

# **KONGUNADU ARTS AND SCIENCE COLLEGE**

**(AUTONOMOUS)**

**COIMBATORE - 641 029**



## **DEPARTMENT OF COMMERCE WITH IT**

**CURRICULUM AND SCHEME OF EXAMINATIONS (CBCS)  
(2021– 2022 and onwards)**

**KONGUNADU ARTS AND SCIENCE COLLEGE**  
**(AUTONOMOUS)**  
**Coimbatore - 641029**

**DEPARTMENT OF COMMERCE WITH IT**

**Vision:**

The Department of Commerce with Information Technology imparts knowledge and to make the students technically excellent in the field of Commerce.

**Mission:**

1. To create educated individuals qualified in specialized knowledge in the field of Commerce with Computer Application.
2. To plan and implement academic programmes of the highest quality that would foster the holistic development of individuals who will be empowered to act as the conscience of society.
3. To help in the creation and development of manpower that would provide intellectual leadership to the community.
4. To provide skilled manpower to the professional, industrial and service sectors in the country so as to meet global demands.
5. To encourage the students for excellence in higher education and research.

## **PROGRAMME OUTCOME (PO)**

- PO 1** These courses have opened the floodgates to acquire knowledge of Commerce, Accounting, Management, Information Technology and Industry.
- PO 2** This program courses bridge the gap between theory and practice by interaction with industry and other organizations.
- PO 3** Empower the students with necessary skills for excel in designing business projects and ventures by applying the Knowledge of Commerce, Accounting and Technology.
- PO 4** Imbibe the knowledge of Information Technology for effective management of large scale business operations.
- PO 5** Train and develop students for the brilliant future in the IT Sector, Software, Banks, Companies and BPOs.

## **PROGRAMME SPECIFIC OUTCOME (PSO)**

- PSO 1** Utilize knowledge and skills grounding in various commercial aspects and its recent trends
- PSO 2** Learners can pursue Professional courses like CA, CMA, CS, CFA and other courses.
- PSO 3** Programme has wider scope in the eve of software application jobs as well as Commerce, Business, Banking Insurance and IT sectors.
- PSO 4** Learners will gain thorough systematic and subject skills within various disciplines of commerce and IT.
- PSO5** Strengthen the students to become expert in the field of Information Technology with ethical consciousness

# KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

COIMBATORE – 641 029

Course Name: B.Com Information Technology

Curriculum and Scheme of Examination under CBCS

(Applicable to the students admitted during the Academic Year 2021-2022)

Semester	Part	Subject Code	Title of the Paper	Instructio	Exam. Marks			Duration of Exam (hours)	Credits
					CIA	ESE	TOT AL		
I	I	21TML1A1	Language I@ Tamil I/Hindi I/ French I / Malayalam I / Sanskrit I	6	50	50	100	3	3
	II	21ENG101	English -I	6	50	50	100	3	3
	III	21UCI101	Core Paper 1 – Principles of Accounting	4	50	50	100	3	4
	III	21UCI102	Core Paper 2 - Information Technology	4	50	50	100	3	4
	III	21UCI1A1	Allied Paper 1 – Business Mathematics	6	50	50	100	3	5
			Computer Applications I- MS Office	2	-	-	-	-	-
	IV	21EVS101	Environmental Studies **	2	-	50	50	3	2
Total				30	-	-	550	-	21
II	I	21TML2A2	Language II@ Tamil II/Hindi II/French II/ Malayalam II/Sanskrit II	6	50	50	100	3	3
	II	21ENG202	English –II	6	50	50	100	3	3
	III	21UCI203	Core Paper 3 – Financial Accounting	6	50	50	100	3	5
	III	21UCI2A2	Allied Paper 2 – Statistics for business	6	50	50	100	3	5
	III	21UCI2CL	C. Pr.1 -Computer Applications II – MS Office and Tally	4	50	50	100	3	2
	IV	21VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
	Total			30	-	-	550	-	20
	III	21UCI304	Core Paper 4 – Cost Accounting	6	50	50	100	3	4
	III	21UCI305	Core Paper 5 – Marketing Management	6	50	50	100	3	4
	III	21UCI306	Core Paper 6 – Database Management System	5	50	50	100	3	4
III	III	21UCI3A3	Allied Paper 3 – Financial Markets & Institutions	5	50	50	100	3	5
	III	21UCI3CL	Core Practical 2 : Computer Application – III – SQL	4	50	50	100	3	2
	IV	21UCI3S1	Skill Based subject 1- Cyber Law	2	50	50	100	3	3
	IV	21TBT301/21TAT301/21UHR3N1	Basic Tamil* / Advanced Tamil**/ Non-major elective- I**	2	-	75	75	3	2
	Total			30	-	-	675	-	24
	III	21UCI407	Core Paper 7 – Corporate Accounting	6	50	50	100	3	4
	III	21UCI408	Core Paper 8 – E Business Application	5	50	50	100	3	4
IV	III	21UCI409	Core Paper 9 – Object oriented programming with C++	5	50	50	100	3	4
	III	21UCI4A4	Allied Paper 4 – Campus to Corporate	6	50	50	100	3	5
	III	21UCI4CL	Core Practical 3 – Computer Application – IV C++ Programming	4	50	50	100	3	2
	IV	21UCI4S2	Skill Based subject 2- Managerial Economics	2	50	50	100	3	3
	IV	21TBT402/21TAT402/21UWR4N2	Basic Tamil* / Advanced Tamil**/ Non-major elective- II**	2	-	75	75	3	2
	Total			30	-	-	675	-	24
	III	21UCI510	Core Paper 10 – Management Accounting	6	50	50	100	3	4
V	III	21UCI511	Core Paper 11 – Management Information System	6	50	50	100	3	4
	III	21UCI512	Core Paper 12 – Programming in Visual Basic	6	50	50	100	3	4
	III	21UCI5E1	Major Elective 1	6	50	50	100	3	5
	III	21UCI5CL	Core Practical 4 - Computer Application – V Visual Basic Programming	4	50	50	100	3	2

