

KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)
Coimbatore – 641 029



DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

Curriculum and Scheme of Examinations (CBCS)
(2022 – 2023 onwards)

**Kongunadu Arts and Science College (Autonomous),
Coimbatore - 641 029.**

Vision:

Developing the total personality of each and every student in a holistic way by adhering to the principles of Swami Vivekananda and Mahatma Gandhi.

Mission:

- ❖ Imparting holistic man-making education with emphasis on character, culture and values – Moral and ethical
- ❖ Designing the curriculum and other courses that transform the students into value added and skilled human resources
- ❖ Constantly updating academic and management practices towards total quality management and promotion of quality in all spheres
- ❖ Extending the best student support services by making them comprehensive and by evolving a curriculum relevant to student community and society at large
- ❖ Taking steps to make education affordable and accessible by extending scholarships to the meritorious and economically disadvantaged students
- ❖ Motivating teachers in such a way that they become the role models in promoting higher education

Department of Commerce PA

Programme Outcomes (POs)

PO1: To emerge as accounting and auditing professionals

PO2: To make the students employable in corporate sectors

PO3: To inculcate ethical practices among the students through updated skills and knowledge on commerce

PO4: To enable the students for conducting business, accounting and auditing practices.

PO5: To enter into professional courses like CA/ICWA/CMA etc.

PO6: To enable a student well versed in national as well as international trades.

PO7: To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.

PO8: To inculcate the knowledge and techniques of managing the business

Programme Specific Outcomes (PSOs)

PSO1: To understand the concepts, theories, rules and regulations of business

PSO2: To comprehend the various business systems, models and approaches

PSO3: To develop the insights of students on changes in business practices

PSO4: To acquaint the students with emerging trends in commerce

PSO5: To bridge the gap between academic aspects and practical applications through effective teaching methods.

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE – 641 029

DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING

Curriculum and scheme of Examination under CBCS

(Applicable to students Admitted from the Academic Year 2022-2023 onwards)

Semester	Part	Subject Code	Title of the Paper	Instruction hours/cycle	Exam. Marks			Duration of Exam	Credits
					CIA	ESE	TOTAL		
I	I	22TML1A1	Language I@	6	50	50	100	3	3
	II	22ENG101	English -I	6	50	50	100	3	3
	III	22UPA101	Core Paper 1 – Principles of Accountancy	4	50	50	100	3	3
	III	22UPA102	Core Paper 2 – Business Economics	4	50	50	100	3	3
	III	22 UPA1A1	Allied 1– Mathematics for Business	6	50	50	100	3	5
	-	-	C.Pr.- Computer Applications	2	-	-	-	-	-
	IV	22EVS101	Environmental Studies **	2	-	50	50	3	2
Total (i)				30	-	-	550	-	19
II	I	22TML2A2	Language II@	6	50	50	100	3	3
	II	22ENG202	English –II	6	50	50	100	3	3
	III	22UPA2CL	C.Pr. - Computer Applications	4	50	50	100	3	2
	III	22UPA203	Core Paper 3 – Financial Accounting	4	50	50	100	3	2
	III	22UPA204	Core Paper 4 - Banking Theory, Law &Practice	2	50	50	100	3	2
	III	22UPA2A2	Allied 2 - Statistics for Business	6	50	50	100	3	5
	IV	22VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
Total (ii)				30	-	-	650	-	19
III	III	22UPA305	Core Paper 5 – Higher Financial Accounting	6	50	50	100	3	5
	III	22UPA306	Core Paper 6 – Mercantile Law	5	50	50	100	3	3
	III	22UPA307	Core Paper 7 – Business Communication	5	50	50	100	3	3
	III	22UPA308	Core Paper 8 – Accounting Standards	4	50	50	100	3	3
	III	22UPA3A3	Allied 3- Introduction to Information Technology	6	50	50	100	3	5
	IV	22UGC3S1	Skill Based Subject 1- Cyber Security	2	100	-	100	3	3
	IV	22TBT301/ 22TAT301/ 22UHR3N1	Basic Tamil**Advanced Tamil** Non-major elective-I**	2	-	75	75	3	2
Total (iii)				30	-	-	675	-	24

IV	III	22UPA409	Core Paper 9 - Corporate Accounting	6	50	50	100	3	5
	III	22UPA410	Core Paper 10 - Cost Accounting	5	50	50	100	3	4
	III	22UPA411	Core Paper 11 - Company Law	5	50	50	100	3	3
	III	22UPA412	Core Paper 12 - Principles of Management	4	50	50	100	3	3
	III	22UPA4A4	Allied 4- Industrial Law	6	50	50	100	3	5
	IV	22UPA4S2	Skill Based subject 2- Customer Relationship Management	2	50	50	100	3	3
	IV	22TBT402/ 22TAT402/ 22UWR4N2	Basic Tamil* Advanced Tamil** Non-major elective- II**	2		75	75	3	2
Total (iv)				30	-	-	675	-	25
V	III	22UPA513	Core Paper 13 – Higher Corporate Accounting	6	50	50	100	3	5
	III	22UPA514	Core Paper 14 - Financial Management	5	50	50	100	3	4
	III	22UPA515	Core Paper 15 - Direct Tax	6	50	50	100	3	5
	III	22UPA516	Core Paper 16 – Principles of Marketing	5	50	50	100	3	4
	III	22UPA5E1	Major Elective 1 -	6	50	50	100	3	5
	IV	--	Extra Departmental Course	2	100	-	100	3	3
	-	22UPA5IT	Internship Training ***	Grade					
Total (v)				30	-	-	600	-	26
VI	III	22UPA617	Core Paper 17– Management Accounting	5	50	50	100	3	4
	III	22UPA618	Core Paper 18 – Principles of Auditing	4	50	50	100	3	3
	III	22UPA619	Core Paper 19 – Indirect Tax	5	50	50	100	3	4
	III	22UPA6E2	Major Elective 2 –	6	50	50	100	3	5
	III	22UPA6Z1	Professional Training cum Project****	8	50	50	100	-	5
	IV	22UPA6S3	Skill Based subject 3- Investment Management	2	50	50	100	3	3
	-	-	SWAYAM - MOOC	-	-	-	-	-	2
Total (vi)				30	-	-	600	-	26
	V	22NCC/NSS/ YRC/PYE101	Co-Curricular Activities*(vii)	-	50	-	50	-	1
			Grand Total (i)+(ii)+(iii)+(iv)+(v)+(vi)+(vii)				3800		140

Note :

CBCS – Choice Based Credit system

CIA – Continuous Internal Assessment

ESE – End of Semester Examinations

UPA03

\$ For those students who opt NCC under Co- curricular activities will be studying the prescribed syllabi of the UGC which will include Theory, Practical and camp components. Such students who qualify the prescribed requirements will earn an additional 24 credits.

@ Hindi/Malayalam/ French/ Sanskrit – 22HIN/MLM/FRN/SAN101 - 202

* No End-of-Semester Examinations. Only Continuous Internal Assessment (CIA)

** No Continuous Internal Assessment (CIA). Only End-of-Semester Examinations (ESE)

*** Project Report - 35 marks; Viva – voce – 15 marks; Internal – 50 marks.

**** The students shall undergo Internship training or field work for a minimum period of 2 weeks at the end of the fourth semester during summer vacation and submit the report in the fifth semester. The report will be evaluated for 100 marks along with the internal viva voce by the respective faculty. According to their marks, the grades will be awarded as given below:

Marks (%)	Grade
85 to 100	O
70 to 84	D
60 to 69	A
50 to 59	B
40 to 49	C
Less than 40	U (Re-appear)

***** 8 hours are allotted for project work which will not be accounted for the staff work load.

Major Elective Papers (2 papers are to be chosen from the following 6 papers)

- | | |
|--------------------------------------|---|
| 1. Working Capital Management | 2. Financial Services |
| 3. Human Resource Management | 4. Business Policy & Strategic Management |
| 5. Insurance Principles and Practice | 6. Consumer Affairs. |

Non-Major Elective Papers

- | | |
|-----------------|-------------------|
| 1. Human Rights | 2. Women's Rights |
|-----------------|-------------------|

Subject Code & Title of the Extra Departmental Course

1. 22UPA5X1 : Entrepreneurship Development

Skill based subjects

- | | |
|--------------------------|-------------------------------------|
| 1. Cyber Security | 2. Customer Relationship Management |
| 3. Investment Management | |

List of Co-curricular Activities

1. National Cadet Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)

Note: In core / allied subjects, number of papers both theory and practical are included wherever applicable. However, the total credits and marks for core or allied subjects remain the same as stated below:

UPA04

Tally Table:

S.No.	Part	Subject	Marks	Credits
1.	I	Language – Tamil/Hindi/Malayalam/ French/ Sanskrit	200	6
2.	II	English	200	6
3.	III	Core – Theory/Practical	2000	70
		SWAYAM-MOOC	-	2
		Allied (4)	400	20
		Major Electives (2) & Project	300	15
4.	IV	Basic Tamil / Advanced Tamil (OR) Non-major electives	150	4
		Skill Based subjects (4)	300	9
		EDC	100	3
		Environmental Studies	50	2
		Value Education	50	2
5.	V	Co-curricular Activities NCC/NSS/YRC/PYE	50	1
		Total	3800	140

- i. 50 % CIA is applicable to all subjects except EDC, JOC, COP and SBS1
- ii. The students should complete a **SWAYAM-MOOC** before the completion of the 5th semester and the course completed certificate should be submitted through the HOD to the Controller of Examinations. Two credits will be given to the candidates who have successfully completed. In case the students have completed more than one online course, the appropriate 2 extra credits shall be awarded to such candidates upon the submission of certificate through the HOD to the Controller of Examinations.
- iii. A field trip preferably relevant to the course should be undertaken every year.

Components of Continuous Internal Assessment (50 Marks)

Components		Marks	Total
Theory			
CIA I	75	(75+75) converted to 30	50
CIA II	75		
Problem based Assignment**		10	
Attendance		5	
Others*		5	
Practical			
CIA Practical		(50) converted to 30	50
Observation Notebook		15	
Attendance		5	
Project			
Review		45	50
Regularity		5	

UPA06

* Class Participation, Case Studies Presentation, Field Work, Field Survey, Group Discussion, Term Paper, Workshop/Conference Participation. Presentation of Papers in Conferences, Quiz, Report/Content writing. Etc.

** Two Assignments to be given. (Each 5 marks).

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

(**K1**-Remembering; **K2**-Understanding; **K3**-Applying; **K4**-Analyzing; **K5**-Evaluating)

Theory Examination – Part I, II, III

i) CIA I & II and ESE: 75 Marks

Knowledge Level	Section	Marks	Description	Total
K1 – K2 Q1 to 20	A (Answer all)	20 x 1 = 20	MCQ-10/ Fill ups-5/ One word-5	75**
K2 – K5 Q21 to 28	B (5 out of 8)	5 x 5 = 25	Short Answers	
K2 – K5 Q29 to 33	C (3 out of 5)	3 x 10 = 30	Descriptive / Detailed	

****For ESE 75 marks converted to 50 marks.**

ESE Practical Examination:

Knowledge Level	Section	Marks	Total
K3	Experiments	45	50
K4		05	
K5	Record Work		

ESE Project Viva Voce:

Knowledge Level	Section	Marks	Total
K3	Project Report	35	50
K4		15	
K5	Viva voce		

UPA06**JOB ORIENTED COURSES (JOC) –OPTIONAL**

Subject code	Title of the Paper	ESE Marks	Duration of Exam Hours	Credits
22UPA0J1	JOC-1 Digital Marketing	100	3	2
22UPA0J2	JOC -2 Management of Small and Medium Enterprises	100	3	2

VALUE ADDED COURSE

Subject code	Title of the Paper	ESE Marks	Duration of Exam Hours	Credits
22UPA0V1	Intellectual Property Rights	100	3	2

UPA06

22UPA101

Programme Code : 15		B.Com PA		
Course Code : 22UPA101		Title : C.P. 1 Principles of Accountancy		
Batch 2022-2023	Semester I	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

1. To enable the students to learn the principles and concepts of accountancy.
2. To develop basic accounting skills and knowledge
3. To know the application of accounting methods

Course Outcomes (COs)

K1 to K5	CO1	Keep in mind the concepts and conventions of accounting
	CO2	Know the various accounting adjustments
	CO3	Apply the accounting skills for balancing the accounts
	CO 4	Consider the relevant accounting standards
	CO 5	Determine the accounting balances

Syllabus

Unit I (12 hours)

Fundamentals of Book Keeping – Accounting Concepts and Conventions – Preparation of Journal – Posting in Ledgers – Preparation of Subsidiary books – Preparation of Trial balance.

Unit II (12 hours)

Final accounts of a sole trader with adjustments – Errors and rectification

Unit III (12 hours)

Bill of exchange- Accommodation bills – Average due date – Account current.

Unit IV (12 hours)

Accounting for consignments and Joint ventures. Bank Reconciliation Statement

Unit V (12 hours)

Non-Trading Concerns - Receipts and Payments and income and expenditure account and Balance sheet – Accounting for professionals.

Self Study and questions for examinations may be taken from the self study portions also. Note : Problems - 80% Theory 20%.

