www.geeksforgeeks.org/what-is-information-security/#:~:text=Information%20Security%20is%20basically%20the,recording%20or%20destruction%20of%20information.&text=Confidentiality%20%E2%80%93%20means%20information%20is%20not,unauthorized%20individuals%2C%20entities%20and%20process
	SQL Injection	https://www.w3schools.com/sql/sql_injection.asp
	Security Check List For Web Server	https://inspiredelearning.com/blog/website-security-checklist/
	Session Hijacking	https://www.coursera.org/lecture/software-security/session-hijacking-13Jxy
	TOPIC	**LINKS**
	Database Encryption Concepts	https://www.tutorialspoint.com/internet_technologies/data_encryption.htm
	Setting Up An E Commerce System	https://www.freshegg.co.uk/blog/web-development/getting-started-with-e-commerce
	Testing For E Commerce System	https://www.softwaretestinghelp.com/ecommerce-testing/

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO 2
CO1	2	3	3	3	2	3	1	2	2	2	3	3	1	2
CO2	3	3	3	2	3	1	1	1	2	2	3	3	1	3
CO3	3	2	3	3	3	3	1	2	1	2	3	3	3	3
CO4	3	3	3	3	3	1	1	2	2	2	1	3	3	1
CO5	3	3	3	3	3	3	1	2	2	2	3	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.	Group Discussion ± Authentication (Unit V)	Once in a semester

Course designed by: Mrs.S.Shilpa	**Verified by HOD: Dr. A Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: IV
SUBJECT CODE: 23UCE4CP2

TITLE OF THE PAPER: CORE PRACTICAL II: WEB PAGE DESIGNING

(Entrepreneurship,Employability & Skill Development)

Industry 4.0

COURSE OBJECTIVES

¶ To inculcate the domain knowledge of Html Programs.

¶ To formulate the V W X Ga bl iO W ¶ V modular Web Development to create Web Pages.

COURSE OUTCOMES

At the end of the Course the students will be able to:

CO1	Illustrate the basic Concepts of Html using list and table (Prog 1,2)	**K2**
CO2	Apply the Links for creating a webpage using frameset (Prog 3,4)	**K3**
CO3	Demonstrate with text fields with another tool for website	**K3**
CO4	Discuss the logic of Style sheet using HTML	**K2**
CO5	Implement HTML for creating Style Sheet with Cascading Style sheets with various attributes.	**K3**

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Credit Points 3 **Total hours: 60 Hours**

LIST OF PRACTICAL

1. Create a webpage using list tags for manufacturing company to publish its information on the Web to draw user attention to its list of products.

2. Create a web page giving the following train details

- Train name
- Starting Place
- Destination
- Arrival and Departure Time
- Fare

Place a border for the table and use cell padding to present the cell data with clarity. Align the table in the center of the screen. Use a Caption V D \ L Q J µ 7 L P H Fare DE L O V W ¶ D Q G

3. Create a document with two links to an external document. The first should lead to the beginning of the external document. The second link should lead to a particular section in the external document.

4. Create a specimen of a corporate web page. Divide the browser screen into two frames. The frames on the left will be a menu consisting of hyperlinks. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right hand side.

5. Create a web page, which accepts user information and user comments on the web site. Design the web page using form elements and checks if all the text fields have being entered with data else display an alert.

6. Design a web page for CYBERSHOP INC, Using style sheets.

7. Create a web page for Silicon Chip Technologies using Cascading Style sheets with various attributes.

	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	PSO2
CO1	**3**	**3**	**1**	**2**	**2**	**2**	**2**	**1**	**1**	**2**	**3**	**2**	**1**	**1**
CO2	**3**	**3**	**2**	**1**	**2**	**3**	**2**	**2**	**3**	**1**	**2**	**3**	**3**	**2**
CO3	**3**	**3**	**3**	**2**	**1**	**1**	**1**	**2**	**3**	**1**	**2**	**3**	**3**	**2**
CO4	**3**	**3**	**3**	**2**	**2**	**2**	**1**	**1**	**2**	**3**	**3**	**2**	**2**	**2**
CO5	**3**	**3**	**3**	**2**	**3**	**2**	**1**	**1**	**2**	**1**	**2**	**3**	**3**	**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

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore.	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

2	CIA I	Once in a Semester
3	CIA II	Once in a Semester
5	Observation Note	Once in a Semester
6	Record Note	Once in a Semester

Course Designed by: Mrs.M.Judith Acquline	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: IV

COURSE CODE: 23UCE4SB2

TITLE OF THE COURSE: SKB PRINCIPLES OF AUDITING

(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To enlighten the V W X Y knowledge on auditing and audit programmes concept
- To establish knowledge about the vouching, audit report and electronic auditing

COURSE OUTCOME

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

CO 1	Understand the concept of auditing	**K2**
CO 2	Analyze the vouching of various working papers	**K2**
CO 3	Gain knowledge on valuation of assets and liabilities	**K2**
CO 4	Evaluate an audit report	**K2**
CO 5	Apply the concept of electronic auditing	**K2**

SYLLABUS

Credit Points- 2 **Instructional Hours: 45 Hours**

UNIT I: Introduction to Auditing (K2) **8 Hours**

Auditing ±Origin ±Definition ±Objectives ±Types ±Advantages and Limitations ±Qualities

of an Auditor ±Audit Programmes.

(Self Study : Qualities of an Auditor)

UNIT II: Internal Check and Internal Audit (K2) 10 Hours

Internal Control ±Internal Check and Internal Audit ±Audit Note Book ±Working Papers. Vouching ±Voucher ±Vouching of Cash Book ±Vouching of Trading Transactions ±Vouching of Impersonal Ledger.

(Self Study :Internal Check and Internal Audit)

UNIT III: Verification and Valuation of Assets And Liabilities (K2) 8 Hours

Verification and Valuation of Assets and Liabilities ±$ X G Ls\ Ro Ritu ¶ regarding the valuation and verifications of Assets and Liablities ±Depreciation ±Reserves and Provisions ±Secret Reserves.

UNIT IV: Audit of Joint Stock Companies (K2) 10 Hours

Audit of Joint Stock Companies ±Qualification ±Dis-qualifications ±Various modes of Appointment of Company Auditor ±Rights and Duties ±Liabilities of a Company Auditor ±Share Capital and Share Transfer Audit ±Audit Report ±Contents and Types.

(Beyond the Curriculum: Separate Legal Entity Common Seal Diversified Ownership Regulatory Companies)

UNIT V: Investigation (K2) 9 Hours

Investigation ±Objectives of Investigation ±Audit of Computerised Accounts ±Electronic Auditing ±Investigation under the provisions of Companies Act.

Note: 100% Theory.

TEXT BOOK:

1.Tandon B.N, (2012) 14th edition, *Practical Auditing*, Sultan Chand & Company, Delhi

REFERENCE BOOKS:

1.Tripathy D.N, (2012) 8th edition, *Principles and Practice of Auditing*, Tata McGraw ±Hill Publication, New Delhi.

2.Dinkar Pagare (2020) 13th revised edition, *Principles and Practice of Auditing*, Sultan Chand & Company Ltd, Delhi.

3.Ravinder Kumar and Virender Sharma, (2015) 3rd edition, *Practical Auditing*, Prentice Hall, UK

4.Pradeep Kumar, Baldev Sachdeva, Jagwant Singh, (2012) 7th edition *Auditing Principles and Practice*, Kalyani Publishers, New Delhi.

5.Dr. Premavathy N, (2014) *Practical Auditing*, Sri Vishnu Publications, Chennai.