	IV	-	EDC	2	50	50	100	3	3
	-	21UCI5IT	Internship Training ****	Grade					
	Total			30	-	-	600	-	22
VI	III	21UCI613	Core Paper 13 – Principles of Auditing	5	50	50	100	3	4
	III	21UCI614	Core Paper 14 – Internet and Web designing	4	50	50	100	3	4
	III	21UCI615	Core Paper 15 – Investment Management	4	50	50	100	3	4
	III	21UCI6E2	Major Elective 2	6	50	50	100	3	5
	III	21UCI6CL	Core Practical 5 – Computer Application – VI HTML and Web Designing	4	50	50	100	3	3
	III	21UCI6Z1	Project***	5#	50	50	100	-	5
	IV	21UCI6S3	Skill Based Subject 3 – Financial Markets & Institutions	2	25	25	50 @@	3	1
	IV	21UCI6NM ###	Project Based Learning: Advanced Platform Technology / Data Analytics & Visualization <a href="http://kb.naanmudhalvan.in/BharathiarUniversity (BU)">http://kb.naanmudhalvan.in/BharathiarUniversity (BU)</a>	5	25	25	50 ##		2
	Total			30	-	-	700	-	27
	V	21NCC/NSS/YRC/PYE/ECC/RRC/WEC101#	Extension Activities*	-	50	-	50	-	1
Grand Total				-	-	-	3800	-	140

**Note :**

CBCS – Choice Based Credit system  
CIA – Continuous Internal Assessment  
ESE – End of Semester Examinations

@ Hindi/Malayalam/ French/ Sanskrit – 21HIN/MLM/FRN/SAN1A1 – 2A2

@@ End semester examination will be conducted for 50 marks and the marks will be converted to 25 marks.

## Naan Mudhalvan Course: End of semester will be assessed by Industry for 25 marks and CIA will be done by the course teacher

### The course can be opted to suit the skill set requirement of the core domain from the courses provided by the Bharathiar University and the same may be intimated to the COE during the beginning of that particular semester.

\* - 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 Remaining 5 Hours are allotted for Project work which will not be accounted for the staff workload.

\*\*\*\* The students shall undergo an Internship training / 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 – 100	O
70 – 84	D
60 – 69	A
50 – 59	B
40 – 49	C
< 40	U (Reappear)

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

1. Research Methodology
2. Business Organization and Office Management
3. Principles of Management
4. Company Law
5. Stress Management
6. Consumer Affairs

**Non-Major Elective Papers**

1. Human Rights
2. Women's Rights

**Sub. Code & Title of the Extra Departmental Course (EDC) :**

**21UCI5X1 – Digital Marketing**

**# List of Extension 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, no. of papers both theory and practical are included wherever applicable. However, the total credits and marks for core/allied subjects remain the same as stated below.

**Tally Table:**

S.No.	Part	Subject	Marks	Credits
1.	I	Language – Tamil/Hindi/Malayalam/ French/ Sanskrit	400	12
2.	II	English	400	12
3.	III	Core – Theory/Practical	1600	60
	III	Allied	400	20
		Electives/Project	300	15
4.	IV	Basic Tamil / Advanced Tamil (OR) Non- major electives	150	4
		Skill Based subject	300	9
		EDC	100	3
		Environmental Studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
		<b>Total</b>	<b>3800</b>	<b>140</b>