UPA07

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S.P.Jain & K.L.Narang (2017), *Advanced Accountancy, Vol.I, Kalyani Publishers, Ludhiana.1st Edition*

Reference Books:

1) T.S.Reddy & Dr.A.Murthy (2017), *Financial Accounting*, Margham Publications, Chennai, 7th edition.

2) N.Vinayakam, P.L.Mani, K.L.Nagarajan (2014), *Principles of Accountancy, Eurasia Publishing House Pvt.Ltd, New Delhi, 5th Edition.*

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA08**22UPA102**

Programme Code : 15		B.Com PA		
Course Code : 22UPA102		C.P. 2 Business Economics		
Batch 2022-2023	Semester I	Hours / Week 04	Total Hours 60	Credits 3

Course Objectives

1. To know the basic concepts of economics
2. To understand the assumptions and laws in economics.
3. To understand the various structures of market and the concept of national income.

Course Outcomes (Cos)

K1 to K5	CO1	Know the nature and scope of economics
	CO2	Understand various market structures and the methods of price discrimination
	CO3	Apply assumptions and laws of utility, demand, supply and production
	CO 4	Analyze the suitable methods, strategies and models of economics for achieving the business objectives.
	CO 5	Evaluate the economic theories in real time situations

Syllabus**Unit I****(12 hours)**

Economics- Definition - Nature and scope of Economics – Utility analysis – Law of diminishing utility – Law of Equi-Marginal utility – Law of Diminishing Marginal Utility – Economic Analysis- Features and Methods.

Unit II**(12 hours)**

Demand - Meaning and Definition– Demand Schedule – Law of Demand – Exceptions in Law of Demand – Demand curves – Elasticity of Demand. Demand Forecasting – Importance – Methods.

Unit III**(12 hours)**

Production- Factors of production – Law of diminishing returns –Returns to scale – Scale of production – Economies of Scale of Production-Law of Supply – Types-Factors influencing supply.

Unit IV**(12 hours)**

Market Definition – Types – Equilibrium under perfect competition of firm and industry – Pricing – Pricing under perfect competition, Monopoly – Price Discrimination – Pricing under Monopolistic competition, Oligopoly and Duopoly

UPA09

Unit V

(12 hours)

National Income – GDP- NDP- Personal Income and Disposable Income – Real Income – Methods of measuring National Income: Product Method, Income Method, Expenditure Method, Value Added Method – Problems in Estimating National Income - Business cycle and its features.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) SETH. M L, *Principles of Economics* (2005), Lakshmi Narain Agarwal Publications, Agra, 30th Edition.

Reference Books:

- 1) Sundaram K P M (2009) *Business Economics*, Sulthan Chand & Sons, New Delhi, 6th Edition.
- 2) Sankaran.S (2009), *Managerial Economics*, Margham Publications, 6th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	S	H	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA10

22UPA2CL

Programme Code : 15		B.Com PA		
Course Code : 22UPA2CL		C.Pr. 1 Computer Applications		
Batch 2022-2023	Semester II	Hours / Week 06	Total Hours 90	Credits 2

Course Objectives

1. To understand the computer applications in business
2. To solve a range of problem using computers in accounting practices
3. To get practical knowledge on tally accounting.

Course Outcomes (Cos)

K1 to K5	CO1	Remember the methods to construct business and academic documents using computer applications
	CO2	Create spread sheets with formulas, graphs and forms
	CO3	Develop report presentations and accounting applications using computers
	CO 4	Analyze the usage of each menu and its practical application
	CO 5	Evaluate the significance of computer application in business

Syllabus

I-

MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.

II-**MS EXCEL**

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.

III-**MS POWERPOINT**

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

IV - MS ACCESS

1. Prepare a payroll for employee database of an organization with the following Details:
Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.
2. Create mailing labels for student database which should include atleast three Tables must have atleast two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address and Phone Number.
3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.
4. Create forms for the simple table ASSETS.
5. Create report for the PRODUCT database.

V – TALLY AND INTERNET

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method
4. Prepare Google forms for registration form and feedback form
5. Prepare Google forms to conduct quiz competition

Teaching Methods

Power point presentation

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S
S-Strong	H-High		M-Medium		L-Low

UPA13**22UPA203**

Programme Code : 15		B.Com PA		
Course Code : 22UPA203		C.P. 3 Financial Accounting		
Batch 2022-2023	Semester II	Hours / Week 04	Total Hours 60	Credits 2

Course Objectives

1. To throw light on the practical application of accounting
2. To understand the accounting of incomplete records
3. To learn various accounting treatments

Course Outcomes (COs)

K1 to K5	CO1	Remember the procedures for preparation of various accounts
	CO2	Understand the computation procedures and formats of various accounts
	CO3	Apply appropriate judgment derived from the knowledge of accounting and accounting standards
	CO 4	Analyze the effects of different accounting methods on the financial standards
	CO 5	Determine the accounting balances

Syllabus**Unit I (18 hours)**

Depreciation Accounting – Methods of providing depreciation – Straight line, Diminishing balance, Depreciation fund and Annuity method - Machine hour method –Insurance policy method- Reserves & Provisions.

Unit II (18 hours)

Accounts from Incomplete records - Statement of affairs method & Conversion method. Investment Accounts – Purchase and Sale of Investments – Cum-interest and Ex-Interest – Accounting treatment of Investments.

Unit III (18 hours)

Branch accounts - Debtor System - Stock & Debtors system only and Departmental accounts.

Unit IV (18 hours)

Hire purchase and Installment systems including hire purchase trading account (Including stock and debtors system) (Simple Problems Only) – Fire Insurance Claims: Average Clauses- Claim for Loss of Profits – Accounting treatment for Fire Insurance Claims - Claim for loss of stock.

UPA14

22UPA203

Unit V (18 hours)

Royalties –Minimum Rent-Short Working –Recoupment – Strike Period –Fluctuating minimum rent.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S.P.Jain & K.L.Narang(2017), *Advanced Accountancy, Vol.I, Kalyani Publishers, Ludhiana, 19th Edition.*

Reference Books:

- 1) Maheswari.S.N,Maheshwari.K (2009), *Advanced Accountancy, Vol.I, Vikas Publishing House, Noida, 10th Edition*
- 2) T.S.Reddy & Dr.A.Murthy (2017), *Financial Accounting, Margham Publications, Chennai, 1st edition.*

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	H	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA15

22UPA204

Programme Code : 15		B.Com PA		
Course Code : 22UPA204		C.P. 4 Banking Theory, Law & Practice		
Batch 2022-2023	Semester II	Hours / Week 02	Total Hours 30	Credits 2

Course Objectives

1. To facilitate the students to gain knowledge of banking system in India
2. To familiarize the students about the functions of banks
3. To know the features and types of negotiable instruments

Course Outcomes (Cos)

K1 to K5	CO1	Remember the functions of banks in India
	CO2	Understand the banking system and economic development in India and modern trends in banking
	CO3	Apply the appropriate procedures to open various types of accounts and handle negotiable instruments
	CO 4	Analyze the rights and duties of bankers and the need for understanding the changing requirements of customers
	CO 5	Evaluate the recent trends in banking

Syllabus

Unit I (9 hours)

Meaning and Definitions of Banking – Classification of banks – Banking system – Banks and Economic development.

Unit II (9 hours)

Functions of Commercial Banks – Credit creation by Commercial Banks – Functions of Reserve Bank of India – Credit control measures – Recent Trends in Banking (Concepts Only): Venture Capital- Factoring services – e-Banking – Mobile Banking – Net Banking- NEFT – RTGS (Recent Concepts) - Debit cards- Credit cards – ATM services – Factoring services features and mechanism.

Unit III (9 hours)

Relationship between Banker and Customer - General and Special relationship – Special features of banker and Customer relationship – Bankers rights and obligations – KYC policy and its objectives.

Unit IV (9 hours)

Opening of a new account – Formalities – Types of accounts – Savings account – Current account – Fixed deposit account, Recurring deposit account - Special types of customers – Minor – Lunatic – Joint stock companies – Joint accounts – Partnership accounts.

Unit V (9 hours)

Negotiable Instruments Act 1881: Characteristics of Cheques – Crossing of Cheques – Endorsement – Circumstances for dishonoring of Cheques – Paying Banker.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Gordon. E & Natarajan.K (1998), *Banking theory law & practice*, Himalaya Publishing House, New Delhi, 13th Edition.

Reference Books:

- 2) Sundaram K.P.M & Varshney P.N (2000) *Banking theory law & Practice*, Sultan Chand & Sons, New Delhi, 13th Edition.
- 3) Maheshwari S.N & S.K.Maheswari (2009) *Banking law & practice*, Kalyani publishers, New Delhi, 15th Edition.
- 4) Natarajan.S & Parameshwaran.R (2004), *Indian Banking*, S.Chand & Co.Ltd, New Delhi, 1st edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

Programme Code : 15		B.Com PA		
Course Code : 22UPA305		C.P. 5 Higher Financial Accounting		
Batch 2022-2023	Semester III	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To obtain thorough knowledge on the practices prevailing in partnership
2. To know the accounting adjustments in the partnership accounts
3. To learn the various procedures in the preparation of accounting statements

Course Outcomes (COs)

K1 to K5	CO1	Remember the objectives and scope of partnership accounts
	CO2	Understand the accounting adjustment in the preparation of accounting statements
	CO3	Apply legal rules in various stages of partnership accounting.
	CO 4	Consider the computation of relevant ratios and methods of preparation of partnership accounting statements
	CO 5	Determine and extract the accounting balances

Syllabus

Unit I (18 hours)

Partnership Accounts – Division of Profit – Fixed and Fluctuating Capital –Preparation of P&L Account – Past adjustments – Guarantee of Profits .

Unit II (18 hours)

Calculation of new profit ratio – Sacrificing ratio – Revaluation of assets and liabilities. Admission of partners - Methods of computation of goodwill.

Unit III (18 hours)

Retirement of partners – Calculation of Gaining Ratio - Death of a Partner – Treatment of joint life policies.

Unit IV (18 hours)

Dissolution of firms – Accounting procedure – Modes of settlement of accounts to close the books of the firm - Insolvency of a partner: Rule in Garner Vs. Murray – Insolvency of all partners..

Unit V (18 hours)

Piecemeal Distribution – Proportionate capital method – Maximum loss method.
Amalgamation of the firm – Sale of firms

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S.P.Jain, K.L.Narang (2017) Advanced Accountancy, Vol.I, Kalyani Publisher, Ludhiana, 19th Edition.

Reference Books:

1) Guptha. R.L, Radhasamy.M (2006), *Advanced Accountancy*, Sultan Chand & Sons, New Delhi, 1st Edition.
2) T.S.Reddy & Dr.A.Murthy (2017), *Financial Accounting*, Margham Publications, Chennai, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	H	S
CO 5	S	S	S	H	S

S-Strong

H-High

M-Medium

L-Low

UPA13

22UPA306

Programme Code : 15		B.Com PA		
Course Code : 22UPA306		C.P. 6 Mercantile Law		
Batch 2022-2023	Semester III	Hours / Week 05	Total Hours 75	Credits 3

Course Objectives

1. To facilitate the students to learn basic regulations of business contracts
2. To widen knowledge on essentials and conditions for making business contracts
3. To understand and apply legal rules to various business contracts

Course Outcomes (Cos)

K1 to	CO1	Remember the objectives and features of contract act
	CO2	Understand the essential elements and types of contract.
	CO3	Apply legal rules appropriately while forming and running the business units
K5	CO 4	Analyze the responsibilities and duties of business parties before making the contract.
	CO 5	Appraise the scope of law in modern business

Syllabus

Unit I (9 hours)

The Indian Contract Act 1872: Nature and classification of contract – Essential elements of valid contract - offer – Legal rules to offer – Acceptance – Essentials of acceptance – Revocation of offer and acceptance – Consideration – Legal rules to consideration – Exceptions to consideration.

Unit II (9 hours)

Capacity of contract – Minor's agreement – Persons of unsound mind – Persons disqualified by any law – Free consent – Legality of object. Contingent, Wagering and Quasi contracts. Performance of contract – Remedies for the breach of contract – Discharge of contract.

Unit III (9 hours)

The Sale of Goods Act, 1930: Formation of Contract of sale – Conditions and Warranties – Transfer of Ownership and delivery of goods- Unpaid seller and his rights

Unit IV (9 hours)

The Indian Partnership Act 1932: General nature of partnership – Kinds of partners – Kinds of partnership - Differences between Company and partnership - Rights and duties of Partners - Registration and dissolution firm

Unit V (9 hours)

Limited liability partnership (LLP) Act- special features – difference between LLP and partnership – important provision

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Kapoor. N. D (2009), *Business Law*, Sultan Chand & Sons, New Delhi, 29th Edition.

Reference Books:

2) Pillai.R.S.N, Bhagavathi (2014) *Business Law*, S.Chand & Company Ltd, New Delhi, 4th Edition.

3) Tulsian. P.C (2004), *Business Law*, Tata McGraw Hill Publishing Ltd, New Delhi, 2nd Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	H	H	S	S
CO 3	S	S	S	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA21

22UPA307

Programme Code : 15		B.Com PA		
Course Code : 22UPA307		C.P. 7 Business Communication		
Batch 2022-2023	Semester III	Hours / Week 05	Total Hours 75	Credits 3

Course Objectives

1. To enable the students to acquire basic communicative skills
2. To update the knowledge of students with modern communication aspects
3. To learn the techniques of interviews and preparation of resumes.