BLENDED LEARNING

UNIT	TOPIC	SOURCE	LINKS
V	Audit undercomputerized Environment	ACA IPCC Material	https://youtu.be/4yb6QhQ6CM

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	1	1	1	1	2	3	1	3	3	3	3	3
CO2	3	3	1	1	1	2	2	3	1	3	3	3	3	3
CO3	3	3	3	3	1	2	2	3	3	3	1	3	3	3
CO4	3	3	3	3	1	2	2	3	3	3	1	3	3	3
CO5	3	3	3	1	1	2	2	3	1	3	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.	Quiz (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: V

COURSE CODE: 23UCE5C10

TITLE OF THE COURSE: CORE - INCOME TAX LAW AND PRACTICES

(Entrepreneurship, Employability & Skill Development)

COURSE OBJECTIVES

¶ To understand the provisions of Income Tax Act of 1961 relating to assessment of total income of an individual and computation of tax liability.

¶ To know about the eligible deductions under Section 80 of Income Tax Act.

COURSE OUTCOMES

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

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

CO 1	Assimilate an idea as to who, when, why and how a person should pay tax and the five heads of income under which total income is assessed	**K2**
CO 2	Compute tax on salary and house property income of an assessee and deductions under Sec 16 & 24	**K4**

CO 3	Calculate the taxable business and professional Income	**K3**
CO 4	Determine tax on capital gains and Income from other sources	**K4**
CO 5	Discern knowledge on Collections of Tax and Assessment Procedures	**K2**

SYLLABUS

Credit Points 5 **Instructional Hours: 75 Hours**

UNIT I: Basic Concepts of Income Tax (K2) 15 Hours

The Income tax Act, 1961 – Definition of Income – Assessment year – Previous year – Assessee – Assessee in default – PAN. Scope of income – Residential status – Incomes which do not form part of Total Income.

(Self – Study: Exempted Incomes u/s 10)

UNIT - II: Income from Salary and House Property (K4) 15 Hours

Income taxable under the head Salaries: Allowances, Perquisites, Profits in lieu of salary, Deductions u/s 16, Eligible saving schemes – Income from House Property: Taxable income from self-occupied and let out house property

UNIT- III: Income from Business or Profession (K3) 15 Hours

Income from Business or Profession – computation of profits and gains of business or profession of an individual – expenses and income expressly allowed and disallowed.

UNIT IV: Income from Capital Gain and Other Sources (K4) 15 Hours Income taxable under the head Capital Gains, Indexing of Long term capital assets – Computation of short term and Long term capital gain – Exemptions u/s 10 & 54 - Income from other sources: General and Specific Incomes.

(Self – Study: General and Specific Incomes)

UNIT- V: Collections of Tax and Assessment Procedures (K2) 15 Hours

Advance Payment of Tax - Tax Deducted at Source – Authorities under the income tax Act - Assessment Procedure - Collection of Tax - Recovery of Tax and Refund - Filing of Returns. (Beyond the Curriculum: Settlement Commission – Appeals and Revision – Penalties and Prosecution)

Note: Distribution of marks for Theory and Problems shall be 40% and 60% respectively.

TEXT BOOK:

1. Gaur and Narang, Income Tax Law and Practice, Kalyani Publishers, New Delhi. (Current edition book to be used every year)

REFERENCE BOOKS:

1. Mehrotra, Income Tax Law and Practice, Sahitya Bawan Publishers, Uttar Pradesh.

2. Manoharan T.N, Income Tax Law, Snow-white Publishers Pvt.Ltd, Mumbai.

3. Murthy A, Income Tax Law and Practice, Vijay Nicole Imprints Private Limited, Chennai.

4. Jeevarathinam M and Vijay C Vishnu Kumar, Income Tax Law and Practice, SCITECH Publications (India) Pvt. Ltd, Chennai.

5. Raajhavelu K, Text book on Income Tax Law and Practice, Sri Venkateswara Padmawadhi Publications, Andhra Pradesh.

BLENDED LEARNING:

UNIT	TOPIC	LINKS
UNIT I	Residential status	https://mail.google.com/mail/u/3?ui=2&ik=4fcc7fad37&attid 1&permmsgid=msga:r4447810637867235119&th=175702e dfdff&view=att&disp=inline&realattid=175702becb4467f27c
UNIT IV	Capital Gains	https://youtu.be/FeqHBnQi8Z0
		https://youtu.be/yr1Z6tOL3jw
		https://youtu.be/Hk8xwH-1MTw
		https://youtu.be/9eaJdJjDho
		https://youtu.be/TMkh0d6xmtk
		https://youtu.be/mn6iNa_GtnQ

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	3	1	3	3	1	1	2	3	3	3	3	3	3	3
CO2	3	1	3	3	3	1	1	3	3	3	3	3	3	3
CO3	3	1	3	3	3	3	1	3	3	3	3	3	3	3
CO4	3	1	3	3	3	1	1	3	3	3	3	3	3	3
CO5	3	1	3	3	3	1	1	3	3	3	3	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.	Field Work: Filing of Tax Returns (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: V

COURSE CODE: 23UCE5C11

TITLE OF THE COURSE: CORE: PYTHON FOR DATA ANALYTICS
(Employability)

COURSE OBJECTIVES

1. To enable the students to learn the basic concepts of Python and use of various data structures and functions
2. To understand about the various components of data manipulation and data Visualization.
3. To provide the necessary knowledge of Advanced Interactive applications

COURSE OUTCOMES

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

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

CO 1	Understand the core programming Python	**K2**

CO 2	Express proficiency in the handling of data structures	**K2**
CO 3	Acquire knowledge about data frame, data cleaning, data transformatio data wrangling.	**K2**
CO 4	Articulate the function and features of Data Visualization.	**K3**
CO 5	Grasp the knowledge with the applications of Advanced Interactive plot	**K3**

SYLLABUS

Credit Points- 3 **Instructional Hours: 75 Hours**

UNIT I: Python For Introduction (K2) **15 Hours**

History of Python ±Python Features ±Python Interpreter ±Installation and Setup: Windows ±Linux ±mac OS ±Installing/Updating Python Packages ±Essential Python Libraries ±Basic Data types ±Python Built-in Functions ±IDEs ±Text Editors ±python ±Jupiter Notebook ±Importing and Exporting Files: CSV File ±JSON File ±txt File ±Excel File ±Xml File-Delimited Formats.

(Self Study : Python Built-in Functions)

UNIT II: Data Structure (K2) **15 Hours**

Introduction ±NumPy Package ±Python List: Introduction ±Accessing values ±List Manipulation ±List Operations ±Python Tuples: Creating Tuples ±Operation in Tuples ±Accessing and Functions in Tuples ±Python Dictionary: Accessing ±Functions in Dictionary ±Functions ±Namespaces ±Indexing ±Slicing ±Matrices ±Arrays Functions ±Exception Handling ±Global and Local Variables

(Self Study : Python Dictionary Functions)

UNIT III: Data Manipulation (K2) **15 Hours**

Pandas Package ±Series ±Data Frame ±Combining Data Frames ±Index Objects ±Filtering ±Renaming ±Dealing with Outliers ±Summarizing ±Correlation ±Covariance. Data Cleaning ±Handling Missing Data ±Data Transformation ±String Manipulation ±Regular Expressions ±Data Wrangling ±Reshape ±Combine ±Merge ±Indexing

(Beyond the Curriculum: Data Modification - difference between data modification and Data manipulation)

UNIT IV: Data Visualization (K3) **15 Hours**

Matplot lib library ±sea born library ±Configuration ±Graphical Parameters ±Plotting Functions in Pandas: Line Plots ±Bar Plots ±Histograms ±Density Plots ±Scatter Plots ±Facet Grids ±Categorical Data.