- 50 % CIA is applicable to all subjects except JOC, COP and SWAYAM courses which are considered as extra credit courses.
- The students to complete any **MOOC On learning platforms like SWAYAM, NPTEL, Course era, IIT Bombay Spoken Tutorial etc.**, before the completion of the 5<sup>th</sup> semester and the course completion certificate should be submitted through the HOD to the Controller of Examinations. Extra credits will be given to the candidates who have successfully completed.
- 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	
Theory			
CIA I	75	(50+50) Converted to 15	25
CIA II	75		
Assignment/Seminar		5	
Attendance		5	
Practical			
CIA Practical		(50) Converted to 30	50
Observation Notebook		15	
Attendance		5	
Project/Case study			
Review		45	50
Regularity		5	

\* 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 10	A (Answer all)	10 x 1 = 10	MCQ	75**
K2 – K5 Q11 to 15	B (either or type)	5 x 5 = 25	Short Answers	
K2 – K5 Q16 to 20	C (either or type)	5 x 8 = 40	Descriptive / Detailed	

**\*\* For ESE 75 Marks converted to 50 Marks**

### CIA I & II and ESE: 50 Marks

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	50**
K1 – K5 Q11 to 15	B (Either or pattern)	5 x 3 = 15	Short Answers	
K2 – K5 Q16 to 20	C (Either or pattern)	5 x 5 = 25	Descriptive / Detailed	

**\*\*For ESE 50 marks converted to 25 marks.**

### ESE Practical Examination:

**Option 1 :**

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

### ESE Project Viva Voce:

**Option 1:**

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



## UCI 02

21UCI101

<b>Programme Code: 22</b>		<b>B.Com (IT)</b>		
<b>Course Code: 21UCI101</b>		<b>CORE PAPER.1 – PRINCIPLES OF ACCOUNTING</b>		
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	I	4	60	4

### Course Objectives

1. To enable the students to learn basic Principles of Accountancy.
2. To make the students skillfully to prepare and present the final accounts of sole trader.
3. To learn about various types of errors and depreciation in accounts.
4. To understand about bank reconciliation statement and accounting for professionals
5. To provide knowledge about consignment and joint ventures

### Course Outcomes (CO)

K1	CO1	Recall Accounting Concepts and Conventions and use Accounting rules to record business transactions in Journal, Ledger and prepare Trial Balance.
K2	CO2	Understanding the preparation Subsidiary Journals including Three Column Cashbook and prepare a Bank Reconciliation Statement.
K3	CO3	Applying different type of expenditure & incomes and reserves and provisions.
K4	CO4	Understanding the conceptual skills to prepare and present the financial statements of a business with knowledge of depreciation.
K5	CO5	Remembering the bank reconciliation statement and accounting for professionals

### Syllabus

#### **UNIT - I      ACCOUNTING CONCEPTS      (15 Hours)**

Fundamentals of Book Keeping – \***Accounting Concepts and Conventions** – Journal – Ledger – Subsidiary books – Trial balance– Preparation of bank reconciliation statement – Errors and their rectification.

#### **UNIT - II      CAPITAL AND REVENUE EXPENDITURE      (10 Hours)**

Apportionment of capital and revenue expenditure – \***Significance and methods of Inventory valuation** – Final accounts of sole trader with adjustments

## UCI 01

### UNIT - III BILL OF EXCHANGE

**21UCI101**  
**(10 Hours)**

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

### UNIT - IV CONSIGNMENT AND JOINT VENTURE

**(15 Hours)**

Accounting for consignments and Joint ventures

### UNIT - V ACCOUNTS OF NONPROFIT CONCERN

**(10 Hours)**

Accounts of nonprofit organizations - receipts and payments and income and expenditure accounts and balance sheet; accounts of professionals

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**NOTE: Distribution of Marks for Theory and Problems shall be 20% and 80 % respectively.**

### Teaching Methods

Black Board, Google Classrooms, Smart Classroom, Seminars and Assignment
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### TEXT BOOKS

1	N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy
2	T.S.Grewal – Introduction to Accountancy- S.Chand& Company Ltd.,
3	R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand& sons

### REFERENCE BOOKS

1	K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers
2	A.Murthy -Financial Accounting – Margham Publishers
3	A.Mukherjee, M.Hanif – Modern Accountancy. Vol.1- Tata McGraw Hill Companie

## UCI 04

21UCI102

21UCI101

### MAPPING

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	S	S	M	S
<b>CO2</b>	H	H	M	M	S
<b>CO3</b>	S	S	M	H	M
<b>CO4</b>	M	S	S	H	S
<b>CO5</b>	S	H	S	M	L

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 03

<b>Programme Code: 22</b>		<b>B.Com (IT)</b>		
<b>Course Code: 21UCI102</b>		<b>CORE PAPER.2– INFORMATION TECHNOLOGY</b>		
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	I	4	60	4