Course Outcomes (Cos)

K1 to K5	CO1	Remember principles, methods and barriers to communication
	CO2	Understand the layout of various business letters
	CO3	Apply appropriate guidelines in drafting the business letters
	CO 4	Analyze both the writing and oral presentations
	CO5	Appraise the scope of communication in modern business

Syllabus

Unit I (15 hours)

Business Communication : Meaning – Importance of Effective Business Communication- Modern forms of communication – Facts – E-mail – Video Conferencing – Principles of Communication – Barriers to Communication– Non-verbal Communication.

Unit II (15 hours)

Business Letters : Need – Functions - Kinds - Essentials of Effective Business Letters - Layout. Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.

Unit III (15 hours)

Banking Correspondence - Insurance Correspondence - Agency Correspondence.

Unit IV (15 hours)

Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)

Unit V(15 hours)

Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations. Mass communication – Media and Types of Advertisements – Publicity – Press releases.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) **Rajendra Pal, Korahill J.S** (2019), *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 15th Edition.

Reference Books:

1) Ramesh M.S, Pattanshetti, (2003), *Business Communication*, S.Chand &Co, New Delhi, 24th Edition.

2) Bhatia. R.C (2008) *Business Communication*, Ane Books, New Delhi , 2nd Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA23

22UPA307

Programme Code : 15		B.Com PA		
Course Code : 22UPA308		C.P. 8 Accounting Standards		
Batch 2022-2023	Semester III	Hours / Week 04	Total Hours 60	Credits 3

Course Objectives

1. To highlight the need and importance of the accounting standards
2. To gain knowledge on international accounting standards.
3. To know the usage of accounting standards in the appropriate accounting system.

Course Outcomes (Cos)

K1 to K5	CO1	Remember the objectives and importance of Indian Accounting Standards.
	CO2	Know the framework of financial standards.
	CO3	Apply accounting standards while preparing accounting statements
	CO 4	Analyze various financial reporting standards.
	CO 5	Evaluate the scope of accounting standards

Syllabus

Unit I (12 hours)

Indian Accounting Standards (Ind AS): An Overview – Procedure of issuing AS – Advantages and Significance of AS – Applicability, Exemptions and Relaxations.

Unit II (12 hours)

AS – 5: Net Profit / Loss for the period, prior period item and changes in accounting policies – AS – 6: - AS – 7: Construction Contracts – AS – 9: Revenue Recognition – AS – 10 : Property – plant & equipment.

Unit III (12 hours)

AS – 11: Effect of changes in Foreign Exchange Rates – AS – 12 : Accounting for Government Grants – AS – 13: Accounting for Investments – AS-14: Accounting for Amalgamation - AS-16: Borrowing Costs.

Unit IV (12 hours)

AS – 17: Segment Reporting – AS-19: Leases – AS – 20: Earnings per Share – AS -26: Intangible Assets –AS –29: Provision, Contingent Liabilities and Contingent Assets.

UPA24

Unit V (12 hours)

22UPA308

International Financial Reporting Standards (IFRS): Principal objectives – Due processing of IFRS – IFRI :Convergence – Benefits – Indian Position, IFRS Across the world : Australia – Canada & Japan. Generally Accepted Accounting Principles (GAAP) – Difference between GAAP and IFRS.

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Ravikanth Miriyala (2014), Accounting Standards made easy, Bharat Law House Pvt Ltd, New Delhi, 2nd Edition.

Reference Books:

1) Vijay Kumar. M.P (2014), Accounting Standards, Snow white Publications Pvt. Ltd, Mum dai, 15th Edition.

2) Israr Shaikh, Rajesh Makkar (2015), Accounting Standards, LexisNexis Publications, Haryana, 1st Edition.

3) Indian Accounting Standards & IFRS, T.P.Ghosh, Taxman Publication Pvt. Ltd. New Delhi.

Mapping

PSO					
CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA25
ALLIED

22UPA3A3

Programme Code : 15		B.Com PA		
Course Code : 22UPA3A3		Allied paper:3 Introduction to Information Technology		
Batch 2022-2023	Semester III	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To give basic knowledge on computer systems
2. To make the students to understand computer applications in business
3. To understand data storage and retrieval systems in computer

Course Outcomes (COs)

K1 to K5	CO1	Keep in mind various components of computers and role of computer based information system in the present era.
	CO2	Understand importance of computers in business, types of data processing and operating systems.
	CO3	Employ the decision making skills in business using readily available software and information systems.
	CO 4	Analyze the major role of computers in business and impart latest techniques of information technology.
	CO 5	Evaluate the role of information technology in modern business

Syllabus

Unit I (18 hours)

Introduction to Information Technology : computer systems, importance of computers in business, ***data and information**, data processing, data storage and data retrieval capabilities, computer applications in various areas of business.

Unit II (18 hours)

Types of computer systems- Micro, mini, mainframe and super computers. Analog, digital and Hybrid computers, business and Scientific computer systems, First, second, third and fourth and fifth generation computers, Laptop or notebook - Net workings: Local and wide area networks.

Unit III (18 hours)

Components of computers input, output and storage devices, software: system software and Application software; Programming language-machine language- assembly language, higher level languages. Flowchart and programme flow charts. Steps in developing a computer programme.

Unit IV (18 hours)

Operating systems: MS-Dos, windows, UNIX, Windows XP – Ecommerce. Internet-Extranet- E.mail and its uses-world wide websites-mobile computers.

Unit V (18 hours)

System analysis and design, computer based information system-Transaction processing office Automation-management information system-decision support systems-expert system. Artificial Intelligence – Cloud computing – Android applications.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Balagurusamy.E (2010), *Fundamentals of Computing & programming*, Tata McGraw Hill Education Pvt. Ltd, New Delhi, 1st Edition.

Reference Books:

- 1) Rajaraman.V,(2005) *Fundamentals of Computers*, Prentice Hall of India private Ltd, 4th Edition.
- 2) Sankar.S.K (2010), *Elements of computer science*, Sultan Chand & Co. private Ltd, New Delhi, 3rd Edition

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	H	S
CO 5	S	S	S	H	S

S-Strong

H-High

M-Medium

L-Low

UPA27
Skill- based Subject

22UGC3S1

Programme Code : 15		B.Com PA		
Course Code : 22UGC3S1		Skill- based Subject 1: Cyber Security		
Batch 2022-2023	Semester III	Hours / Week 02	Total Hours 30	Credits 3

Course Objectives

1. The course introduces the basic concepts of Cyber Security
2. To develop an ability to understand about various modes of Cyber Crimes and Preventive measures
3. To understand about the Cyber Legal laws and Punishments

Course Outcomes (Cos)

K1	CO1	To Understand the Concepts of Cybercrime and Cyber Frauds
K2	CO2	To Know about Cyber Terrorism and its preventive measures
K3	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues
K4	CO4	To Understand about E-mail and Social Media Issues
K5	CO5	To Describe about various legal responses to Cybercrime

Syllabus

Unit I (6 hours)

Introduction to Cyber Security: Definition of Cyber Security- Why is Cyber Security important?
Layers of Cyber Security- Evolution of Cyber Security. Cyber hacking - Cyber fraud: Definition-
Different modes of cyber fraud - Cyber fraud in India. Cyber pornography.

Unit II (6 hours)

Cyber Terrorism: Modes of cyber terrorism. Cybercrime: What is Cybercrime? Cybercrime
preventive methods - Preventive steps for individuals & organizations - Kinds of cybercrime –
Malware and its types– Cyberattacks.

Unit III (5 hours)

Internet Mobile Phone and E-commerce Security issues: Data theft- Punishment of data
theft- Theft of internet hours - Internet safety tips for children & parents. Mobile phone privacy-
E-Commerce security issues.

Unit IV (6 hours)

Email and Social media issues: Aspects of Social Media- The Vicious Cycle of unhealthy
social media use- Modifying social media use to improve mental health. Computer Virus-
Antivirus – Firewalls.

Unit V (7 hours)

Cyber Forensics and Digital Evidence: What does Digital Footprint Mean? - Web Browsing and Digital Footprints- Digital Footprint examples – How to Protect Your Digital Footprints? – How to erase your Footprints? - Browser Extensions and Search Engine Deletion - Cyber Crime and Cyber Laws - Common Cyber Crimes and Applicable Legal Provisions: A Snapshot - Cyber Law (IT Law) in India – The Information Technology Act of India 2000-Cyber Law and Punishments in India- Cyber Crime Prevention guide to users – Regulatory Authorities.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1. **“Cyber Security”, Text Book** prepared by “Kongunadu Arts and Science College” ,Coimbatore -29, 2022.

Reference Books:

1. Mayank Bhushan, Rajkumar Singh Rathore, Aatif Jamshed, **“Fundamental of Cyber Security”,** BPB Publications, 1st Edition, 2017.
2. Anand Shinde, **“Introduction to Cyber Security-Guide to the world of Cyber Security”,**Notion Press,2021.
3. Paul Grishman, **“Cyber Terrorism- The use of the Internet for Terrorist Purpose”,** Axis Publication,1st Edition 2010.
4. Shilpa Bhatnagar,**“Encyclopaedia of Cyber and Computer Hacking”,** Anmol Publications,1st Edition 2009.

Web References:

1. <http://deity.gov.in/> - Department of Electronics and Information Technology,
2. Govt. of India
3. <http://cybercellmumbai.gov.in/> - Cybercrime investigation cell
4. <http://ncrb.gov.in/> - National Crime Records Bureau
5. <http://catindia.gov.in/Default.aspx> - Cyber Appellate Tribunal
6. <http://www.cert-in.org.in/> - Indian Computer Emergency Response Team
7. <http://cca.gov.in/rw/pages/index.en.do> - Controller of Certifying Authorities
8. www.safescrypt.com - Safescrypt
9. www.nic.in – National Informatics Centre
10. <https://www.kaspersky.com/resource-center/definitions/what-is-a-digital-footprint>
11. <https://geekflare.com/digital-footprint/>

UPA29

Mapping

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	M	S	H
CO2	H	S	S	H	S
CO3	M	H	M	S	H
CO4	S	H	H	M	H

S-Strong

H-High

M-Medium

L-Low

UPA30

22UPA409

Programme Code : 15		B.Com PA		
Course Code : 22UPA409		C.P. 9 Corporate Accounting		
Batch 2022-2023	Semester IV	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To acquire knowledge and understanding of the concepts and principles of corporate accounting.
2. To have knowledge on the practices of company accounts in accordance with statutory requirements.
3. To know the various provisions and application of relevant accounting standards

Course Outcomes (Cos)

K1 to K5	CO1	Remember the procedures for the issue of shares and debentures
	CO2	Understand the accounting practices in corporate
	CO3	Apply relevant accounting standards
	CO 4	Analyze the accounting and legal requirements in forming, reconstructing and liquidating the companies
	CO 5	Determine the accounting balances

Syllabus

Unit I (18 hours)

Issue of Shares: Par, Premium and Discount – Pro-rata Allotment - Forfeiture and re-issue of shares – Right Shares–Redemption of preference shares– Underwriting.

Unit II (18 hours)

Issue of debentures – Redemption of debentures (Theory) – Holding Companies - Preparation of Consolidation Balance Sheet.

Unit III (18 hours)

Final accounts of Companies as per company law requirements – Revised Schedule 3 - Managerial remuneration – Valuation of Shares.

Unit IV (18 hours)

Amalgamation, Absorption and External reconstruction - Alteration of share capital – Internal reconstruction.

Unit V (18 hours)

Liquidation of Companies – Liquidator's final statements of accounts - Preparation of Statement of Affairs and Deficiency Accounts.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Power point presentation/ Seminar/Quiz/Discussion/Assignment
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Text Book:

1) S.P.Jain, K L Narang (2017), *Advanced Accountancy*, Volume 1, Kalyani Publishers, Ludhiana, 19th Edition.

Reference Books:

- 1) Gupta R.L, M. Radhaswamy.M (2006), *Advanced Accountancy*, Sultan Chand & Sons, New Delhi, 1st edition.
- 2) Maheshwari S.N (2009), *Advanced Accountancy*, Volume 1, Vikas Publications, Noida, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	H	S	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA32

22UPA410

Programme Code : 15		B.Com PA		
Course Code : 22UPA410		C.P. 10 Cost Accounting		
Batch 2022-2023	Semester IV	Hours / Week 05	Total Hours 75	Credits 4

Course Objectives

1. To Keep in mind the concepts, methods and Principles of cost accounting
2. To exercise effective control of material, labour and overheads.
3. To understand the computation of costs under various costing systems

Course Outcomes (COs)

K1 to K5	CO1	Remember elements of cost and the features of various costing systems
	CO2	Understand principles of costing systems
	CO3	Apply cost accounting methods to evaluate business performance.
	CO 4	Analyze the methods of computation of cost and profit and facilitate for price determination
	CO 5	Determine and extract the accounting balances

Syllabus

Unit I (15 hours)

Cost Accounting – Definition – Meaning and Scope – Concept and Classification –
***Costing an aid to Management** — Types and Methods of Cost – Elements of Cost -
Preparation of Cost Sheet – Tenders & Quotations.