UNIT V: Advanced Interactive Plot (K3) **15 Hours**

Introduction Plotly Library ±Data Understanding ±Preparing Variables ±Visualization ±Distribution: Histogram ±Boxplot ±Correlation: Scatter Plot ±Heatmap ±Ranking Plot: Barplot ±Boxplot ±Wordcloud..

Note:100% Theory

TEXTBOOK:

1. 5 L F K D U G (*Software Engineering Concept´* 7 D W D 0 F * U D Z + L O O 3 X E &

Ltd., New Delhi.

+ D U V K *Python for Beginners* ´- New Age International Pvt Limited.

REFERENCE BOOKS:

5 R J H U 3 U R Y L G H G &RPSXWHU &RXUVH RQ *Software Engineering* ´ 7 D W D 0 F *U D Z +L O O 3 X E &R P S D Q
Delhi

2. Wesley J.Chun *Python Application Programmingò*-Pearson India Education Services Pvt Ltd (Third Edition)

BLENDED LEARNING

UNIT	TOPIC	SOURCE	LINKS
III	**Data Manipulation**	MOOC/SWAYAM	https://www.tutorialspoint.com/software_engineering/software_analysis_design_tools.htm

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	1	1	1	1	2	3	1	3	3	3	3	3
CO2	3	3	1	1	1	2	2	3	1	3	3	3	3	3
CO3	3	3	3	3	1	2	2	3	3	3	1	3	3	3
CO4	3	3	3	3	1	2	2	3	3	3	1	3	3	3
CO5	3	3	3	1	1	2	2	3	1	3	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.	Quiz (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr. A. Revathy**

Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: V

COURSE CODE: 23UCE5E01

TITLE OF THE COURSE: ELECTIVE - E-COMMERCE STRATEGY & APPLICATION

(Entrepreneurship, Employability & Skill Development)

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

COURSE OBJECTIVES

- To enable the students to have complete knowledge about E-Commerce Strategy
- To provide basic conceptual knowledge about the application of E-Commerce.

COURSE OUTCOME

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

CO 1	Remember the framework of E-Commerce	**K1**
CO 2	Understand the concepts of Electronic Payment Systems an	**K2**

	importance	
CO 3	Analyse the effectiveness of Mobile Commerce applications	**K3**
CO 4	Use the E-Banking applications and the Electronic Payments	**K3**
CO 5	Apply the E-Commerce application practically	**K3**

SYLLABUS

Credit Points - 4 **Instructional Hours: 75 Hours**

UNIT I: Introduction to E-Commerce (K1 Level) 15 Hours

E-Commerce Meaning- Basic components of E-Commerce- Features of E-Commerce- Traditional Commerce Vs E-Commerce - Advantages - Disadvantages of E-Commerce- Opportunities of E-Commerce- E-Commerce technology- Network security and firewalls- Technology behind the web Security

(Self - Study: Advantages & Disadvantages of E-Commerce)

UNIT II: Electronic Payment Systems (K2 Level) 15 Hours

Electronic Payment Systems- Different forms of E-Payment systems- Credit Card- Debit Card- Smart Card- E-Wallet - Essential requirements of E-Payment systems- risks involved in Electronic Payment Systems- Designing electronic payment systems- Process of EPS.

UNIT III: M-Commerce & Network Security (K3 Level) 15 Hours

M-Commerce - Introduction - Mobile Computing Applications - Advantages and Disadvantages- E-Learning- Role of E-Learning - Components of E-learning: CBT, WBT, Virtual Classroom- Barriers to E-Learning- Security in E-Commerce - Network security- levels of Security- Threats to Internet Security.

(Self - Study: Components of E-learning)

UNIT-IV: E-Payment Systems (K3 Level) 15 Hours

E-Banking - changing dynamics in E-Banking - advantages - disadvantage of E-Banking- Transaction Processing- Online Purchases- Online share trading- Railway/air ticket reservation- The Information Technology Act 2000- Definitions - Authentication of Electronic Records- Electronic Governance- Digital Signature & Digital Certificates.

UNIT V: E Commerce applications (K3 Level) 15 Hours

E-Commerce application Practical: Online shopping- Online share trading- Online ticket reservation- Electronic payment systems- Online employment registration.

Note : 100% Theory

TEXT BOOK:

1. Nidhi Dhawan (2017), E-Commerce Concepts and Applications, International Book House Pvt. Ltd First Edition, Delhi

REFERENCE BOOKS:

$ J D U Z D O D . D P O H V K 1 $ P L W / D O ' H H N V K D $ J D U Z D O D D Q G + R Z &RPPHUFH, Macmillan India Ltd, New Delhi

2. C.S.Rayudu (2020) -Commerce & E-Business, Himalaya Publishing House, New Delhi.

3.Bajaj, Deobyani Nag (2000), E-Commerce, Tata McGraw Hill Company, New Delhi.

4. Dietel, Harvey M, Dietel, Paul J and Kate Steinbuhler (2020) E-Business and E-Commerce for Managers, Pearson Education, New Delhi.

5.Bharat Bhasker (2018) Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, NewDelhi.

BLENDED LEARNING:

UNIT	TOPIC	LINKS
UNIT-IV	E-Banking	https://freebcomnotes.blogspot.com/2017/02/e-banking-internet-banking-meaning.html
	Transaction Processing	https://www.techopedia.com/definition/464/transaction-processing
	The Information Technology Act 2000	https://www.indiacode.nic.in/bitstream/123456789/1999/3/A2021.pdf

	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	**M**	**M**	**H**	**M**	**M**	**-**	**-**	**H**	**H**	**M**	**H**	**H**	**H**	**M**
CO2	**M**	**M**	**H**	**M**	**M**	**-**	**M**	**M**	**M**	**M**	**M**	**H**	**H**	**M**
CO3	**H**	**M**	**H**	**L**	**M**	**-**	**-**	**H**	**H**	**M**	**H**	**H**	**H**	**H**
CO4	**M**	**M**	**M**	**M**	**H**	**-**	**H**	**H**	**H**	**M**	**H**	**H**	**H**	**M**
CO5	**H**	**M**	**H**	**L**	**H**	**-**	**L**	**H**	**H**	**M**	**H**	**H**	**H**	**H**

Correlation: L-Low, M-Medium, H-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.	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.	Online Quiz (Unit V)	Once in a semester

Course Designed by: Dr. A Revathy	**Verified by HOD: Dr. A Revathy**
Checked by CDC: Dr.S. Jaculin Arockia Selvi	**Approved by:** **Principal**

MEMBERS OF BOARD OF STUDIES:

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

SEMESTER: V

COURSE CODE: 23UCE5E02

TITLE OF THE COURSE: ELECTIVE - E-RETAILING

(Entrepreneurship, Employability & Skill Development)

COURSE OBJECTIVES

- To create awareness among the students on e-retailing from both technological and managerial perspectives
- To enable the students to familiarize students with current and emerging electronic retailing changes

COURSE OUTCOME

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

CO 1	Relate the regulatory framework for E-Retailing and E-marketing	**K1**

	concepts	
CO 2	Acquire knowledge about models of E-retailing and E-store	**K1**
CO 3	Understand the strategies of E-stores	**K2**
CO 4	Summarize the process of online payment	**K2**
CO 5	Familiarize with CRM in E-retailing	**K2**

SYLLABUS

Credit Points 4 **Instructional Hours: 75 Hours**

UNIT I: INTRODUCTION TO E-RETAILING (K1 Level) 15 Hours

Meaning of E-retailing – Significance – Components – Comparison of E-retailing with convention retailing – Advantage of E-retailing to the seller and buyer – Disadvantage of E-retailing to the seller and buyer – Elements of E-retailing – Brick & Mortar – Click & Mortar – Pure E-retailing – Multi Channel retailing. E-Marketing - Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed-Loop Marketing, Advantages of E-Retailing, Shortcomings of E-Retailing.