### Course Objectives

1. To understand the importance of managing information in the modern era
2. To provide insight about various forms of computing and application development
3. To provide knowledge about various communication technologies
4. To introduce various IT based applications among students
5. To acquaint students with IT related trends and ethical constraints of information technology

### Course Outcomes (CO)

K1	CO1	Understanding the importance of internet-based systems in business organizations
K2	CO2	Understanding various forms of computing such as mobile computing, grid computing etc
K3	CO3	Applying various communication technologies at domestic and global level
K4	CO4	Remembering various emerging trends in IT applications
K5	CO5	Understanding the ethical issues and implementing security controls and quality checks

### Syllabus

#### UNIT - I      **BASICS CONCEPTS**

**(15 Hours)**

Introduction: Managing in Information Age. Evolution of IT Management – Types of Information Systems – Internet Based Business Systems – Value Chain Reconstruction for E-Business – IT Management Challenges and issues – Critical success Factors for IT Managers

#### UNIT - II      **HARDWARE SOFTWARE AND COMMUNICATION**

**(10 Hours)**

Computing Hierarchy – Input – Output Technologies – Hardware Issues – System Architecture – Operating Systems – Network Operating Systems – Grid Computing – Mobile

## UCI 06

21UCI102

Computing – Ubiquitous Computing – Application Programming – Managing Application Development – Data Resources – Managing Data Resources – Problem of Change and Recovery.

### **UNIT - III      COMMUNICATION TECHNOLOGY      (10 Hours)**

Communication Technology – \* **WWW** – Intranets – Extranets –Voice Networks Data Communication Networks – Last Mile – Wireless System – Web Hosting – Application Service Providers.

### **UNIT – IV      IT APPLICATIONS      (12 Hours)**

Enterprise Resource Planning – Enterprise System – Expert System – DecisionSupport System – Neural Networks – Executive Information System – Customer Relationship Management System – Supply Chain Management Systems – Knowledge Management – Data Warehousing – Data Mining – Virtual Reality – \* **E-Business and Alternatives.** E Business Expectations and Customer Satisfaction.

### **UNIT – V      IT MANAGEMENT      (13 Hours)**

IT Strategy Statements – Planning Models for IT Managers Legislation and Industry Trends. Independent Operations – Headquarters Driver – Intellectual Synergy – Integrated Global IT – IT investment – Estimating Returns – IT Value Equation – Pricing Framework – Hardware and Software Buying – Factors of IT Management – Implementation Control – Security – Quality - Ethical Issues – Chief Information Officer.

**\* Self-Study and Questions for Examinations May Be Taken From the Self Study Portions Also.**

#### **Teaching Methods**

PowerPoint presentation, Google Classrooms, Seminar, Discussion and Assignment
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#### **TEXT BOOKS**

1. Garroll W. FrenzelJohne. Frenzel, Management of Information Technology, Thomson CourseTechnology, Boston, 2004.
2. 2. Henry C. Lucas. Jr, Information Technology – StrategicDecision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.

## UCI 05

21UCI102

### REFERENCE BOOKS

1. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	H	M	S	M
<b>CO2</b>	M	S	H	S	S
<b>CO3</b>	S	M	S	M	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	H	S	S	M	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

<b>Programme Code : 22</b>		<b>B.Com (IT)</b>		
<b>Course Code:</b> 21UCI1A1		ALLIED - BUSINESS MATHEMATICS		
<b>Batch</b> 2021-2022	<b>Semester</b> I	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 5

### Course Objectives

1. To give basic knowledge about Mathematical concepts
2. To solve the modern business problems using various mathematical techniques
3. To enable the students to apply basic mathematical knowledge to solve the real lifebusiness problems.

### Course Outcomes (CO)

K1 to K5	CO1	Remembering the concepts of Mathematics in Profit and Loss.
	CO2	Understanding the concepts of mathematics in finance
	CO3	Applying basic Mathematical concepts in Shares.
	CO4	Analyzing the business conditions using Linear Programming Problems.
	CO5	Evaluating Linear programming problem by using graphical method

### Syllabus

#### UNIT I (18 Hours)

Profit and Loss : Cost Price - Selling Price - Marked price - Loss, Trade discount and Cash discount – Commission – Brokerage - Problems on these topics.

#### UNIT II (18 Hours)

Interest : Concept of present value – **\*Simple Interest** – Compound interest – Amount at the end of period – Equated Monthly Installment (EMI) by reducing and flat interest system – Problems.

**UNIT III****(18 Hours)**

Shares : Concept of share – Stock Exchange – Face Value – Market Value – Dividend – Equity shares – Preference shares – Bonus shares – Examples.

**UNIT IV****(18 Hours)**

Matrices and Determinants (up to order 3 only) : Definition of a Matrix – **\*Types of Matrix** – Finding inverse of a matrix by Adjoint method – Solution of a system of linear equations having unique solution and involving not more than three variables problems.