Unit II (15 hours)

Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – ABC analysis – VED analysis - Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue.

Unit III (15 hours)

Labour: System of wage payment – Premium bonus plans – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – Allocation and absorption of overhead.

Unit IV (15 hours)

Process costing – Features of process costing – Process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production) – Operating and Contract costing (Theory) – Need and importance.

Unit V (15 hours)

Standard Costing & Variance Analysis – Meaning – Merits and Demerits – Computation of Material, Labour and Overhead variance.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S.P. Jain and K.L. Narang(2016), *Cost Accounting*, Kalyani Publishers, Ludhiana, 20th Edition.

Reference Books:

1) R.S.N. Pillai and V. Bagavathi (2010), *Cost Accounting*, S. Chand & Co, New Delhi.
 2) Iyyangar.S.P(2000), *Cost Accounting Principles and Practice*, Sultan Chand & Sons, New Delhi, 9th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	H	S
CO 5	S	S	S	H	S

S-Strong

H-High

M-Medium

L-Low

UPA34

22UPA412

Programme Code : 15		B.Com PA		
Course Code : 22UPA411		C.P. 11 Company Law		
Batch 2022-2023	Semester IV	Hours / Week 05	Total Hours 75	Credits 3

Course Objectives

1. To learn the various kinds of companies and their features
2. To study the important provisions of the act
3. To throw light on the procedures to conduct various meetings and manage the affairs of the company.

Course Outcomes (Cos)

K1 to K5	CO1	Remember the features of the company, types and procedures of conversion
	CO2	Understand the effects of certificate of incorporation and the need for the commencement of business
	CO3	Apply various provisions of the act for managing the affairs of the company
	CO 4	Analyze appropriate case studies to internalize the provisions of the act
	CO5	Access the scope and significance of companies act 2013

Syllabus

Unit I (15 hours)

Indian Companies Act, 2013: Objectives of Companies Act 2013 - Company – Definition and Features – Kinds of companies: One person company (OPC) – Special privileges enjoyed by the private company – Conversion of status: Public company into private company, private company into public company.

Unit II (15 hours)

Formation and Incorporation: Advantages and Disadvantages of incorporation – Certificate of incorporation – Effects of certificate of incorporation – Floatation of capital – Commencement of business.

Unit III (15 hours)

Memorandum of Association - Importance - Forms and contents – Alterations of Memorandum of Association – Differences between Memorandum of Association and Articles of Association. Articles of Association – Contents – Alteration – Effects of memorandum and Articles – Doctrine of constructive notice – Doctrine of indoor management.

Unit IV (15 hours)

Company Management: Qualifications of Directors – Appointment – Removal – Power of Board of Directors – Duties and liabilities of Directors – Managerial remuneration – Qualification, Appointment and tenure of Managers and Whole time Directors. Company secretary: Qualification – Appointment – Duties and Liabilities.

Unit V (15 hours)

Company Meetings: Kinds of meeting – Statutory meeting – Annual General Meeting – Board meeting. Practices and procedures relating to convening and proceeding meetings: Agenda – Quorum – Proxy - Minutes of Board meeting - Resolutions: Ordinary and Special resolution – Notices.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1)A.K. Majumdar, Dr.G.K.Kapoor (2013), *Company Law*, Taxmann Publications Private Ltd, New Delhi.

Reference Books:

- 1) Ravi Puliani, Mahesh Puliani (2018), *Companies Act -2013*, Bharat Law House Private Ltd, New Delhi.
- 2)Kapoor.N.D (2014) *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi, 35th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	S	H	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA36

22UPA412

Programme Code : 15		B.Com PA		
Course Code : 22UPA412		C.P. 12 Principles of Management		
Batch 2022-2023	Semester IV	Hours / Week 04	Total Hours 60	Credits 3

Course Objectives

1. To impart appropriate theories and concepts of management
2. To know the functions of management
3. To understand the effective discharge of managerial functions

Course Outcomes (Cos)

K1 to K5	CO1	Remember the concepts and the functions of management.
	CO2	Understand the roles of manager and their qualities
	CO3	Apply principles and theories of managing business organizations
	CO 4	Analyze the need for exercising effective coordination and control in achieving managerial objectives
	CO 5	Access the scope of management in modern business

Syllabus

Unit I (12 hours)

Definition of Management – Management and Administration – Nature and scope of Management – Functions of Management – Contribution of F.W. Taylor, Henry Fayol and Peter F. Drucker.

Unit II (12 hours)

Planning – Meaning- Nature and importance of planning – Planning premises – Planning process – Methods and Types of plans – Decision-making – Decision making process – Principles of Decision making – Problems in Decision making – MBO – Process – Benefits – Guidelines for setting objectives.

Unit III (12 hours)

Organization – Meaning, nature and importance – Process of Organization – Principles of sound organization – Organization structure – Span of Control – Organization chart – Departmentation – Delegation, Centralization and Decentralization – Authority Relationship – line, functional and staff.

Unit IV (12 hours)

Motivation – Need – Determinants of behaviour – Motivation Theories in Management – Maslow's theory of Motivation – Herzberg's theory – X, Y and Z theories – Expectancy theory Leadership: Types of leadership – Approaches to leadership.

Unit V (12 hours)

Communication in Management – Principles – Types – Co-ordination – Need and Techniques – Control – Nature and Process of Control – Techniques of Control

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Dinkar Pagare (2016) *Principles of Management*, Sultan Chand & Sons, New Delhi, 5th Edition.

Reference Books:

1) T.Ramasamy,(2008) *Principles of Management*, Himalaya Publications, Mumbai, 4th Edition.
 2) Gupta.C.B,(2005) *Management Theory and Practice*, Sultan Chand & Sons, New Delhi, 8th edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	S	H	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA38
ALLIED

22UPA4A4

Programme Code : 15		B.Com PA		
Course Code : 22UPA4A4		Allied paper:4 Industrial Law		
Batch 2022-2023	Semester IV	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To enable the students to understand various industrial laws
2. To widen knowledge on legal formalities to start and administer a factory
3. To apply appropriate procedures in providing compensation and bonus to employees

Course Outcomes (COs)

K1 to K5	CO1	Remember the nature and objectives of various industrial laws
	CO2	Understand the role of inspectors and occupiers
	CO3	Apply legal provisions in administering the factories
	CO 4	Analyze the legal responsibilities and duties of business parties to run the industrial establishments.
	CO 5	Evaluate the scope of industrial laws

Syllabus

Unit I (18 hours)

Factories Act, 1948 : Definition of factory – Approval, licensing and registration of factories – The inspecting staff – Health, safety, welfare – Working hours of adults – Employment of young persons – Employment of women – Penalties. Child labour (Prohibition and regulation) Act, 1986 – Objects of Child Labour Act.

Unit II (18 hours)

Workmen compensation Act, 1923: Scope – Employer's liability for compensation – Compensation for death, partial and permanent disablement – Distribution of compensation – Notice and claims – Penalties – Appeals.

Unit III (18 hours)

The Payment of Bonus Act, 1965: Objectives – Applicability – determination of bonus – Inspectors – Penalties. Payment of minimum wages act, 1948 – Objectives – Features – Important provisions.

Unit IV (18 hours)

The Employees Provident Fund and Miscellaneous Provisions Act, 1952: Application of the act – Employees provident fund scheme – Pension scheme – Scope of coverage in Gratuity - Deposit linked insurance scheme – Administration of the schemes – Inspectors – Penalties.

Unit V (18 hours)

The Payment of Gratuity Act, 1972: Payment of gratuity – Forfeiture – Nomination – Determination – Recovery – Inspectors – Penalties.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Kapoor.N.D (2015), *Elements of Industrial Law*, Sultan chand & sons, Education Publishers , New Delhi, 14th Edition

Reference Books:

1)) Tripathi P.C (2009), *Personnel Management and Industrial Relations*, Sultan Chand & Sons, New Delhi, 20th edition.

2) Bansal.C.L (2013), *Business and Corporate Law*, Excel Books, 6th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	H	S	H	S
CO 5	S	H	S	H	S

S-Strong

H-High

M-Medium

L-Low

UPA40
Skill- based Subject 2

22UPA4S2

Programme Code : 15		B.Com PA		
Course Code : 22UPA4S2		Skill- based Subject 2- Customer Relationship Management		
Batch 2022-2023	Semester IV	Hours / Week 02	Total Hours 30	Credits 3

Course Objectives

1. To make the students to be aware and learn the importance and concepts of customer relationship management in business.
2. To excel knowledge on components, opportunities and ways to choose and implement appropriate CRM strategy.
3. To consider the role and need for customer relationship in business and to progress with enhanced customer satisfaction.

Course Outcomes (Cos)

K1 to K5	CO1	Bear in mind the scope and functions of customer relationship in business.
	CO2	Give better understanding of CRM strategies, planning and execution with proper methods and techniques.
	CO3	Apply suitable CRM strategy for customer retention and pleasure to realize the business victory.
	CO 4	Recognize the effectiveness of building customer rapport in any business 40Organization for its survival and growth.
	CO 5	Access the challenges and constrains in implementing CRM

Syllabus

Unit I (6 hours)

Evolution of CRM, Definition, Objectives, Benefits of CRM. Types of CRM: Operational, Analytical, Collaborative, Sales intelligence and Campaign Management CRM.

Unit II (6 hours)

CRM in e-business: Different levels of e-CRM – Mobile CRM – Differences between CRM and e-CRM – Advantages of Mobile CRM - Need to adopt e-CRM.

Unit III (6 hours)

CRM Planning: Components – Estimation of ROI – Selection Process of CRM solution – Steps involved in CRM planning.

Unit IV (6 hours)

CRM implementation – Ways to choose right CRM solution – Warnings of implementation – Framework of successful implementation – Steps for implementation.

Unit V (6 hours)

HRM in CRM: Role of employee – Role of CRM – h-CRM model – Way forward - CRM opportunities and challenges - Technology focus – Ways to avoid CRM pitfalls.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Govida Bhat K. (2013), *Customers Relationship Management*, Himalaya Publishing House, 1st Edition.

Reference Books:

2) John G. Freelan (2015), *The Handbook of CRM*, Tata McGraw Hill, 1st Edition.
 3) Shanmugasundaram S (2008), *Customer Relationship Management*, Mc Millan & Company.Ltd, Chennai, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	H	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

22UPA513

Programme Code : 15		B.Com PA		
Course Code : 22UPA513		C.P.13 Higher Corporate Accounting		
Batch 2022-2023	Semester V	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception to their liquidation
2. To develop corporate accounting skills and knowledge
3. To know the application of accounting methods in corporate

Course Outcomes (Cos)

K1 to K5	CO1	Acquire the conceptual knowledge on the fundamentals of corporate accounting
	CO2	Understand the accounting procedures used to measure business performance
	CO3	Apply a comprehensive knowledge about the latest provisions of the Companies Act while preparing the accounting statements
	CO 4	Acquiring the knowledge of inflation accounting
	CO 5	Determine and extract the accounting balances

Syllabus**Unit I****18 Hours**

Accounts of Banking companies- business of Banking companies - Legal requirements – preparation of profit and loss account and balance sheet (New format) (Problem)

Unit II**18 Hours**

Accounts of Insurance companies: Types of insurance – Life Insurance, General Insurance – Insurance business in India - Accounts of Life Insurance and General Insurance (New format)

Unit III

Double accounting system : Special features of Double account system – Double account system and double entry system- Advantages and Disadvantages of double accounting system- Revenue account- Net revenue account- Capital account- Receipts and Expenditure accounts – final accounts of Electricity supply companies

18 Hours**Unit IV**

Human resource accounting: Meaning of HRA- Objectives of HRA- Valuation of human resource - Cost base methods of human resource valuation – Value base methods of human resource valuation- Recording and presenting final statement.

18Hours

Unit V (18 hours)

Inflation accounting: Inflation accounting at International and National levels different methods of Inflation accounting. Social Responsibility Accounting: Meaning- and definition – objectives- Methods of social responsibility accounting – Preparation of Social Income statement and social Balance sheet

Note: Problem: 80% Theory: 20%

*** Self Study and questions for examinations may be taken from the self study portions also**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Jain S P & K L Narang, 2014, Advanced Accountancy, Kalyani Publishers, New Delhi, 20th Edition
- 2) Reddy T.S & Murthy, 2008, Corporate Accounting , Margham Publications, Chennai, 6th Edition

Reference Books:

- 1) Gupta R L & M Radhasamy, 2001, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 10th Edition
- 2) Arulanandam M.A. & K.S. Raman, 2003, Advanced Accountancy, Himalaya Publications, 6th Edition
- 3) Shukla M.C. & T.S. Grewal. Revised by S.C. Gupta, 2014, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 42th Edition

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	H	S	S	S
CO 3	S	S	S	S	S
CO 4	H	H	S	S	S
CO 5	H	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA44

22UPA514

Programme Code : 15		B.Com PA		
Course Code : 22UPA514		C.P. 14 Financial Management		
Batch 2022-2023	Semester V	Hours / Week 05	Total Hours 75	Credits 4

Course Objectives

1. To ensure regular and adequate supply of funds to the concern
2. To learn the concepts and theories of financial management
3. To evaluate the financial decisions and its implications for the shareholders and the company.