(Self-Study: Brick & Mortar *ï* Click & Mortar)

UNIT II: E-retailing models, starting an E-store (K1 Level) 15 Hours

E-retailing models, Weighing the options, approaches to building a store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information

UNIT III: Marketing Strategies for E-stores (K2 Level) 15 Hours

Marketing mix in the age of E-retailing; the roles of cyber intermediaries in E-retailing; E-retailing and supply chain management system; Concept of online pricing; factors affecting online pricing; different methods of on line pricing; price Promotional strategies of E-retail business, Branding on the web, offline marketing, cross selling, referral services, permission marketing.

(Self-Study: Concept of online pricing & different methods of on line pricing)

UNIT IV: Payment & Security issues (K2 Level) 15 Hours

Online payment processing, internet payment gateways, internet security issues, E-malls, future of e-retailing

UNIT V: Customer Relation Management in E-retailing (K2 Level) 15 Hours

Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization.

Note: 100% Theory

Text & References:

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications

2. Caroll & Broadhead, Selling Online: How to Become a Successful E-Commerce Merchant, Dearborn publishers
3. Janice Reynolds, The Complete E-Commerce Book: Design, Build, and Maintain a Successful Web-Based Business, CMP Media Dennis,
4. Fenech & Merrilees, E-retailing, Routledge Press
5. Levy & Weitz, Retailing Management, Tata McGraw Hill.

BLENDED LEARNING:

TOPIC	LINK
CRM implementation	https://www.youtube.com/watch?v=1skNSo0sELQ
Building customer loyalty	https://www.youtube.com/watch?v=pPhAijjalaY

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	1	2	1	2	2	2	1	2	1	1	2	2	3	2
CO2	2	2	1	2	2	1	2	1	1	2	3	2	3	2
CO3	2	2	2	1	2	1	1	2	1	2	2	2	3	3
CO4	1	1	1	3	1	2	1	2	1	2	2	2	3	2
CO5	1	2	2	2	2	1	3	1	1	2	3	3	2	3

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

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.	Group Discussion: Building customer loyalty & CRM implementation	Once in a semester

Course Designed by: Dr. A.Revathy	**Verified by HOD: D. A.Revathy**
Checked by CDC: Dr.S. Jaculin Arockia Selvi	**Approved by:** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: V
COURSE CODE: 23NCE5E03
TITLE OF THE COURSE: NON MAJOR ELECTIVE
E COMMERCE AND E-BUSINESS
(Entrepreneurship,Employability& Skill Development)

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

COURSE OBJECTIVES

- To enable the students understand and acquire knowledge of e-Commerce and e-Business
- To create an awareness of various Business applications and its uses in various fields.

COURSE OUTCOMES

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

CO 1	Acquire knowledge on the concepts of e-Commerce and e-Business	**K2**
CO 2	Understand about e-Market places	**K2**
CO 3	Classify the various e-Business applications	**K2**
CO 4	Summarize the impact of e-Business in various fields	**K2**
CO 5	Explain the concepts of e-Government	**K2**

SYLLABUS

Credit Points: 4 **Instructional Hours: 75 Hours**

Unit I Introduction to e-Business and E-Commerce (K2) 15 Hours

E-Commerce ±Meaning ±Definition ±Types of e-commerce transactions ±Advantages and Disadvantages of e-commerce ±E-business ±Meaning ±Components of e-business ± e-business Models ±Elements of e-business Models ±Internet marketing ±e-Tailing.

Unit- II E-Market places (K2) 15 Hours

E-Market places: Meaning ±Definition ±Functions ± Types ± Auctions: Meaning ± Characteristics ±Advantages and Disadvantages.

Unit III E- Business Applications (K2) 15 Hours

E-Business Applications ±prerequisites for e ±Business ± Procedure ± e-Business areas ± EDI- ERP- ERP System: Financial Management ±SCM ±HRM ±CRM ±e-Payment system ±Advantages and disadvantages ±Different types of e-Payment system.

(Self-study: Different types of e-Payment system)

UNIT IV Impact of e-Business in various fields (K2) 15 Hours

E-Tourism ±Online publishing and e-Books ±Online banking and Personal finance ±Online Employment and Online job Market ±On ±demand delivery systems and e- Grocers.

UNIT V E- Government (K2) 15 Hours

E- Government ±Definition ±Basic types of web pages ±Phases of e-Government development ±e-Government services ±Challenging and Opportunities ±Benefits of e-Government.

(Self-study: e-Government services)

Note: 100% Theory

TEXT BOOK:

1. Dr. C.S. Rayudu (2018), ³ (±Commerce, E ± % X V L Q Himalaya Publishing House, First Edition, New Delhi.

REFERENCE BOOK:

1. Turban (2012), Electronic Commerce A Managerial Perspective, Pearson Education Asia, Hong kong.
2. Nidhi Dhawan(2017), E-Commerce Concepts and Applications, International Book House Pvt. Ltd , Chennai.

BLENDED LEARNING:

UNIT	TOPIC	LINK
UNIT I	E-Commerce- Advantages and Disadvantages of e-commerce	https://www.toppr.com/guides/business environment/emerging-trends in-business/electronic-commerce/
UNIT III	e-Business	https://www.toppr.com/guides/business studies/emerging-modes of-business/e-business/

	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	2	1	2	1	3	1	2	1	2	2	1	2	2	1
CO2	2	1	2	1	1	1	3	1	2	1	2	2	2	1
CO3	1	1	1	2	1	2	3	2	2	1	1	2	2	2
CO4	2	1	1	1	2	1	1	1	3	3	2	2	2	2
CO5	1	2	2	1	1	2	2	1	2	3	1	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.	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.	Group Discussion – Phases of e-Government development (Unit V)	Once in a semester

Course Designed by: Mrs. S. Shilpa	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

Dr.VIMALA.V Assistant Professor (SG), Department of Commerce, Avinashilingam Institute For Home Science And Higher Education For Women, Coimbatore .	**Dr.BHUVANESWARI.V** Associate Professor & Head, Department Of Commerce E-Commerce, PSG College Of Arts And Science, Civil, Coimbatore	**Dr. DEEPALAKSHMI. M** Assistant Professor & Head, Department of B.Com E-Commerce And B.COM (SF), PSGR Krishnammal College For Women, Coimbatore	**Mr.VINOD.A** Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore	**Ms.SUSINDRA DEVI.R** Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road

SEMESTER: V

COURSE CODE: 23UCE5SB3

TITLE OF THE COURSE: SKB: PRACTICAL: PYTHON FOR DATA ANALYTICS

(Employability & Skill Development)

COURSE OBJECTIVES:

- To explore and acquire skills in Python Programming
- To enable the students to create websites and software using python.
- To provide the knowledge about analyse and visualization of the data using python.