**UNIT V****(18 Hours)**

Linear Programming Problems – Graph of linear equation – Graph of linear inequality – Formulation of LPP – Solution by Graphical method – Problems relating to two variables.

**\*Denotes Self Study (Questions for Examination may be taken from the Self Study Portion also).**

**Teaching Methods**

Chalk and Talk, PowerPoint presentation, Seminar, Assignment, Smart Class Room
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**Books for Reference:**

1. Business Mathematics – V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics – Bari
3. Problems in Operations Research – P.K.Gupta and Man Mohan
4. Qualitative Methods and Operations Research – G. Gopikuttan (Himalaya PublishingHouse)



## UCI 08

21UCI1A1

### MAPPING

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	H	S	H	M	H
<b>CO2</b>	S	M	H	S	M
<b>CO3</b>	M	H	S	S	H
<b>CO4</b>	M	H	S	M	M
<b>CO5</b>	S	H	M	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low



## UCI 10

21EVS101

Programme Code: 22		B.Com (IT)		
Title of the Paper : PART IV – ENVIRONMENTAL STUDIES				
Batch	Semester	Hours / Week	Total Hours	Credits
2021-2022	I	2	30	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 “Ecocitizens” 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

K1	CO 1	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
K5	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 – Mineral Resources – Food Resources – Energy Resources – Land Resources.

# UCI 11

21EVS101

## 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

(6 HOURS)

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 – *In situ* Conservation of Biodiversity – *Ex situ* Conservation of Biodiversity

## UNIT IV ENVIRONMENTAL POLLUTION

(6 HOURS)

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 –

## UCI 12

21EVS101

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

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

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	H	S	H	S	M
<b>CO3</b>	M	S	S	M	S
<b>CO4</b>	S	M	H	S	S
<b>CO5</b>	H	M	S	M	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 13

21UCI203

<b>Programme Code: 22</b>		<b>B.Com (IT)</b>		
<b>Course Code: 21UCI203</b>		<b>CORE PAPER .3 – FINANCIAL ACCOUNTING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> II	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 5

### Course Objectives

1. To explore various methods of calculating and recording depreciation
2. To provide understanding about royalties and investment accounts
3. To offer an idea about single entry system of accounts
4. To promote knowledge about department and branch accounting
5. To facilitate knowledge about hire purchase and installment system of accounting

### Course Outcomes (CO)

K1	CO1	Remembering various methods of depreciation accounting in the books of accounts
K2	CO2	Understanding the various techniques of royalties and investment accounts
K3	CO3	Summarizing single entry method of account keeping
K4	CO4	Remembering about the accounting practices of departments and branches
K5	CO5	Understanding books of accounts relating to Hire purchase and installment system

### Syllabus

#### **UNIT - I      DEPRECIATION      (18 Hours)**

Accounting for Depreciation –\***need for and significance of depreciation**, methods of providing depreciation- Reserves and Provision.

#### **UNIT - II      SELF-BALANCING      (18 Hours)**

Self-Balancing Ledgers-meaning and advantages-Accounting aspects-transfers-investment accounts

## UCI 14

21UCI203

### UNIT - III SINGLE ENTRY SYSTEM (18 Hours)

Single Entry system-**\*meaning and features**-Statement of affairs method and Conversion method

### UNIT - IV DEPARTMENTAL ACCOUNTS (18 Hours)

Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches

### UNIT - V HIRE PURCHASE AND INSTALMENT SYSTEMS (18 Hours)

Hire purchase and installment systems including Hire Purchasing Trading account- Goods on sale or Return

**\* Self-Study and Questions for Examinations may be taken from the self-study portions also.**

**NOTE** Distribution of Marks for Theory and Problems shall be 20% and 80% respectively

#### Teaching Methods

Power point presentation/Seminar/Quiz/Discussion/Assignment, Google Classrooms, Smart Classroom
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#### TEXT BOOKS

Advanced Accountancy - R.L.Gupta & M.Radhasamy
Advanced Accountancy - S.P.Jain & K.L.Narang

#### REFERENCE BOOKS

1	Advanced Accountancy - M.C.Shukla & T.S.Grewal
2	Financial Accounting - T.S.Reddy & A.Murthy

## UCI 15

21UCI203

### MAPPING

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	M	S
<b>CO2</b>	H	S	H	S	M
<b>CO3</b>	M	S	S	M	S
<b>CO4</b>	S	M	M	S	S
<b>CO5</b>	H	S	S	M	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low



# UCI 16

21UCI2CL

<b>Programme Code: 22</b>		<b>B.Com (IT)</b>		
<b>Course Code:21UC2CL</b>		CORE PRACTICAL - COMPUTER APPLICATIONS – I MS OFFICE & TALLY		
<b>Batch</b> 2021-2022	<b>Semester</b> II	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 2