Course Outcomes (COs)

K1 to K5	CO1	Remember the concept, goals and functions of financial management
	CO2	Understand the role of financial managers in procurement and use of finance
	CO3	Apply various tools and techniques of financial management
	CO 4	Analyze the ways and means for the procurement of funds and its proper application in business thereby facilitating to achieve the financial goals of the firms.
	CO 5	Appraise the role of modern financial managers

Syllabus

Unit I (15hours)

Financial Management-Introduction – Nature – Objectives – Functions – Role of finance manager– Sources of long term finance: Shares, Debentures, and Ploughing Back of Profits – Relationship between Risk & Return.

Unit II (15 hours)

Capital Budgeting – Meaning – Importance – Technique – PBP – ARR – NPV Method, IRR Method (Problems) – Profitability index - Cost of equityusing Capital Asset Pricing Model (CAPM).

Unit III (15 hours)

Cost of Capital – Meaning – Importance – Measurement of cost of equity, Preference, debt capitals – Cost of Retained Earnings- Weighted average Capital (Problems).

Unit IV (15 hours)

Capital Structure — Meaning – Planning – its analysis – Theories of Capital Structure – Net income, Net operating income MM Hypothesis Theories - Factors affecting Capital structure (Theory) - Leverage – Financial, Operating and Combined Leverage (Problems)

UPA44

Unit V (15 hours)

22UPA514

Dividend Policy – meaning - types - Factors affecting Dividend Policy - Theory of irrelevance: MM hypothesis (Theory) – Theory of relevance: Walter’ Model and Gordon’s model – Computation of Dividend under Walter and Gordon’s model.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 60%; Theory 40%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Sharma R.K, Shashi K.Gupta,(2011), *Financial Management*, Kalyani Publishers – NewDelhi – 7th Edition.

Reference Books:

- 1) ShashiK.Gupta, R.K.Sharma (2016), *Management Accounting*, Kalyani Publishers, 2nd edition.
- 2) Maheswari. S.N (2006), *Financial Management*, Sultan chand & Sons, NewDelhi,12th Edition.
- 3) Prasanna Chandra (2008), *Financial Management*, Tata Mc Grew Hill, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	H	S	H	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA45

22UPA515

Programme Code : 15		B.Com PA		
Course Code : 22UPA515		C.P. 15 Direct Tax		
Batch 2022-2023	Semester V	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To acquaint the students with basic principles underlying the provisions of direct tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
2. To give an understanding of the relevant provisions of direct tax code.
3. To equip the students with skills and techniques for taking tax sensitive decisions.

Course Outcomes (Cos)

K1 to K5	CO1	Remember the concepts and canons of taxation
	CO2	Understand different types of incomes along with their taxability and deductibility.
	CO3	Apply the income tax rules for the relevant assessment year
	CO 4	Analyze various deductions to reduce the taxable income.
	CO 5	Evaluate the provisions of income tax in real life situations

Syllabus

Unit I (18 hours)

Income Tax Act – Definition of income – Assessment year – Previous year – Assessee – Scope of income – Residential status (Problems) – Exempted income u/s 10.

Unit II (18 hours)

Computation of Income from House Property (Problems) - Computation of Income from Salaries (Problems).

Unit III (18 hours)

Profits and Gains of Business or Profession (Problems) - Computation of Capital Gains (Problems)

Unit IV (18 hours)

Income from other sources (Problems) – Deductions to be made in computing Total Income
- Set-off Carry forward off losses- — Assessment of Individuals.

UPA46

Unit V (18 hours)

22UPA515

Computation of total income (Problems) - Tax liability - Filing of Returns – PAN – Procedure for obtaining PAN- Advance Payment of Tax – Tax Deducted at Source.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) V.P.Gaur, D B Narang, Puja Gaur, Rajeev Puri (2021), *Income Tax law and Practice*, Kalyani Publishers, Ludhiana, 50th Edition.

Reference Books:

- 1) Girish Ahuja, Ravi Gupta (2020), systematic approach to *Income Tax, Service tax and VAT*, , Bharath Law House Pvt. Ltd, New Delhi, 25th Edition
- 2) Manohar.T.N (2007), *Income Tax Law*, Snow white Publication Pvt .Ltd, Mumbai, 12th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	H	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA47

22UPA516

Programme Code : 15		B.Com PA		
Course Code : 22UPA516		C.P. 16 Principles of Marketing		
Batch 2022-2023	Semester V	Hours / Week 05	Total Hours 75	Credits 4

Course Objectives

1. To enable the students to know scope and opportunities in marketing in the current scenario.
2. To enhance knowledge on modern marketing concepts and functions
3. To know the need for studying consumer behaviour

Course Outcomes (Cos):

K1 to K5	CO1	Remember the basic concept of marketing and its functions
	CO2	Understand the factors influencing consumer behaviour
	CO3	Apply relevant marketing strategies for the successful marketing
	CO 4	Analyze the changing paradigms of marketing in the modern era
	CO 5	Evaluate the challenges in modern marketing

Syllabus

Unit I (15 hours)

Marketing –Definition of market and marketing-Importance of marketing –Modern Marketing concept-Global Marketing –E-marketing –Tele marketing- Marketing Ethics – Digital Marketing – Mobile marketing.

Unit II (15 hours)

Marketing functions-Buying –Selling –Transportation –Storage – Financing –Risk Bearing –Standardization – Market Information.

Unit III (15 hours)

Consumer Behaviour – Meaning – Need for studying consumer behaviour - Factors influencing consumer behaviour-Market segmentation.

Unit IV (15 hours)

Marketing Mix – Product mix –Meaning of Product –Product life cycle –Branding-labelling-Price Mix-Importance-Pricing objectives - Pricing strategies –Personal selling and Sales Promotion -Place mix-Importance of channels of distribution –Functions of middlemen.

Unit V (15 hours)

Government regulation in marketing – Bureau of Indian Standards (BIS)– AGMARK– FSSAI - Consumerism – Consumer Protection – Rights of consumers- Green Marketing.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Gupta.C.B,Rajan Nair (2003), *Marketing Management*, Sultan Chand & Sons, New Delhi, 7th Edition.

Reference Books:

- 1) R.S.N.Pillai Bagavathi (2016), *Marketing Management*, S. Chand & Co, New Delhi, 4th edition.
- 2) Memoria.C.B, Joshi R.L, Mulla.N.I (2009), *Principles and Practices of Marketing in India*, Kitab Mahal, Allahabad, 18th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA49
Extra Department Course (EDC)

22UPA5X1

Programme Code : 15		B.Com PA		
Course Code : 22UPA5X1		Extra Department Course – Entrepreneurship Development		
Batch 2022-2023	Semester V	Hours / Week 02	Total Hours 30	Credits 3

Course Objectives

1. To enable the students to learn the concept of entrepreneurship and develop necessary skills to become a successful entrepreneurs.
2. To widen the knowledge on scope of entrepreneurship
3. To analyze about the various institutions involved in entrepreneurial development.

Course Outcomes (Cos)

K1 to K5	CO1	Memorize the nature and scope of entrepreneurship.
	CO2	Understand the importance of entrepreneurship in developing an economy.
	CO3	Apply the knowledge and techniques of entrepreneurship in promoting global trade.
	CO 4	Recognize the institutional support and assistances available for Entrepreneurs
	CO 5	Evaluate the challenges and opportunities for small scale enterprises

Syllabus

Unit I (6 hours)

Concept of entrepreneurship: Definition Nature and characteristics of entrepreneurship – function and types of entrepreneurs – Distinction between entrepreneurs and managers – Role of entrepreneurship in economic development – Factors influencing entrepreneurship – Qualities of an entrepreneur - Women entrepreneurs – Growth – Problems.

Unit II (6 hours)

Project identification – Selection of the product – Project formulation – Evaluation – Feasibility analysis – Project Report.

Unit III (6 hours)

Institutional services to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO, ITCOT, IIC and KVIC

Unit IV (6 hours)

Institutional finance to entrepreneurs: IFCI, SFC, IDBI, TIIC, SIDCs, UTI, SIPCOT – SIDBI – Venture capital.

Unit V (6 hours)

Incentives and subsidies – Subsidy for marketing and Transport – Seed capital assistance – Taxation benefit to SSI – Role of entrepreneur in export promotion and import substitution. Recent Government schemes to promote micro and small entrepreneurs.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S.S.Khanka (2017), *Entrepreneurial Development*, S.Chand & Co, New Delhi, 7th Edition.

Reference Books:

1) C.B.Gupta, N.P.Srinivasan (2012), *Entrepreneurial Development*, Sultan Chand & Sons, New Delhi, 5th edition.

2) Renu Arora, S.K.Sood (2015), *Fundamentals of Entrepreneurship and Small Business*, Kalyani Publishers, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA51**22UPA617**

Programme Code : 15		B.Com PA		
Course Code : 22UPA617		C.P. 17 Management Accounting		
Batch 2022-2023	Semester VI	Hours / Week 05	Total Hours 75	Credits 04

Course Objectives

1. To obtain knowledge on managerial decision making
2. To analyze and interpret the financial statements
3. To learn the preparation of various financial statements

Course Outcomes (Cos)

K1 to K5	CO1	Remember the need for the preparation of financial statements
	CO2	Understand the tools and techniques management accounting
	CO3	Apply financial and non-financial information in decision making.
	CO 4	Analyze the complex ideas and tolerate ambiguity in managerial problem solving.
	CO 5	Determine the roles and responsibilities of modern management accountants.

Syllabus**Unit I (15 hours)**

Management accounting – Meaning – Nature and Scope – Objectives– Advantages and disadvantages – difference between Management accounting and cost accounting – Tools and techniques of Management accounting – Financial statements – Analysis – Need and significance of management accounting in organization.

Unit II (15 hours)

Ratio analysis – Significance – Classifications – Liquidity, efficiency, Solvency and Profitability ratios – Construction of Balance sheet – Limitations of ratios Analysis.

Unit III (15 hours)

Working capital – Concepts – Kinds- Importance – Determinants of Working Capital – Estimation of Working Capital requirements – Fund flow analysis – Cash flow analysis as per AS – 3.

Unit IV (15 hours)

Cost – Volume – Profit Analysis – Marginal costing and Break even analysis- Applications of Marginal costing in Business Decision Making – Significance and limitations of Marginal costing.

Unit V (15 hours)

Budgeting and Budgetary control – Definitions – Importance – Classification of budgets – ZBB – Preparation of functional budgets – Cash, Material Purchase, Production, Sales, Flexible and Master Budget.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Problem 80%; Theory 20%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Shashi K. Gupta, Sharma.R.K (2014), *Management Accounting*, Kalyani publishers, Ludhiana 13th Edition.

Reference Books:

- 1) Dr.S.N.Maheswari (2015), *Management Accounting and Financial Control*, Sultan Chand & Sons, New Delhi, 16th Edition.
- 2) T.S. Reddy & Y. Hariprasad Reddy (2017), *Management Accounting*, Margham Publications, Chennai, 9th edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	H	H	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA53**22UPA618**

Programme Code : 15		B.Com PA		
Course Code : 22UPA618		C.P. 18 Principles of Auditing		
Batch 2022-2023	Semester VI	Hours / Week 04	Total Hours 60	Credits 3

Course Objectives

1. To impart the fundamental concepts of auditing.
2. To understand the features and procedures of conducting various audits
3. To know the role of computers in auditing

Course Outcomes (COs)

K1 to K5	CO1	Remember the concept, nature and scope of auditing
	CO2	Understand the methods of valuation of assets and liabilities
	CO3	Apply the necessary procedures in conducting the audit
	CO 4	Consider internal control systems
	CO 5	Determine the duties and responsibilities of auditors in the digital era

Syllabus**Unit I (12 hours)**

Auditing- Definition – Nature and Scope - Objectives – Advantages and limitations of auditing - Auditing and investigation – Detection of Frauds and Errors – Types of Errors – Auditors’ Duties and Responsibilities in respect of Fraud – Audit Planning – Audit Programmes- Introduction to standard audit framework.

Unit II (12 hours)

Audit Types – Audit Procedures – Audit Documentation – Audit Evidence: Internal Evidence Vs. External Evidence – Methods of collecting evidence – Evaluation of Good Audit Evidence – Audit Principles Vs. Audit Evidence.

Unit III (12 hours)

Vouching – Vouchers – Verification of Assets and liabilities – Objectives of Vouching – Audit of assets and liabilities - Audit of Liabilities and Provision – Internal control: Objectives, Procedures, and Limitations – Internal control checklist – Features – Internal Check Vs. Internal Control – Steps in framing Internal check – Internal Audit.

Unit IV (12 hours)

Auditing in Computerized Information Systems (CIS) –Internal Controls in CIS – Benefits and Problems – Impact of computerization on audit approach - Computer Aided Audit Techniques.