COURSE OUTCOMES:

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

CO1	Illustrate to read, create and run a Python Script	K2
CO2	Demonstrate a program to use different functions in Python Scr	K3
CO3	Use functions and represent Compound data using Lists, Tuple Dictionaries	K3
CO4	Develop the program using python script to create Data frame	K3
CO5	Develop the program to categorize the data using multiple interactive plots using Python	K3

LIST OF PRACTICALS

1. Write a Python script to read data from different file formats (CSV, JSON, XML, Text, Excel) and display the specified rows/columns.
2. Write a Python script that demonstrates the use of different data types (integer, float, string, list, tuple, set, dictionary) and use built-in functions len(), type(), max(), min(), sum(), and sorted() on these data types
3. Create and run a Python script that reads a string input from the user and prints it in reverse order.
4. Create a NumPy array with values from 1 to 20. Reshape the array into a 4x5 matrix. Perform element-wise addition, subtraction, multiplication, and division with another 4x5 matrix.
5. Write a Python script to create a list of integers from 1 to 10 and perform sorting (ascending /descending), reversing the list, adding and removing specific elements.
6. Write a Python script to create a tuple with elements of different data types (integer, float, string) and to perform the following operations
   i) Access and print the first and last elements of the tuple.
   ii) Concatenate two tuples and find the length of the new tuple.
   iii) Find the index of a specific element in the tuple.
7. Create a dictionary with keys as student names and values as their scores. Write a function for adding a new student and their score, update the score of an existing student and remove a student from the dictionary.
8. Write a Python script to create two DataFrames: one with customer names and Phone number, and another with customer names and product they purchased. Merge the two DataFrames on the customer names column and concatenate the merged DataFrame with another DataFrame containing customer names and amount spent.
9. Write a Python script to create a DataFrame with numerical data (e.g., students' test scores in different subjects). Use functions like describe(), mean(), median(), and std() to summarize the data and calculate the correlation and covariance between different columns in the DataFrame.
10. Create a bar plot showing the number of Franchisees in different cities of TN. Customize the plots by setting titles, labels, and grid lines and save the plots as image files. Write a Python script to generate and customize these plots.
11. Use Seaborn to create a histogram and a density plot for a dataset (e.g., distribution of ages in a population).
12. Create a scatter plot with a regression line to show the relationship between two variables (e.g., supply and demand).
13. Load a dataset into a Pandas DataFrame (e.g., a CSV file with sales data). Create a line plot showing the trend of sales over time.

14. Load a dataset with categorical variables (e.g., a dataset with customer demographics and purchase behavior). Write a Python script to generate the following
    i. Create a count plot to show the number of customers in each category (e.g., gender, age group).
    ii. Create a box plot to compare purchase amounts across different categories (e.g., gender).
    iii. Use a violin plot to visualize the distribution of a numerical variable within each category.
15. Load a comprehensive dataset with various numerical and categorical variables. Create multiple interactive plots (e.g., histogram, scatter plot, boxplot, heatmap) based on the dataset.

	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	2	2	2	3	3	1	3	2	3	3	2	3	3	2
CO2	2	3	3	3	3	2	3	1	3	3	2	3	3	3
CO3	2	3	3	3	3	1	3	1	3	3	2	3	2	3
CO4	2	3	3	3	3	2	3	2	3	3	3	3	2	2
CO5	2	3	3	3	3	1	3	1	3	3	3	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
5	Observation Note	Once in a Semester
6	Record Note	Once in a Semester

Course designed by : Dr. S. Siva Shankari	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

Dr. Vimala.V Assistant Professor(SG), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	Dr. Bhuvaneswari. V Associate Professor & Head, Department of Commerce E-Commerce, PSG College of Arts and Science, Civil, Coimbatore	Dr. Deepalakshmi.M Assistant Professor &Head, Department of B.Com E-Commerce & B.Com (SF), PSGR Krishnammal College for Women, Coimbatore	Mr. Vinod. A Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore.	Ms. Susindra Devi. R Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road.

SEMESTER: V

COURSE CODE: 23IDSBCE1

TITLE OF THE COURSE: SKILL BASED: E-COMMERCE

(Entrepreneurship, Employability & Skill Development)

COURSE OBJECTIVES

- To enable the students to understand the mechanism of E-Commerce.
- To create an awareness on employment and self-employment opportunities in E-Commerce.

COURSE OUTCOME

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

CO 1	Familiarise the E-Commerce concepts and its applications	**K1**
CO 2	Understand the different Electronic business models	**K2**
CO 3	Realise the importance of internet for E-Commerce operations	**K2**
CO 4	Devise the electronic payment systems	**K2**
CO 5	Transact the mobile commerce, effectively handle threats in E-Commerce and have knowledge in IT Act 2000	**K3**

SYLLABUS

Credits Points 2 **Instructional Hours: 45 Hours**

UNIT I: Introduction to E-Commerce (K1 Level) 9 Hours

Introduction to E-Commerce – definition - E-Commerce based activities – goals and technical components of E-Commerce – functions – advantages – disadvantages and scope of E-Commerce – Electronic Commerce Applications – Framework of E-Commerce – E-Customer relationship management – Supply Chain Management – Electronic Commerce and Electronic Business.

(Self – Study: Electronic Commerce Applications)

UNIT II: E-Commerce Business Models (K2 Level) 9 Hours

Planning Online Business – Nature and dynamics of the internet – Electronic Business Models – B2B, B2C, C2C, C2B – Website design – Website as market place – E-Commerce – pure online Vs. brick and click business – assessing requirement for an online business – designing developing and deploying the system

UNIT III: Technology for online business (K2 Level) 9 Hours

Technology for online business – E-Portals - E-Auctions - Internet and its evolution – IT Infrastructure – Middleware - Domain names – Contents – Text and Integrating – Business applications. Component of Internet Information Technology Structure – Development of Intranet, Extranet and their difference.

UNIT-IV: E-Payment Systems (K2 Level) 9 Hours

Introduction to Electronic Money - Traditional payment Vs – payment – E-Commerce in Banking – Online Payment Mechanism – Electronic Payment Systems – Payment Gateways – Visitors to website – Tools for promoting websites – Risk management – options for E-Payment systems

UNIT V: M-Commerce, Threats and Security of E-Commerce (K3 Level) 9 Hours

Mobile Commerce – Success factors for mobile commerce – Wireless Application Protocol – Building blocks for mobile commerce – Security and Legal aspects of E-Commerce – Threats in E-Commerce - Security of clients and service provider – Relevant provisions of Information Technology Act 2000 – Offences, Secure Electronic records and digital

signatures and penalties.

(Self Study: Digital signature)

- Mobile Commerce – Introduction: https://www.toppr.com/guides/business-environment/emerging-trends-in-business/m-commerce/
- Difference between wireless and mobile: https://www.techopedia.com/7/29693/networking/what-is-the-difference-between-mobile-and-wireless
- Introduction to Wireless Application Protocol : https://www.tutorialspoint.com/wap/wap_introduction.htm
- Features of WAP https://www.tutorialspoint.com/wap/wap_key_features.htm
- Components of WAP http://www.mobileinfo.com/wap/components.htm
- Security in E-Commerce https://www.javatpoint.com/security-threat-to-e-commerce
- Threats in E-Commerce https://www.getastra.com/blog/knowledge-base/ecommerce-security-threats/

Note: 100% Theory.