## Course Objectives

1. To familiarize with working in MS-WORD, Excel and PowerPoint.
2. To provide practical knowledge in working with MS- ACCESS.
3. To understand the basics of working in Tally accounting package

## Course Outcomes (CO)

K1	CO1	Recall various techniques of working in MS-WORD
K2	CO2	Analyzing financial data using EXCEL tools
K3	CO3	Creating presentations for seminars and lectures using animations
K4	CO4	Applying the techniques of inventory management using Computer packages
K5	CO5	Understanding the usage of internet for business purposes and communications

## Syllabus

UNIT I	MS-WORD	10 hours
<ol style="list-style-type: none"><li>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 &amp; Footer, inserting pages and page numbers, Find and Replace.</li><li>2. Prepare an invitation for the college function using Text boxes and clip parts.</li><li>3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.</li><li>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.</li><li>5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.</li><li>6. Prepare Bio-Data by using Wizard/ Templates</li></ol>		

## UCI 17

21UCI2CL

UNIT - II	MS-EXCEL	10-- hours
<ol style="list-style-type: none"><li>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.</li><li>2. Prepare Final Accounts (Trading, Profit &amp; Loss Account and Business Sheet) by using formula.</li><li>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.</li><li>4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.</li><li>5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, and Decline.</li></ol>		

UNIT - III	MS POWERPOINT	10-- hours
<ol style="list-style-type: none"><li>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.</li><li>2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.</li><li>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.</li><li>4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.</li><li>6. Design presentation slides for the Seminar/Lecture Presentation using animation</li></ol>		

## UCI 18

21UCI2CL

UNIT - IV	MS-ACCESS	15-- hours
<ol style="list-style-type: none"><li>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.</li><li>2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.</li><li>3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.</li><li>4. Create forms for the simple table ASSETS.</li><li>5. Create report for the PRODUCT database.</li></ol>		

UNIT - V	TALLY	15 -- hours
<ol style="list-style-type: none"><li>1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.</li><li>2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).</li><li>3. Prepare inventory statement using (Calculate inventory by using all methods) a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method</li><li>4. Create an e-mail id and check the mail inbox.</li><li>5. Learn how to use search engines and visit yahoo com, rediff.com, hotmail.com and google.com</li><li>6. Visit your University and college websites and collect the relevant data</li></ol>		

### Teaching Methods

PowerPoint presentation, Discussion, Observation, Google Classrooms, Smart Classroom

## UCI 19

21UCI2CL

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	S	S	M	S
<b>CO2</b>	M	M	S	S	M
<b>CO3</b>	S	S	M	M	S
<b>CO4</b>	S	H	S	H	H
<b>CO5</b>	H	M	H	S	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 20

21UCI2A2

<b>Programme Code : 22</b>		<b>B.Com (IT)</b>		
<b>Course Code: 21UCI2A2</b>		<b>ALLIED.B1- STATISTICS FOR BUSINESS</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> II	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 5

### Course Objectives

- 1.To give basic knowledge about statistical concepts.
2. To solve the modern business problems using various statistical techniques
3. To estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision

### Course Outcomes (CO)

K1 to K5	CO1	Choose a statistical method for solving practical problems.
	CO2	Understand and use the basic measure of central tendency.
	CO3	Identify different types of statistical data.
	CO4	Classify the structure and characteristics of statistical data.
	CO5	Evaluate the correlation coefficients and Formulate regression line by identifying dependent and independent variables.

### Syllabus

#### UNIT I

**(18 Hours)**

Population and Samples: Definition of Statistics – Scope of Statistics in Industry, Economics, Management, Sciences and Social Sciences – Population – Sample SRSWR, SRSWOR – Stratified Sampling (description of Sampling Procedures only).

#### UNIT II

**(18 Hours)**

Data Condensation and Representation: Raw data – Attributes – Variables – Classification and Frequency curve and ogive curves – Diagrams – **\*Bar and Sub divided diagram** – Pie chart.

#### UNIT III

**(18 Hours)**

Measures of Central Tendency – A.M. – Combined mean of two groups – Properties (Statements only) – Median and Mode.

## UCI 21

21UCI2A2

### UNIT IV

(18 Hours)

Measures of dispersion: Absolute and relative measures of dispersion – Range – Coefficient of range – Variances – Standard Deviation – Combined Standard deviation for two groups only – Coefficient of Variation.

### UNIT V

(18 Hours)

Correlation and Regression – Correlation – \***Types Correlation** – Scatter diagram – Correlation coefficient – Regression – lines of regression (Statement only)

\* denotes Self Study (Questions for Examination may be taken from the Self Study Portion also).