Unit V (12 hours)

Company Audit: Branch Audit, Joint Audit, Special Audit and Cost Audit – Qualifications and Disqualifications of Company Auditors – Appointment and Removal of Auditors – Powers and Duties of Company auditors. Audit report – preparation and presentation.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Varsha Ainapure(2015), Mukund Ainapure, *Auditing and Assurance*, PHI Learning Pvt Ltd, New Delhi, 2009, 1st Edition.

Reference Books:

- 1) Tandon.B.N, Sundharsanam.S,Sundara Batlu.S (2001), *Practical Auditing*, S.Chand & Company Pvt. Ltd, New Delhi, 13th Edition.
- 2) Basu S.K (2006), *Auditing – Principles & Techniques*, Pearson Education, New Delhi, 1st Edition.
- 3) Pradeep kumar, Baldev Sachdeva (2013), *Auditing Principles & Practices*, Kalyani Publications, Ludhaiana, 8th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	H	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA55

22UPA619

Programme Code : 15		B.Com PA		
Course Code : 22UPA619		C.P. 19 Indirect Tax		
Batch 2022-2023	Semester VI	Hours / Week 05	Total Hours 75	Credits 4

Course Objectives

1. To learn the procedures and practices of Indirect tax
2. To know the fundamental ideologies on GST
3. To learn the formalities of levy and collection of GST

Course Outcomes (Cos)

K1 to K5	CO1	Remember the concept, features and basics of indirect tax
	CO2	Understand the GST framework
	CO3	Apply various provisions of GST Act
	CO 4	Analyze the structure of GST and the process of levy, collection and filing of returns.
	CO 5	Evaluate the scope of scope of GST Act

Syllabus

Unit I (15 hours)

Features of Indirect Taxes – Taxation under the constitution – Features – Advantages and Disadvantages of Indirect taxes – Tax Evasion and Tax Avoidance.

Unit II (15 hours)

Customs Duty – Levy and Collection of Customs Duty – Organization of the customs department – Officers of the customs – Powers – Appellate machinery – Infringement of the law – Pilfered goods – Offences & Penalties – Exemption from Duty- Customs Duty Drawbacks.

Unit III (15 hours)

GST Framework: Benefits – limitations. State GST Framework – Indian model of GST: Features – GST Rates in India – Registration.

Unit IV (15 hours)

Levy and Collection of GST: Central GST (CGST), Integrated GST (IGST), State GST (SGST) – GST Supply - Taxable Person – Tax Invoice – Obligation on registered taxable person – Contents of Invoice – Debit and Credit notes.

Unit V (15 hours)

GST Returns – Nature – Outward Supply – Format of Returns – Inward Supply – Time limit for filing of returns – Input Service Distributor (ISD) – First Return – Annual Return – Final Return – Refund of Interest and Taxes – Reverse charge mechanism.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) S.S. Gupta (2017), Taxmann's GST – Laws and Practice, Taxmanns Publications, New Delhi, 8th Edition
- 2) Dr.R.Parameswaran and CA.P.Viswanathan (2018), Indirect Taxes GST and Customs Laws, Kavin Publications, Coimbatore , 1st Edition

Reference Books:

- 1) Balachandran.V (2014), Indirect Taxation, Sultan Chand & Sons, New Delhi, 15th Edition.
- 2) T.S.Reddy and Y.Hariprasad Reddy (2016), Business Taxation (Indirect Taxes), Margham Publishers , Chennai, 7th edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	H	S
CO 3	H	S	S	S	S
CO 4	H	S	S	S	S
CO 5	H	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA58
UPA57

22UPA6Z1

Programme Code : 15		B.Com PA		
Course Code : 22UPA6Z1		Professional Training Cum Project		
Batch 2022-2023	Semester VI	Hours / Week 08	Total Hours 120	Credits 5

Course Outcomes (COs)

K1 to K5	CO1	Remember the conceptual framework on professional accounting
	CO2	Understand on the job situation
	CO3	Apply the theoretical knowledge in real time situation
	CO 4	Analyze the various functions and practices of business units
	CO 5	Evaluate the gap between academic skills and industrial requirements

The professional training is mandatory. The professional training shall be undergone by the students during the period of one month at the end of V semester onwards. Students are expected to associate themselves with business organizations for professional training and do work on a subject of relevance to the chosen company and duly facilitated by the institution. They have to prepare a report duly guided by an assigned staff. The students are expected to undergo this course as ‘On the job training’ in the selected institution approved by the guide. The students must maintain work diary. The students are expected to submit the detailed report for the professional training at the end of the VI semester. The Internal (Faculty of the Department) and External Examiners will award marks for comprehensive Viva-Voce and Project Report jointly.

Marks Distribution

Project Viva Voce: 100 marks (50:50)

ESE Project Viva Voce:

Knowledge Level	Section	Marks	Total
K3	Project Report	35	50
K4		15	
K5	Viva voce		

UPA59
Skill based subject

22UPA6S3

Programme Code : 15		B.Com PA		
Course Code : 22UPA6S3		Skill based subject 3 - Investment Management		
Batch 2022-2023	Semester VI	Hours / Week 02	Total Hours 30	Credits 3

Course Objectives

1. To understand the characteristics of various investment instruments
2. To learn the fundamentals of investment and stock market
3. To provide a comprehensive framework on portfolio management

Course Outcomes (Cos)

K1 to K5	CO1	Remember the guidelines of SEBI in investment market.
	CO2	Understand investor preferences
	CO3	Apply various theories and models to take investment decisions
	CO 4	Analyze the various risks in investment management
	CO 5	Evaluate the scope of modern investment alternatives

Syllabus

Unit I (6 hours)

Investment - Meaning - Need and Scope - Choices and Alternatives - Forms of Investment - Investment in Financial Assets - Investment Instruments - Investment Objectives – Investment Return and Risk.

Unit II (6 hours)

Investment Market - Primary and Secondary Markets - New Issue Market - Listing of Securities - Operations of India Stock Market - Cost of Investing in Securities - Mechanics of Investing - Markets and Brokers - Regulation and Control over investment market - Role and Guidelines of SEBI.

Unit III (6 hours)

Fundamental Analysis - Valuation Theories of Fixed and Variable Income Securities – Strength and weakness of fundamental analysis - Risk Analysis in Investment Decision - Systematic and Unsystematic Risk.

Unit IV (6 hours)

Stock Market Analysis - Technical Approach - Efficient Market Theory - Weak and Semi-strong form of Efficient Market - Investment decision making under Efficient market Hypothesis.

Unit V (6 hours)

Introduction to Portfolio Management – An Optimum portfolio Selection Problem
 - Markowitz Portfolio Theory - Sharpe: Single Index Model - Capital Asset Pricing Model.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Bhallah.V.K (2019), *Investment Management*, S.Chand & Company- New Delhi, 20th Edition

Reference Books:

1) Preethi Singh (2010), *Investment Management*, McGraw Hill Publications. New Delhi, 3rd Edition.

2) Rustagi.R.P (2009), *Investment Management Theory and Practice*, Sultan Chand & Sons, New Delhi, 4th Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	H	S	S	S
CO 3	S	S	S	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA68
Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 1: Working Capital Management		
Batch : 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To acquire a thorough knowledge on the concept of working capital management
2. To know the components of working capital
3. To understand the nature of various sources of funds

Course Outcomes (Cos)

K1 to K5	CO1	Remember the concept of of working capital
	CO2	Understand the need and importance various components of working capital
	CO3	Apply various techniques for managing working capital requirements
	CO 4	Analyze and devise appropriate working capital management policies to achieve corporate objectives.
	CO 5	Evaluate the working capital management policies and their impact on the firms' profitability and liquidity.

Syllabus

Unit I (18 hours)

Working capital policy: overall consideration - Need and Importance of working capital - management of working capital, and factors influencing the requirements of working capital – Trade off between profitability and risk – Determining financing mix – Determinants of working capital.

Unit II (18 hours)

Cash Management: Importance - Factors influencing cash balance, determining optimum cash balance - Cash Budgeting - Controlling and monitoring - Collections and disbursements - Cash management models.

Unit III (18 hours)

Receivables management: Need and Importance - Factors influencing the size of receivables – Credit terms – Forming and Executing the credit policy - Collection policy.

Unit IV (18 hours)

Inventory Management: Need for inventories and the importance of its Management, Techniques for managing inventory-Order quantity-E.O.Q - ABC analysis – VED analysis – Valuation of inventories (AS - 2).

Unit V (18 hours)

Sources of Finance, Spontaneous source, Trade Credits, Short term bankfinance, Commercial papers and public deposits, committees on working capital finance.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Note: Theory 60%; Problems 40%

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Sharma. R.K, Shashi K.Gupta (2011), *Financial Management*, Kalyani Publishers, New Delhi, 7th Edition.

Reference Books:

- 1 Shashi.K.Gupta, R.K.Sharma (2016) *Management Accounting*, Kalyani Publishers, 4th edition.
- 2) Maheswari. S.N (2006) *Financial Management*, Sultan chand & Sons, New Delhi, 12th Edition.
- 3) Prasanna Chandra (2008), *Financial Management*, Tata Mc Grew Hill, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	H	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA64
Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 2: Financial Services		
Batch: 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To enable the students to acquire knowledge on various financial services in India.
2. To enrich understanding of major service institutions and their functions in financial services sector.
3. To differentiate various financial service sectors with its pros and cons to select the appropriate instrument for the investment.

Course Outcomes (COs)

K1 to K5	CO1	Remember features and maturity period of financial instruments
	CO2	Clarify the pros and cons of financial services.
	CO3	Apply SEBI guidelines on the financial service institutions
	CO 4	Analyze the role of various financial services for strengthening the economy.
	CO 5	Appraise the scope of innovative financial services

Syllabus

Unit I (18 hours)

Meaning and importance of Financial Services – Types of Financial Services – Financial services and Economic Environment- Players in Financial Services Sector – Innovative financial instruments.

Unit II (18 hours)

Merchant Banking- Functions – Services of merchant banks - Issue Management – Managing of New Issues – underwriting – Capital Market – stock Exchange – functions, trading in stock exchange –SEBI guidelines, listing of securities .

Unit III (18 hours)

Leasing – Types – Advantages and Disadvantages. Hire Purchase – concept and Features – Lease financing Vs. Hire Purchase financing.

Unit IV (18 hours)

Mutual Funds – Types – Functions – Advantages – Institutions involved – Growth of Mutual Funds in India – SEBI Guidelines.

UPA65

Unit V (18 hours)

Factoring – functions of Factor – Consumer Finance – Venture Capital – Credit Rating Agencies – CRISIL, ICRA, CARE.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) 1) Gurusamy S (2015), *Financial Markets and Institutions*, Vijay Nicole Imprints Private Ltd, Chennai, 4th Edition.

Reference Books:

2) Khan M.Y (2016), *Financial Services*, Tata McGraw Hill Publishing Company, Education(India) Pvt.Ltd, Chennai, 8th Edition.

3) Joseph Anbarasu D, Janakiraman.N (2004), *Financial & Investment Management*, Sultan Chand & Sons, New Delhi, 1st Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA66
Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 3: Human Resource Management		
Batch : 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To enable the students to learn functions of human resource management.
2. To enrich knowledge on the various HR practices
3. To know the significance of HR policies

Course Outcomes (Cos)

K1 to K5	CO1	Memorize the objectives and methods of human resource management system
	CO2	Gain knowledge on importance of major human resource process and procedures.
	CO3	Apply the human resource management skills and expel employee satisfaction
	CO 4	Realize the responsibilities of HR managers
	CO 5	Access the changing paradigms in HRM

Syllabus

Unit I (18 hours)

Human Resource Management-Nature and Scope - Difference between Personnel Management and HRM-Functions of HRM – Environmental factors of HRM. HR planning – concept – Importance and Process.

Unit II (18 hours)

Recruitment – Concept – Factors influencing recruitment policy – Sources. Selection – methods – Tests and interviews – Process of selection.

Unit III (18 hours)

Placement – Training and Development – Need – Methods – Sensitivity Training – Transactional Analysis.

Unit IV (18 hours)

Performance Appraisal – Concept – Changing pattern – Objectives – Process – Methods – Barriers.

UPA67

Unit V (18 hours)

Incentives: Concepts – Types – Promotion – Need – Types. Transfer. Remuneration – Components of remuneration. Human Resource Audit-Nature-Benefits-Scope Approaches – Performance Management in Industry 4.0.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Prasad.L.M(2010), *Human Resource Management*, Sultan Chand & Sons, 2nd Edition

Reference Books:

2) Aswathappa.K (2009), *Human Resource Management*, McGraw Hill education private Ltd, New Delhi, 5th Edition.

3) Gupta.C.B (2009), *Human Resource Management*, Sultan chand & Sons – New Delhi, 10th Edition.

Mapping

PSO CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	S	H	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 4: Business Policy and Strategic Management		
Batch : 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To understand the components of business environment
2. To know the need and importance of formulating strategies
3. To understand the challenges in the implementation of strategies

Course Outcomes (COs)

K1	CO1	Remember Strategic management process.
K2	CO2	Understand the factors influencing various types of environment and strategies
K3	CO3	Apply knowledge and abilities in formulating strategies and strategic plans.
K4	CO 4	Analyze the relevant tools to resolve the contemporary issues in strategic management

Syllabus

Unit I (6 hours)

Business Environment - Demographic, Socio - cultural, Macro – economic, Legal - political, Technological and Global Competitive Environment. Business Policy and Strategic Management: Meaning and nature - Strategic management imperative - Vision, Mission and Objectives - Strategic levels in organizations

Unit II (6 hours)

Strategic Analyses: Situational Analysis – SWOT Analysis, TOWS Matrix, Portfolio Analysis – BCG Matrix. Strategic Planning: Meaning, stages – alternatives - strategy formulation.