TEXT BOOK:

1. Nidhi Dhawan, E-Commerce Concepts and Applications, International Book House Pvt.Ltd First Edition 2017.

REFERENCE BOOKS:

1. Agarwala, Kamlesh.N, Amit Lal & Deeksha Agarwala, An Introduction to Whats and Hows of E-Commerce, Macmillan India Ltd.2000
2. Bajaj, Deobyani Nag, - E-Commerce, Tata McGraw Hill Company, New Delhi.2000
3. Dietel, Harvey M, Dietel, Paul J and Kate Steinbuhler, Business and E-Commerce for Managers, Pearson Education
4. Turban, Electronic Commerce: A Managerial Perspective, Pearson Education Asia, 2012
5. Efraim Turban and David King, Electronic Commerce 2012 Global Edition, 2012.

	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	**H**							**H**	**H**	**M**	**H**	**H**	**H**	
CO2	**H**			**M**				**M**	**M**	**M**	**H**	**H**	**H**	
CO3	**M**			**M**				**M**	**M**	**M**	**H**	**H**	**H**	
CO4	**M**			**M**				**M**	**M**	**M**	**M**	**H**	**H**	
CO5	**M**			**H**				**H**	**M**	**M**	**M**	**H**	**H**	

Correlation: L-Low, M-Medium, H-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

Dr. Vimala.V Assistant Professor(SG), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women,	Dr. Bhuvaneswari. V Associate Professor & Head, Department of Commerce E-Commerce, PSG College of Arts and Science, Civil, Coimbatore	Dr. Deepalakshmi.M Assistant Professor &Head, Department of B.Com E-Commerce & B.Com (SF), PSGR Krishnammal College for Women,	Mr. Vinod. A Proprietor, Grobux Deliveries, Saibaba Colony, Coimbatore.	Ms. Susindra Devi. R Junior Accountant, Infosys Limited, Infosys Avenue, Next SBI Bank, Hosur Road.

Coimbatore		Coimbatore		

Course Designed by: Mrs.S.Shilpa	**Verified by HOD: Mrs A Revathy**
Checked by CDC: Dr.S. Jaculin Arockia Selvi	**Approved by:** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: VI

COURSE CODE: 23UCE5C14

TITLE OF THE COURSE: CORE - SOFTWARE DEVELOPMENT WITH VISUALBASIC.NET

(Entrepreneurship &Employability)

COURSE OBJECTIVES

¶ To provideknowledgeaboutthe implementationof vb.netconceptsinto programming

¶ To enlightenaboutprominentcommandsusedin visualbasiclanguage

COURSE OUTCOME

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

CO 1	Explainvisualbasic.Netconcepts	**K1**
CO 2	DemonstrateVisualbasic.netProgrammingcontrols	**K2**
CO 3	ConstructaVB.Net Programby usingvariousSettingPropertie	**K3**
CO 4	UnderstandtheVB .Net ProgrammingLanguage	**K2**
CO 5	Identifythevariousbuilt-in Functions	**K3**

SYLLABUS

Credit Points 5 **Instructional Hours: 75 Hours**

UNIT-I : VB.Net & Properties Window (K1) **15 Hours**

Introduction ±Evolution of .NET - StartingVisual Basic .NET ±Creatingand Runningthe VeryFirst Application ±Usingthe CommandWindow ±Settingin the StartPage ±Creatinga shortcutto Start VB.NET ±IDE ±Opening an Existing Project±Using the Auto Hide Facility ±Resizing aWindow ±Creatinga Useful Application ±Placingthe Controls on a form ± Selectinga form andthe Controls ±Resizinga form the Controls ±Using the Properties Window ±Settingthe Propertiesof Form and Controls- Using the Solution Explores ±Settingthe StartupObject ±Writing an Event Procedure±Executing the Project Using Explorer±The Standard Toolbar(Beyond the Curriculum: VB.Net: Origin, Strong Programming features of VB.Net, The .Net Framework, Writing VB.NetProgramme

on Linux or Mac OS,VB.Net Data types)

UNIT -II : VB.Net Programming Controls (K2) 15 Hours

Visual Basic .NET Programming Controls ±Text Box Control ±Command Button - Radio Button Control ±List Box Control ±Check Box Control ±Timer Control ±Picture Box Control ±Group Box Control ±Combo ±Box Control ±Horizontal Scrollbar and Vertical Scrollbar Controls ±Numeric Up Down, Track bar, Progress bar Controls.

(Self Study: List Box Control)

UNIT -III : Setting Properties (K3) 15 Hours

Setting Properties Using the Properties Window: Classification of Properties ±Various Properties of Form ±Various Properties of Label. Setting Properties Using Event Procedures: Introduction ±Setting the Text Property of Label and Button ±Infinite Loop ±Do while ±Do loop while ±Do Until ±Do loop until ±For next statement ±Nesting for loop ±Arrays ± Control Arrays.

UNIT IV: Application Creating (K2) 15 Hours

Visual Basic .NET Programming Language: Variables and Data Types ± Using Imports Statements ±Functions ±The MsgBox() Function ±Text Editor Toolbar ±The Input Box() Function ±MDI forms - Basic Elements of Menu ±Creating a simple Menu Application ± Enhancing a simple Menu Application ± Modifying the Exiting Menu ± Assigning and Removing Shortcut Keys ±Pop Up Menus ±Using Dialog Boxes.

(Self Study: Basic Elements of Menu)

UNIT V: Built-in Functions (K3) 15 Hours

Built-in Functions: Mathematical functions ±Strings functions ±Date & Time function ±Data type conversion functions ±Financial functions ±Option statements.

TEXT BOOK:

1. Shirish Chavan (2010), Visual Basic.Net, Pearson Education, Pvt. Ltd 4th Edition, Chennai

REFERENCE BOOKS:

1. Thearon Willis (2011), Bryan Newsome Beginning Microsoft Visual Basic 2010, Wrox 1st Edition, New Delhi.
2. Kogent (2009), Solutions Inc Visual Basic 2008 In Simple Steps Dreamtech press, Noida.

BLENDED LEARNING:

UNIT	TOPIC	LINK
UNIT V	Built-in Functions	https://www.vbtutor.net/lesson10.html
	Mathematical functions	https://www.vbtutor.net/lesson11.html
	Strings functions	https://www.vbtutor.net/lesson13.html
	Date & Time function	https://www.freetutes.com/learn-vb6/lesson6.3.html

	Datatypeconversion functions	https://docs.microsoft.com/en-us/dotnet/visual basic/language-reference/functions/type conversion-functions
	Financialfunctions	https://www.oreilly.com/library/view/vb-vba/1565923588/1565923588_ap21a fm2xml.html
	Optionstatements	https://www.java samples.com/showtutorial.php?tutorialid=958

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	2	1	2	1	1	1	2	1	1	1	2	1
CO2	3	2	1	2	3	2	1	2	1	2	2	2	2	2
CO3	2	1	1	1	2	1	2	1	1	1	1	2	2	2
CO4	1	2	2	1	2	2	1	1	1	2	1	1	3	2
CO5	2	1	1	1	3	1	1	2	1	1	1	2	3	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.	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.	Quiz – Built-in functions (Unit V)	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: VI

COURSE CODE: 23UCE5SB3

TITLE OF THE COURSE: SKILL BASED PRACTICAL: SOFTWARE DEVELOPMENT WITH VISUAL BASIC.NET

(Entrepreneurship, Employability & Skill Development)

Industry 4.0

COURSE OBJECTIVES

¶ To inculcate the knowledge of Visual Basic programs.

¶ To formulate the V W X Ga b l i Q W ¶ r e v a t i n g programs with Visual Basic Language.