#### Teaching Methods

Chalk and Talk, Power point Presentations, Seminar, Assignment, Smart Class Room

#### Books for Reference:

1. Statistical Methods – S.P. Gupta.
2. Fundamentals of Statistics – S.C.Gupta and V.K. Kapoor
3. Statistics (Theory, Methods and Applications) – Sancheti and Kapoor
4. Quantitative Techniques in Business – Dr. A.B.Rao.

### MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	M	S	S	H
CO2	M	H	S	M	S
CO3	S	H	M	H	M
CO4	H	S	H	S	H
CO5	S	M	H	M	S

S – Strong

H – High

M – Medium

L – Low

## UCI 22

21VED201

<b>Programme Code: 22</b>		COMMERCE WITH IT		
<b>Title of the Paper : PART IV - VALUE EDUCATION – MORAL &amp; ETHICS</b>				
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	II	2	30	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:** Subhas Chandra Bose – Sardhar Vallabhbhai Patel – Udham Singh – V. O. Chidambaram Pillai – Bhagat Singh – Tiruppur Kumaran – Dheeran Chinnamalai – Thillaiaadi 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 – Kayakalpa Yogam – Life Force – 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, 24<sup>th</sup> 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.



## UCI 24

21VED201

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	H	M	S	S	H
<b>CO2</b>	M	H	S	M	S
<b>CO3</b>	S	H	M	H	M
<b>CO4</b>	H	S	H	S	H
<b>CO5</b>	S	M	H	M	S

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 25

21UCI304

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI304</b>		<b>CORE PAPER.4 – COST ACCOUNTING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> III	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4

### Course Objectives

1. To enlighten the students on the importance of cost ascertainment reduction and control.
2. To teach the students to calculate the total cost of products and services.
3. To understand the methods of costing adopted by different types of industries.

### Course Outcomes (CO)

K1	CO1	Knowing the concept of cost accounting and preparing cost sheet & suitable Apportionment of overheads
K2	CO2	Understanding the different methods in pricing the materials
K3	CO3	Applying appropriate methods to calculate labour cost
K4	CO4	Preparing the accounts relating to process costing
K5	CO5	Evaluating the operating cost in transportation and contract costing

### Syllabus

#### UNIT – I COST ACCOUNTING (18 Hours)

Cost Accounting - Definition, Meaning and Scope – Relationship of Cost Accounting with Financial Accounting - Methods of Costing – Cost analysis, Concepts and Classifications - Elements of Cost, Preparation of Cost Sheet and Tender- **\*Costing as an aid to Management** - Limitations and Objections against Cost Accounting - Reconciliation of Cost and Financial Accounts.

#### UNIT - II MATERIAL (18 Hours)

Materials – Purchasing of Materials - \*Procedure and Documentation involved in Purchasing - Requisition for Stores - Methods of Valuing Material Issues (FIFO,LIFO, Simple average and Weighted average) - Maximum, Minimum and Reordering levels – EOQ - Perpetual Inventory - Control over wastages, Scrap and Spoilage.

## UCI 26

21UCI304

### UNIT - III LABOUR COST

(18 Hours)

Labour - Systems of Wage Payment, Idle Time, Control over Idle Time – Labour Turnover.

### UNIT – IV ALLOCATION AND ABSORPTION OF OVERHEADS (18 Hours)

Overheads - Classification of Overheads – Allocation and Absorption of Overhead – Computation of Machine Hour Rate.

### UNIT - V APPLICATION OF COSTING

(18 Hours)

Process Costing Features of Process Costing – Process Loss, Waste, Scrap, Normal Process Loss, Abnormal Process Loss, Abnormal Gain, and Inter-process Profit (excluding equivalent production) – Operation costing (Transport costing only) and contract costing.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**Note:** Distribution of marks for theory and problems shall be 20% and 80% respectively.

#### Teaching Methods

PowerPoint presentation, Seminar, Blackboard, Google Classrooms,  
Smart Classroom Discussion & Assignment

#### TEXT BOOKS:

- 1) S.P. Jain & K.L.Narang (2013), Cost Accounting, 8th Edition 2007, Kalyani Publishers.
- 2) M.L. Agarwal & Dr.K.L.Gupta (2018), Cost Accounting, Sathitya Bhawan.

#### REFERENCE BOOKS

- 1) S.P.Iyengar (2014), Cost Accounting, 10th revised edition, Sultan Chand & Sons.
- 2) S.N Maheswari (2005), Fundamentals of Cost Accounting, 4th edition, Sultan Chand & Sons.
- 3) A.Murthy S.Gurusamy (2016), Cost Accounting, Vijay Nicole Imprints Pvt Ltd.
- 4) T.S Reddy, Y.Hariprasad Reddy (2017), Cost Accounting, 4th Revised Edition, Margham Publications.
- 5) R.S.N.Pillai and V. Bagavathi (2013), Cost Accounting principles and practices, S Chand & Co Ltd.