Unit III (6 hours)

Formulation of Functional Strategy: Marketing strategy - financial strategy - Production strategy - Logistics strategy - Human resource strategy

Unit IV (6 hours)

Strategy Implementation and Control: Organizational structures - establishing strategic business units - Establishing profit centers by business, product or service, market segment or customer - Leadership and behavioral challenges.

UPA75

Unit V (6 hours)

Reaching Strategic Edge: Business Process Reengineering - Benchmarking - Total Quality Management - Six Sigma – C.K. Prahalad's concepts and tasks of TQM - Contemporary Strategic Issues.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Subba Rao.P (2013), *Business Policy and Strategic Management*, Himalaya Publishing House, Mumbai, 5th Edition.

Reference Books:

- 1) Rao.VSP, Harikrishna.C(2009), *Strategic Management – Text and Cases*, Excel books, 1st Edition.
- 2) Charles W.L, Hill Gareth R.Jones (2016), *Strategic Management and Integrated Approach*, Cengage learning India Pvt.Ltd, New Delhi, 4th Edition..

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	H	S
CO 2	S	S	H	S	S
CO 3	S	S	S	H	S
CO 4	S	S	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA76
Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 5: Insurance Principles and Practice		
Batch : 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To facilitate the students to understand the fundamental principles of insurance business.
2. To enrich knowledge on concepts, procedures and policies of major insurance schemes.
3. To understand the various types of insurances

Course Outcomes (Cos)

K1 to K5	CO1	Keep in mind the general principles and procedures of various insurance businesses
	CO2	Inculcate knowledge on the terms and conditions of each insurance policy.
	CO3	Apply the skills and knowledge to select suitable insurance policies
	CO 4	Analyze the ways for selecting suitable insurance policies based on their nature, claim and settlement procedures
	CO 5	Evaluate the advantages and disadvantages of key insurance policies

Syllabus

Unit I (18 hours)

Insurance – Nature – Role and Importance – Insurance Contract – Benefits of Insurance – Functions of Insurance – Scope of Insurance Business - Kinds of Insurance – Types of insurance organization.

Unit II (18 hours)

Life Insurance – Classification of policies – Annuities – Investment Fund – Surrender Value – Progress of Life Insurance Business.

Unit III (18 hours)

Marine Insurance – Nature – Marine Insurance Policies – Policy conditions- Marine losses – Payment of claim – Progress of marine insurance business in India.

Unit IV (18 hours)

Fire Insurance – Nature and Uses of Fire Insurance – Kinds of policies – Rate fixation in fire insurance – Payment of claims – Progress of fire insurance.

UPA71

Unit V (18 hours)

Transport and Motor insurance – Social insurance – General Insurance – Progress of General insurance – Health Insurance – Reinsurance.

*** Self Study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) M.N.Mishra & Dr.S.B.Mishra(2016), *Insurance Principles & Practice*, S.Chand & Co Ltd, New Delhi, 22nd Edition.

Reference Books:

1) Periyasamy, P (2011), *Principles and Practice of Insurance*, Himalaya Publishing House, New Delhi, 2nd Edition
2) Alka Mittal, S.L.Gupta (2008), *Principles of Insurance and Risk Management*, S.Chand & Co, New Delhi, 2nd Edition.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong

H-High

M-Medium

L-Low

UPA78
Major Elective

Programme Code : 15	B.Com PA		
Course Code :	Elective Paper 6: Consumer Affairs		
Batch : 2022-2023	Hours / Week 06	Total Hours 90	Credits 5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer.
2. To understand the procedure of redress of consumer complaints.
3. To know more about decisions on Leading Cases by Consumer Protection Act.
4. To get more knowledge about Organizational set-up under the Consumer Protection Act
5. To impart awareness about the Role of Industry Regulators in Consumer Protection
6. To understand Contemporary Issues in Consumer Affairs

Course Outcomes (CO)

K1 to K5	CO1	Able to know the rights and responsibility of consumers.
	CO2	Understand the importance and benefits of Consumer Protection Act.
	CO3	Applying the role of different agencies in establishing product and service standards.
	CO4	Analyse to handle the business firms' interface with consumers.
	CO5	Assess Quality and Standardization of consumer affairs

SYLLABUS

UNIT I

18 Hours

Conceptual Framework - Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

UNIT V**18 Hours**

The Consumer Protection Law in India - Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT III**18 Hours**

Grievance Redressal Mechanism under the Indian Consumer Protection Law - Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT IV**18 Hours**

Role of Industry Regulators in Consumer Protection

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

UNIT V**18 Hours**

Contemporary Issues in Consumer Affairs - Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Note: Unit 2 and 3 refers to the Consumer Protection Act, 2086. Any change in law would be added appropriately after the new law is notified.

UPA81

Teaching Methods:

Smart Class rooms /Power Point Presentations / Seminars/Quiz /Discussion /Flipped Classrooms

SUGGESTED READINGS:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, UniversitiesPress.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications PvtLtd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, RegalPublications
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, NewDelhi
5. Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
7. E-books :-www.consumereducation.in
8. Empowering Consumers e-book,www.consumeraffairs.nic.in
9. ebook,www.bis.org
10. The Consumer Protection Act, 2086 and its later versions.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	H	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	H	S	S
CO 4	S	H	S	S	S
CO 5	S	H	S	S	S

S-Strong
Low

H-High

M-Medium

L-

Title: For B.A., BBA, B.Com, BCA and B.Sc., Degree Students – I Semester				
PART IV – ENVIRONMENTAL STUDIES				
Batch 2022-2023	Semester I	Hours / Week 2	Total Hours 30	Credits 2

COURSE OBJECTIVES

- The course will provide students with an understanding and appreciation of the complex interactions of man, health and the environment. It will expose students to the multi-disciplinary nature of environmental health sciences
- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.
- To shape students into good “Eco-citizens” thereby catering to global environmental needs.
- This course is designed to study about the types of pollutants including gases, chemicals petroleum, noise, light, global warming and radiation as well as pollutant flow and recycling and principles of environmental pollution such as air, water and soil.
- The course will address environmental stress and pollution, their sources in natural and workplace environments, their modes of transport and transformation, their ecological and public health effects, and existing methods for environmental disease prevention and remediation.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">K1</div> <div style="flex-grow: 1; border-left: 1px solid black; border-right: 1px solid black; position: relative;"> <div style="position: absolute; top: 0; bottom: 0; left: 0; right: 0; border: 1px solid black;"></div> <div style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%);"> <div style="display: flex; align-items: center; justify-content: center;"> <div style="width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-bottom: 10px solid black;"></div> <div style="width: 0; height: 0; border-left: 5px solid transparent; border-right: 5px solid transparent; border-top: 10px solid black;"></div> </div> </div> </div> </div>	CO1	Understand how interactions between organisms and their environments drive the dynamics of individuals, populations, communities and ecosystems
	CO2	Develop an in depth knowledge on the interdisciplinary relationship of cultural, ethical and social aspects of global environmental issues
	CO3	Acquiring values and attitudes towards complex environmental socio-economic challenges and providing participatory role in solving current environmental problems and preventing the future ones
	CO4	To gain inherent knowledge on basic concepts of biodiversity in an ecological context and about the current threats of biodiversity
	CO5	To appraise the major concepts and terminology in the field of environmental pollutants, its interconnections and direct damage to the wildlife, in addition to human communities and ecosystems

UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENT (6 HOURS)

Definition : scope and importance – Need for public awareness - Natural resources – Types of resources – Forest Resources – Water Resources –

UPA83

Mineral Resources – Food Resources – Energy Resources – Land Resources.

UNIT II: ECOSYSTEMS

(6 HOURS)

Concept of an ecosystem – Structure and functions of an ecosystem – Procedures, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food web and ecological pyramids – Structure and function of the following ecosystem – Forest Ecosystem – Grassland Ecosystem – Desert Ecosystem – Aquatic Ecosystem.

UNIT III: BIODIVERSITY AND ITS CONSERVATION (6HOURS)

Introduction – Definition – Genetic – Species and ecosystem diversity- Bio geographical classification of India – Value of biodiversity – Biodiversity at global, national and local levels – India as a mega - diversity Nation - Hot spot of biodiversity – Threats to biodiversity - Endangered and endemic species of India – Conservation of Biodiversity – *Insitu* Conservation of Biodiversity – *Exsitu* Conservation of Biodiversity

UNIT IV ENVIRONMENTAL POLLUTION (6 HOURS)

(6

Definition - Causes, effects and control measures of : Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution – Solid Waste Management: Causes, effects, control measures of urban and industrial wastes – Role of individual in prevention of pollution – Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution – Disaster Management – Food, Drought, Earthquake, Tsunami, Cyclone and Landslide.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT (6 HOURS)

Sustainable Development – Smart City, Urban planning, Town Planning , Urban problems related to energy – Water Conservation: Rain Water Harvesting and Watershed Management – Resettlement and rehabilitation of people, its problems and concerns, case studies Narmatha Valley Project – Environmental ethics, issues and possible solutions – Climate change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies – Hiroshima and Nagasaki, Chernobyl – Consumerism and waste products – Environmental Protection Act – Air Pollution Act (Prevention and Control) – Water Pollution Act (Prevention and control) – Wild Life Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness – Human Population and the environment – Population Growth and Distribution – Population Explosion – Family Welfare Programme – Environment and Human Health – Human Rights – Value Education – HIV/ AIDS – Women and Child Welfare – Role of Information Technology in Environment and Human Health.

Text Book

UPA84

1.P.Arul, A Text Book of Environmental Studies, Environmental Agency, No 27, Nattar street, Velacherry main road, Velacheery, Chennai – 42, First Edition, Nov.2004.

References

1.Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher Mrs.Saraswati Prohit, Student Education , Behind Naswan Cinema Chopansi Road, Jodhpur.

2.Dr.Suresh and K.Dhameja, Environmental Sciences and Engineering , Publisher S.K.Kataria & Sons, 424/6, Guru Nanak Street, Vaisarak, Delhi - 110 006.

3.J.Glynn Henry and Gary W Heinke, Environmental Science and Engineering, Prentice Hall of India Private Ltd., New Delhi – 110 001

Question paper pattern (External only)

Duration: 3 hrs

Total Marks: 50

Answer all Questions (5 x10 = 50 Marks)

Essay type, either or type questions from each unit.

All UG First years – Semester II			
MORAL AND ETHICS			
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

- To impart Value Education in every walk of life.
- To help the students to reach excellence and reap success.
- To impart the right attitude by practicing self introspection.
- To portray the life and messages of Great Leaders.
- To insist the need for universal brotherhood, patience and tolerance.
- To help the students to keep them fit.
- To educate the importance of Yoga and Meditation.

Course Outcomes (CO)

After completing the course the students:

K1 to K5	CO1	will be able to recognize Moral values, Ethics, contribution of leaders, Yoga and its practice
	CO2	will be able to differentiate and relate the day to day applications of Yoga and Ethics in real life situations
	CO3	Can emulate the principled life of great warriors and take it forward as a message to self and the society
	CO4	will be able to Analyse the Practical outcome of practicing Moral values in real life situation
	CO5	could Evaluate and Rank the outcome of the pragmatic approach to further develop the skills

Syllabus**UNIT I:****4 Hours**

Moral and Ethics: Introduction – Meaning of Moral and Ethics – Social Ethics – Ethics and Culture – Aim of Education.

UNIT II:**6 Hours**

Life and Teachings of Swami Vivekananda: Birth and Childhood days of Swami Vivekananda – At the Parliament of Religions – Teachings of Swami Vivekananda

UNIT III:**4 Hours**

Warriors of our Nation: Subash Chandra Bose – Sardhar Vallabhbhai Patel – Uddham Singh – V. O. Chidambaram Pillai – Bhagat Singh – Tiruppur Kumaran – Dheeran Chinnamalai – Thillaiyadi Valliammai – Velu Nachiyar – Vanchinathan

UNIT IV:**8 Hours**

Physical Fitness and Mental Harmony: Simplified Physical Exercise – Hand Exercises – Leg Exercises – Neuro Muscular Breathing Exercises – Eye Exercises – Kabalabathi – Maharasana A & B – Massage - Acupressure – Relaxation – KayakalpaYogam - LifeForce – Aim & Objectives – Principle – Methods. Introspection – Analysis of Thoughts – Moralization of Desires – Neutralization of Anger – Eradication of Worries

UNIT V:

8 Hours

Yoga and Meditation – The Asset of India: Yogasanam – Rules & Regulations – Surya Namaskar – Asanas –Sitting – Stanging – Prone - Supine - Pranayama – Naadi Sudhi – Ujjayi – Seethali – Sithkari - Benefits. Meditation – Thanduvasudhi - Agna – Shanthi – Thuriyam – Benefits.