COURSE OUTCOMES

At the end of the Course the students will be able to:

CO1	Illustrate the basic concepts of Visual Basic.Net	**K2**
CO2	Demonstrate the program to do calculations using Visual Basic	**K3**
CO3	Develop program by using the properties of Visual Basic	**K3**
CO4	Enumerate and demonstrate the various control structures in VB. Net	**K2**
CO5	Construct the database in VB. Net	**K3**

SYLLABUS

Credit Points 2 **Instructional Hours: 45 Hours**

1.Write a program to generate prime numbers.

2.Write a program for calculator using VB.Net

3.Write a VB.Net application to calculate Simple Interest

4.Write a VB.Net application to implement the font style properties like changing the font color, font size, bold, italic and underline formatting options using check box and text box.

5.Write a VB.Net program to implement) R U « 1 l o o p W for displaying only even

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numbers from n given numbers

6.Write a VB.Net programto implementdo « while loop for validating the ageof vote forgivennumberof persons
7.Write a VB.Net programto implementMenu Editor for displayingdifferent typesof shapesandits formulas
8.Write a VB.Net programto implement String Functions

9.Write a VB.net programto displaythe givendatewith differentformat

10. CreateanElectricity Bill usingVB.Net

11. Createa Studentdatabaseand connectwith the VB.Net applicationwith basic manipulationoperations

12. CreateanEmployeedatabaseusingVB.Net.

Note: 100%

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

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

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1	EndSemesterExamination	Oncein aSemester
2	CIA I	Oncein aSemester
3	CIA II	Oncein aSemester
5	ObservationNote	Oncein aSemester
6	RecordNote	Oncein aSemester

Course Designed by: Mrs. S. Shilpa	**Verified by HOD: Dr. A. Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by :** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER : VI
COURSE CODE : 23UCE6E01
TITLE OF THE COURSE: ELECTIVE E-BANKING
(Entrepreneurship, Employability & Skill Development)

COURSE OBJECTIVES:

- To create awareness among the students about E-Banking operations in recent trends.
- To impart knowledge about the Computer technology used in banks.

COURSE OUTCOME:

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

CO 1	Remember the basic concepts of E-banking	**K1**
CO 2	Understand the usage of Computer technology in banks	**K2**
CO 3	Apply the various Computers softwares used in banks	**K3**
CO 4	Apply the technology based products used in E-Banking	**K3**
CO 5	Understand the concepts and services of Internet banking	**K2**

SYLLABUS

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Credit Points 4 **Instructional Hours: 75 Hours**

UNIT I Introduction to E-Banking (K1 Level 14 Hours

E-Banking: Meaning ±Definition ±Concept of E-Banking ±Features and Challenges of E-Banking ±Classification of E-Banking ±Significance of E-Banking ±Importance to clients, importance to business and importance to banks ±RBI guidelines for E-Banking ±Merits and demerits of E-Banking.

UNIT-II - Computers Technology in Banks (K2 Level) 15 Hours

Introduction to Computers- Basic Applications of Computer used by Banks ±Artificial Intelligence and Machine Learning - Concept of Computing, Data and Information; Applications of IECT- Storage Devices ±Big Data- Types of Computers used in Banks.
(Self-Study: Types of Computers)

UNIT-III Computer Software (K3 Level) 15 Hours

Computer Software used by banks - Operating system - Programming Languages- Computer Network- Internet and www. electronic mail: Introduction- E-mail - Domain names and addresses Advantages and Disadvantages of Internets. Security devices- Public Key Infrastructure (PKI) - Firewalls Secure Ledger (FSL) - Secure Electronic Transaction (SET).

UNIT IV - Technology based products in E-Banking (K3 Level) 16 Hours

Technology based products in E-Banking: Traditional banking Vs. E-Banking ±Facets of E-Banking ±Impact of IT on Banking ±Types/levels of E-Banking ±Information through Web, Bank transactions and fund transfer ±ATM ± E-Banking Transactions, Truncated cheque, Electronic cheque and Magnetic Ink Character Recognition ±Models for E-Banking ± E-Banking in India ±Modes of Payment in E-Banking System.
(Self-Study: Modes of Payment in E-Banking System)

UNIT V - Internet Banking (K2 Level) 15 Hours

Internet Banking: Meaning and Concepts ± Electronic Delivery Channels ± Need for Computerization ±EFT ±Uses of EFT ±Computerization in Clearing Houses ±Telebanking ±Banking on Home Computers ± Electronic Money Transfer (EMT) ± Uses of EMT ± Services under E-Banking: Consumer credit cards Farm credit cards investment counseling and 24*7 banking- E- Banking Security ±Security needs and concepts.

Note: 100% Theory

<u>TEXT BOOK:</u>

1. Abha Singh (2012) E-banking, ABD Publishers, New Delhi.
2. C.S. Rayudu, E-Business, Himalaya Publishing House.

<u>BOOKS FOR REFERENCE:</u>

1. Natarajan & Gordon (2020), Banking Theory Law and Practice, Himalaya Publications,

Mumbai.

2. Asifulla.A, (2016),Introduction to Electronic Banking,Educreation Publishing.

BLENDED LEARNING:

UNIT	TOPIC	LINK
UNIT III	Computer Software used by banks	https://www.youtube.com/watch?v=KnK7mycTvL
	Firewalls Secure Ledger	https://www.youtube.com/watch?v=XEqnE_sDzS
	Secure Electronic Transaction	https://mrajacse.files.wordpress.com/2012/04/sec electronic transaction set.pdf

MAPPING OF WITH POs/PSOs

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

Correlation: L-Low, M-Medium, H-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.	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.	Other Component (Group Discussion Services under E-Banking)	Once in a semester

Course Designed by: Ms.A.Shiny Nirmala	**Verified by HOD: Dr. A Revathy**
Checked by CDC: Dr.S. Jaculin Arockia Selvi	**Approved by:** **Principal**

MEMBERS OF BOARD OF STUDIES:

SEMESTER: VI
SUBJECT CODE: 23UCE6E02
TITLE OF THE COURSE: ELECTIVE E-COMMERCE TECHNOLOGY
(Entrepreneurship & Employability)

COURSE OBJECTIVES

- To provide the knowledge about the main components and concepts of E-Commerce technology and its vital role in modern business practice.
- To impart knowledge about the Consumer Oriented E-Commerce and E-Services.

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COURSE OUTCOME

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

CO 1	Remember the concepts of E-Commerce Framework & Network Infrastructure	**K1**
CO 2	Explain the Electronic Payment System and Digital Library	**K2**
CO 3	Identify the concepts of E-Retailing and Consumer Oriented E-Commerce models	**K3**
CO 4	Summarize the Web advertising and Web publishing development methodolo	**K2**
CO 5	Understanding Ethical, Social and Political issues in E-Commerce	**K2**

Syllabus

Credit - 4 **Total hours: 75 hours**

UNIT I: Electronic Commerce Framework (K1 Level) 15 hours

Electronic Commerce Technology: Meaning, Concepts, Framework and Media convergence. The Network Infrastructure for Electronic Commerce: Components of Two-Way Network Access Equipment, Global Information Distribution Networks. The Internet as a Network Infrastructure: Internet Terminology, NSFNET- National Research and Educational Network.

UNIT II: Electronic Payment Systems (K2 Level) 15 hours

Overview of Electronic Payment Systems ±EDI technology- Smart card and e-Payment system ±Credit Cards based e-Payment system, risk and e-Payment system, Designing e Payment system. Corporate Digital Library: Dimension of Internal Electronic Commerce Systems- Types of Digital Documents ±Issues behind Document Infrastructure. Corporate data Warehouses.