Text Books:

Value Based Education – Moral and Ethics – Published by Kongunadu Arts and Science College (Autonomous), First Edition (2020).

Reference Books:

1. Swami Vivekananda – A Biography, Swami Nikhilananda, Advaita Ashrama, India, 24th Reprint Edition (2010).
2. Gandhi, Nehru, Tagore and other eminent personalities of Modern India, Kalpana Rajaram, Spectrum Books Pvt. Ltd., revised and enlarged edition(2004).
3. Freedom Fighters of India, Lion M.G. Agrawal, Isha Books Publisher, First Edition (2008).
4. Easy steps to Yoga by Swami Vivekananda, A Divine Life Society Publication(2000).
5. Yoga Practices - 1 – The World Community Service Centre – Vethathiri Publications, Sixth Edition (2017), Erode.
6. Yoga Practices - 2 – The World Community Service Centre – Vethathiri Publications – Eighth Edition (2017), Erode.

Question paper pattern (External only)

Duration: 3 hrs

Total Marks: 50

Answer all Questions (5 x10 = 50 Marks)

Essay type, either or type questions from each unit.

All UG – Semester III			
PART IV -NON MAJOR ELECTIVE - HUMAN RIGHTS			
Batch	Hours / Week	Total Hours	Credits
2022-2023	2	30	2

Objectives

1. To prepare for responsible citizenship with awareness of the relationship between Human Rights, democracy and development.
2. To impart education on national and international regime on Human Rights.
3. To sensitive students to human suffering and promotion of human life with dignity.
4. To develop skills on human rights advocacy
5. To appreciate the relationship between rights and duties
6. To foster respect for tolerance and compassion for all living creature.

Course Outcomes (COs)

K1 – K5	CO1	To understand the hidden truth of Human Rights by studying various theories.
	CO2	To acquire overall knowledge regarding Human Rights given by United Nation Commission. (UNO)
	CO3	To gain knowledge about various organs responsible for Human Rights such as National Human Rights Commission and state Human Right commission (UNHCR)
	CO4	To get habits of how to treat aged person, others and positive social responsibilities
	CO5	To treat and confirm, child, refugees and minorities with positive social justice.

UNIT – I

Definition, Meaning, Concept ,Theories and Kinds of Human Rights- Evaluation and Protection of Human Rights in India- Development of Human Rights under the United Nations.

UNIT – II

United Nations Charter and Human Rights - U.N.Commission on Human Rights- Universal Declaration of Human Rights - International Covenant on

- Civil & Political Rights
- Economic, Social and Cultural Rights

UNIT – III

Human Rights and Fundamental Rights (Constitution) - Enactments regarding Human Rights Laws in India - National Human Rights Commission and State Human Rights Commission.

UPA88

UNIT – IV

Aged persons and their Human Rights - Human Rights of Persons with Disabilities - Tribal Human Rights in India - Three Generation Human Rights -Social Awareness and Responsibilities of Individuals.

UNIT – V

Rights of Women, Child, Refugees and Minorities –Social media and Human Rights - NGO's in protection of Human Rights - Right to Election

Books for Study:

1. Human Rights (2019) Published by Kongunadu Arts and Science College, Coimbatore –29.

Book for Reference:

1. Human Rights, (2018) Jaganathan, MA., MBA., MMM., ML., ML., Humanitarian Law and J.P. Arjun Proprietor, Usha Jaganathan Refugee Law - law series, 1st floor, Narmatha Nanthi Street, Magathma Gandhi Nagar, Madurai – 625014.

Question Paper Pattern (External only)

Duration: 3 hrs

Max: 75 marks

Section A(5x5=25)

Short notes

Either – Or/ Type - Question from each unit

Section B(5X10=50)

Essay type

Either – Or/ Type - Question from each unit

All UG –Semester IV				
Course Code:22UWR4N2		Part IV -Non- Major Elective – Women's Rights		
Batch 2022-2023	Semester IV	Hours / Week 2	Total Hours 30	Credits 2

Objectives

1. To know about the laws enacted to protect Women against violence.
2. To impart awareness about the hurdles faced by Women.
3. To develop a knowledge about the status of all forms of Women to access to justice.
4. To create awareness about Women's rights.
5. To know about laws and norms pertaining to protection of Women.
6. To understand the articles which enables the Women's rights.
7. To understand the Special Women Welfare laws.
8. To realize how the violence against Women puts an undue burden on healthcare services.

Course Outcomes (CO)

After Completion of the Course the student will be able to

K1 to K5	CO1	Appraise the importance of Women's Studies and incorporate Women's Studies with other fields.
	CO2	Analyze the realities of Women Empowerment, Portrayal of Women in Media, Development and Communication.
	CO3	Interpret the laws pertaining to violence against Women and legal consequences.
	CO4	Contribute to the study of the important elements in the Indian Constitution, Indian Laws for Protection of Women.
	CO5	Spell out and implement Government Developmental schemes for women and create awareness on modernization and impact of technology on Women.

Syllabus**Unit I: Women's Studies:****(6 Hours)**

Basic concepts of Women's studies in Higher education, Women's studies perspectives- Socialization- Patriarchy- Women's studies as an academic discipline- Growth and development of Women's studies as a discipline internationally and in India.

Unit II : Socio-Economic Development of Women:**(6 Hours)**

Family welfare measures, role of Women in economic development, representation of Women in media, status of Women land rights, Women Entrepreneurs, National policy for the empowerment of women.

UPA90

22UWR4N2

Unit III: Women's Rights – Access to Justice:

(6 Hours)

Crime against Women, domestic violence – physical abuse- verbal abuse – emotional abuse - economic abuse – minorities, dowry- harassment and death, code of conduct for work place, abetment of suicide.

Unit IV : Women Protective acts:

(6 Hours)

Protective legislation for Women in the Indian constitution- Anti dowry, SITA, PNDT, and Prevention Sexual Harassment at Workplace (Visaka case), Domestic violence (Prevention) Act.

Unit V : Women and Child welfare:

(6 Hours)

Safety provisions - various forms of mass media, radio, visual, internet, cyber space, texting, SMS and smart phone usage. Healing measures for the affected Women and child society by private and public sector, NGO and society.

Teaching Methods:

Smart Class Room / Powerpoint Presentation / Seminar / Quiz / Discussion / Flipped Class

Text Book:

1. **Women's Rights** (2021), Published by Kongunadu Arts & Science College, Coimbatore – 641 029.

Reference Books:

1. **"Rights of Indian Women"** by Vipul Srivatsava. Publisher: Corporate Law Advisor, 2014.
2. **"Women's security and Indian law"** by Harsharam Singh. Publisher: Aabha Publishers and Distributors, 2015.
3. **"Women's Property Rights in India"** by Kalpaz publications, 2016.

Question Paper Pattern

Duration :3 hrs

Max: 75 marks

Section A(5 X 5=25 Marks)

Short notes

Either – Or/ Type - Question from each unit.

Section B (5X10=50 Marks)

Essay type

Either – Or/ Type - Question from each unit.

UPA91

22UPA0J1

All UG				
Course Code:22UPA0J1		JOC – Digital Marketing		
Batch 2022-2023	Semester I	Hours / Week 2	Total Hours 30	Credits 2

Objectives

1. To know about the digital marketing activities in business
2. To impart awareness about digital marketing to the students
3. To know about digital marketing opportunities in business
4. To understand the cyber crimes and its prevention in digital marketing

Course Outcomes (CO)

After Completion of the Course the student will be able to

K1 to K5	CO1	Appraise the importance of digital marketing in business
	CO2	Analyze the realities of digital marketing opportunities in business
	CO3	Interpret the laws pertaining to digital marketing in business
	CO4	To understand the improvement of business in through digital marketing in the current scenario
	CO5	Create an awareness about the digital marketing and its uses to others and the scope of digital marketing in future business

Syllabus

UNIT I

Digital marketing, Understanding the Marketing Process, Increasing Visibility, Types of visibility, Examples of visibility, Visitor Engagement, Bringing Targeted Traffic, Inbound, Outbound, Understanding Conversion Process, Retention, Types of Retention, Performance Evaluation, Tools Needed.

UNIT – II Understanding Internet, Difference between Internet & Web, understanding websites and domain names, extensions, Web server & web hosting, different types of web servers, Planning and conceptualizing a website, building website using CMS in Class.

UNIT– III Understanding Google Analytics, set up Analytics account, add Analytics code in a website, understanding goals and conversions, setup goals, understanding bounce rate, Difference between bounce rate and exit rate, reduce bounce rate, Monitoring traffic sources.

UNIT– IV Marketing on Social networking websites, viral marketing and its importance, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, Video Marketing, Pinterest Marketing.

UPA92

UNIT – V Introduction to SEO and its importance, Google AdWords overview, Understanding AdWords Algorithm, creating search campaigns, Creating Ads, Tracking performance/conversion, Optimizing Search Campaigns, Creating Display Campaign.

Teaching Methods:

Smart Class Room / Powerpoint Presentation / Seminar / Quiz / Discussion / Flipped Class

Text Book:

1. **Digital Marketing:** From Fundamentals to Future Paperback – 1 June 2019 ; Publisher. Cengage Learning **India** Pvt. Ltd. ; About the **Author**. T. N. Swaminathan
2. Fundamentals of **Digital Marketing**, Puneet Singh Bhatia ; Marketing 4.0

All UG				
Course Code:22UPA0J2		JOC – Management of Small and Medium Enterprises		
Batch 2022-2023	Semester II	Hours / Week 2	Total Hours 30	Credits 2

Objectives

1. To know about the MSME's in our country
2. To know awareness about funding agencies supporting the entrepreneurs
3. To know about financial opportunities for small and medium scale concerns
4. To understand the need and importance of MSME for the growth of our nation.

Course Outcomes (CO)

After Completion of the Course the student will be able to

K1 to K5	CO1	Know the importance of MSME in the economy
	CO2	Analyze the realities of funding opportunities offered by various financial institutions
	CO3	Interpret the company law for incorporation of a small and medium scale concerns
	CO4	To understand the development of MSME in rural areas
	CO5	Create an awareness about the MSME and its supportive organisations

Syllabus

Unit I : Entrepreneur – Meaning – Qualities – Types – Concepts of entrepreneurship – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur- Differences among tiny, small and medium entrepreneurs. Women Entrepreneurs: Problems and Challenges

Unit II :Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions Assistance to an entrepreneur

Unit III: Institutions supporting MSMEs: Institutional support to small enterprises – NSIC – SIDCO – SSIB – SSICs – SISI – DICs – Industrial estates, specialized Institutions and TCOs

Unit IV- Small enterprises in International Business – Export performance and trends of small enterprises –. Export documents and procedure for small enterprises – Types of documents – commercial Documents – Regulatory Documents – documents for Export Assistance – Documents required by Importing Country – Processing of an Export Order

Unit V: Total Quality Management (TQM) for small enterprises – Meaning of quality –Meaning of Total Quality Management (TQM) - Need for TQM in small enterprises – TQM process in small enterprises-Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures

Teaching Methods:

Smart Class Room / Powerpoint Presentation / Seminar / Quiz / Discussion / Flipped Class
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Text Book:

1. Entrepreneurship Development By Dr. S. Senthil
2. Entrepreneurship Development By S.S.Kanka

VALUE ADDED COURSE INTELLECTUAL PROPERTY RIGHTS

Course Objective:

- To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents, copyrights and trademarks with registration aspects
- To aware about current trends in IPR and Govt. steps in fostering IPR

Course Outcomes (CO)

After Completion of the Course the student will be able to

K1 to K5	CO1	Know the importance of IPR
	CO2	Analyze the realities of patent and copyright works
	CO3	Interpret the career opportunities in IPR
	CO4	To understand the benefits and Importance of IPR
	CO5	Create an awareness about the IPR to the society

Unit – I:

Concept of property vis-a-vis Intellectual property - Concept of property-An overview-Need for protecting intellectual property-Types of Intellectual property –Types of Intellectual property origin and development –an overview.

Unit – II:

Role of international institutions – Agreements & treaties World Intellectual property Organizations (WIPO). Functions of WIPO, TRIPS, PARIS & BERN convention & other important conventions & treaties.

Unit - III:

Copyright: Copyright what and why, Works Protected Under copyright Act, Rights conferred by the act, Author's Special Rights, Term of copyright, Infringements and Remedies . Civil Criminal and Administrative.

Unit – IV:

Trademarks: Definition of Trade Marks, Service Marks, Property Marks, Conditions for Registration, Duration of Registration, Effect of Registration, Rights of the Trade mark owner. Passing – Off and Infringement of Trademark .Appellate Board, Offences. Penalties and Procedure.

Unit – V:

Patent: Meaning of patent –Subject matter of the patent. Inventions – Concept of Novelty-Incentive Step and Utility. Inventions and Patentable, Registration Procedure and Product Patent, Acquisition of Patent. Rights of Patentees and others, Term of Patent, Infringement of patent and Remedies.

BOOKS RECOMMENDED:

1. Intellectual Property Rights- Laws And Practice (2021). The Institute of Company Secretaries in India (ICSI).
2. Ahuja, V K. (2017).Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
3. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
4. Neeraj, P., &Khusdeep, D. (2014).Intellectual Property Rights. India, IN: PHI learning Private Limited.