(Self- Study: Electronic Payment Systems)

UNIT III: E Retailing & Consumer Oriented E - Commerce (K3 Level) 15 hours

Introduction ±Traditional retailing and e-Retailing ±Benefits of e-Retailing ±Key success factors ±Models of E-Retailing ±Features ±E ±Services: Categories of E-Services ±Web enabled services, Information selling on the web, ±entertainment- Consumer oriented E-Commerce: Features, Developing a consumer oriented e-Commerce system ±The PASS Model ±Business Models.

(Self- Study: E- Services)

UNIT IV: Web advertising and Web publishing (K2 Level) 15 hours

Traditional Vs. Internet advertising ±Internet advertising techniques and strategies ±Business models for advertising and their revenue streams ±Pricing models ±Web publishing ±Website development methodologies ±Logical design of the user interface & III ±Usability testing and quality assurance ±Web presence and visibility. Step by step exercise for building the Virtual Book Store (VBS).

UNIT V: Issues in E Commerce (K2 Level) 15 hours

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

Note: 100% Theory

TEXT BOOK:

P.T. Joseph Electronic Commerce: A Managerial Perspective Pearson Education, Current Edition

REFERENCE BOOKS:

1. Ravi Kalakota and Andrew B. Whinston, Frontiers of Electronic commerce Pearson Publication Ltd 2013, V Edition

2. Henry Chan, Raymond Lee, Tharam Dillon and Elizabeth Chang, E-Commerce Fundamentals and Applications Wiley India Pvt. Ltd. Third reprint 2007

3. Intel Kamlesh K Bajaj and Debjani Nag, e-Commerce the cutting edge of business Tata McGraw Hill Sixth reprint 2008, CSV Murthy - E-Commerce - Concepts, Models, Strategies Himalaya Publishing House. 1st Ed 2011, Schneider, G. P. - E-Commerce Business Technology. Society, Thomson Publication Current Edition.

BLENDED LEARNING:

TOPIC	LINK
Web advertising and Web publishing	https://www.youtube.com/watch?v=GTm3MxIekOk
Business models for advertising	https://www.youtube.com/watch?v=n1E5m6GLlVY
Website development methodologies	https://www.youtube.com/watch?v=wT0RS3WoBEY

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

Correlation: L-Low, M-Medium, H-High

ASSESSMENT TOOLS

S.No	Assessment Methods	Frequency of Assessment
1.	Endsemester 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.	Groupdiscussion: Types of Intellectual Property protection, governance	Once in a semester

Course Designed by: Ms.A.Shiny Nirmala	**Verified by HOD: Mrs A Revathy**
Checked by CDC: Dr.S. Jaculin Arockia Selvi	**Approved by:** **(Principal)**

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MEMBERS OF BOARD OF STUDIES:

SEMESTER: VI

COURSE CODE: 23UCE6SB4

TITLE OF THE COURSE: SKB: LEGAL ASPECTS OF BUSINESS

(Employability, Entrepreneurship & Skill Development)

COURSE OBJECTIVES

- To familiarize the fundamental concepts of Laws related companies.
- To enlighten the students about the Industrial Laws and help them for future.

COURSE OUTCOME

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

CO 1	Understand the formation and kinds of companies.	**K2**
CO 2	Acquire knowledge on basic documents in a company and various methods of rising of capital.	**K2**
CO 3	To state the law relating to Indian Contract Act and define the concept of contract	**K2**
CO 4	To understand the different elements of contract, performance of contract and different modes of discharge of contract	**K3**
CO 5	To analyse the dimensions of life and general Insurance and elaborate their contents	**K3**

SYLLABUS

Credit Points: 4 **Instructional Hours: 75 Hours**

UNIT I: Indian Contract Act 1872 (K2) **15 Hours**

Meaning of Contract ± Definition ± Obligation & Agreement ± Nature of Contract & Classification ± Components of Valid Contract- Offer & Acceptance- Consideration ± Capacity to Contract- Free Consent ± Unlawful Agreements ± Quasi Contracts.

(Self - Study: Classification of contract)

UNIT-II: Laws of Contract (K3) **15 Hours**

Different Modes of Discharge of Contract ± Remedies of Breach ± Principles for awarding Damages. Contract of Indemnity & Guarantee ± Rights of Surety ± Discharge of Surety.

Bailment- Rights & Duties of Bailor & Bailee ±Pawn or Pledge- Rights of Pawnee.

UNIT III: Sale of Goods Act 1930 (K3) 15 Hours

Sale of goods Act 1930- ' H I L Q L W L R Q V R I 6 D O H D Q G G L V W L Q F W L R Q E 5 H V H P E O L Q Sale and Agreements to Sell- Rules Regarding Passing of Property in Goods ±Conditions and Warranties- Actual and Implied- 3 U L Q F L S O H R I ³ &±D Y H D W Rights of Unpaid Vendor.

(Beyond the Curriculum: Law of Agency- Kinds of Agency- Rights & Liabilities of Principal and Agent)

UNIT IV: Introduction to Companies Act 2013 (K2) 15 Hours

Company ±Definition & Features- Distinction between Company and Partnership ±Kinds of Companies ±Difference between Private and Public Company ±Incorporation of a Company ±Documents to be filed- Memorandum of Association- Doctrine of Ultravires

(Self - Study: Difference between Private and Public Company)

UNIT V: Articles of Association (K2) 15 Hours

Articles of Association- Doctrine of Constructive Notice & Indoor Management- Alteration of Article ±Prospectus- Contents ±Misstatements- Liability for Misstatements ±Certificate of Commencement of Business.

Note: 100% Theory.

TEXT BOOK:

1. Kapoor N.D (2014), ³ (O H P H O D Q W L O H / D Z ´ Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Gogna P.P.S (2013), A Textbook of Company Law, Sultan Chand & Sons, New Delhi.
2. Ravi Puliani & Mahesh Puliani (2016), Companies Act, 2013 (As amended by the Companies Amendment Act 2015) Jain Book Agency.
3. Pillai. R.S.N & Bagavathi. B, Business Law, S.Chand & Co, New Delhi. Latest edition.
4. Tulsian, Business Law, Tata McGraw- Hill, Latest edition.

BLENDED LEARNING:

UNIT	TOPIC	LINKS
IV	Definition & Features	https://www.clearias.com/indian-companies-act-2013-salient features/#:~:text=Key%20Highlights%20of%20Indian%20Companies,and%20Company%20Law%20Appellate%20Tribunal.
	Incorporation of a Company	https://www.mca.gov.in/MinistryV2/stepstoformanewcompany.html
	Doctrine of Ultravires	https://www.toppr.com/guides/business-laws/companies-act 2013 /doctrine of ultra vires/#:~:text= The%20 Doctrine%20 of % 20 Ultra%20Vires,- (Source%3A%20Indian %20Case &text= The% 20Doctrine %20of%20 Ultra%20Vires %20is%20a%20 fundamental%20rule%20of,extent%20committed %20by %20the%20Act.

	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	1	3	1	1	2	1	1	3	3	2	3	3	3	2
CO2	1	1	2	2	1	1	2	2	2	2	2	3	3	2
CO3	1	2	1	1	1	1	1	3	3	2	3	3	3	3
CO4	1	1	1	2	1	1	3	3	3	2	3	3	3	2
CO5	1	2	1	1	2	1	1	3	3	2	3	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: Principle of ³ & D Y H D W (P S W	Once in a semester

Course designed by: Dr. A. Revathy	**Verified by HOD: Dr A Revathy**
Checked by CDC: Dr.S.Jaculin Arockia Selvi	**Approved by** : **Principal**

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