## UCI 27

21UCI304

### MAPPING

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	H	M	S
<b>CO2</b>	M	M	S	S	M
<b>CO3</b>	S	H	M	M	H
<b>CO4</b>	H	S	S	H	H
<b>CO5</b>	H	S	S	M	H

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 28

21UCI305

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI305</b>		<b>CORE PAPER.5 – MARKETING MANAGEMENT</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> III	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4

### Course Objectives

1. To enlighten the students on the importance of Marketing Management
2. To make the students to know about the concept of Pricing for the Products.
3. To understand about Market Segmentation.

### Course Outcomes (CO)

K1	CO1	Understanding the concepts and functions of Marketing Management.
K2	CO2	Knowing about the Market segmentation and Product Life Cycle.
K3	CO3	Remembering about pricing, branding and Labeling.
K4	CO4	Recollecting the various channels of distribution.
K5	CO5	Learning the techniques of sales Promotion.

### UNIT – 1 INTRODUCTION TO MARKETING

(18 Hours)

Introduction to Marketing: Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing on Marketing functions- Marketing Management- Role of Marketing in Economic Development- Analyzing Consumer Markets Consumer Behavior- Factors influencing Buyer Behavior.

### UNIT – II MARKET SEGMENTATION

(18 Hours)

Market segmentation: Bases- Effective Segmentation criteria- Marketing Segmentation Strategy. Product: Definition, Characteristics and Product Policy- Product Classification-Product Positioning Product Life Cycle and its implications- New Product Development.

### UNIT – III PRICING AND BRANDING

(18 Hours)

Pricing: Pricing Objectives- Factors affecting Pricing Decisions- Pricing Methods. Branding and Packaging: Brand Identity- Brand Image-Brand Equity- Types of Brand- Objectives and Functions of Packaging- Purpose of Labeling.

## UCI 29

21UCI305

### UNIT – IV CHANNEL OF DISTRIBUTION

(18 Hours)

Channel of Distribution: Channel Objectives-Channel Functions- Types of Channel-Channel Selection- Factors affecting Selections of Marketing Channel-Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.

### UNIT – V ADVERTISING

(18 Hours)

Promotions advertising scope, designing copy, media selection, Sales promotions strategies. Sales force decisions, Selection, Training, Compensation and Control Consumer protection Awareness of consumer rights in the market place. E-marketing - meaning, definition and benefits, traditional Vs e-marketing, forms of e-marketing, 7Cs of e-marketing, e-business, past, present and future. Ethics in marketing

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

Teaching Methods

PowerPoint presentation, Seminar, Blackboard, Google Classrooms, Smart Classroom Discussion & Assignment
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### TEXT BOOKS

1. Dr. N. Rajan Nair (2012), Marketing Management, Sultan Chand & Sons.
2. R.S.N.Pillai & Bagavathi (2016), Marketing, S.Chand & Company Pvt Ltd.

### REFERENCE BOOKS

1. Philip Kotler & Gary Armstrong (2010), Principles of Marketing.
2. C.B Memoria (2009), Marketing Management, Tata McGraw Hill.
3. Dr. Radha (2007), Marketing Management, Prasanna & co Publishers.
4. Kathiresan and Radha (2014), Marketing, Prasanna publishers.
5. Rajan Saxena (2009), Marketing Management, Tata McGraw Hills Education

## UCI 30

21UCI305

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	H	M	S
<b>CO2</b>	M	M	S	S	M
<b>CO3</b>	S	H	H	S	H
<b>CO4</b>	M	S	S	H	H
<b>CO5</b>	H	S	H	M	S

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 31

**SUBJECT CODE: 21UCI306**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI306</b>		<b>CORE PAPER.6 – DATABASE MANAGEMENT SYSTEM</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> III	<b>Hours / Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 4

### Course Objectives

- 1) To understand the different issues involved in design and implementation of a database system.
- 2) To understand and use data manipulation language to query, update and manage a database.
- 3) To design and build a simple database system and demonstrate competence with the fundamental tasks involved in modeling, designing and implementing a DBMS.

### Course Outcomes (CO)

K1	CO1	Defining the program-data independence, data models for database scheme and database instances.
K2	CO2	Identifying the methodology of relational model.
K3	CO3	Developing an understanding of the differences between first, second and third normal forms.
K4	CO4	Analyzing the Structured Query Language using Network and Hierarchical Models.
K5	CO5	Evaluating the concept of query processing

### Syllabus

#### UNIT – I CONCEPTS OF DBMS

**(15 Hours)**

Basic concepts – records and files – abstraction and data integration – three level architecture proposal for DBMS- Components of DBMS – Advantages and Disadvantages of DBMS – Data models – data associations – data models classification – entity – relationship model – relationship data model – network data model – hierarchical model.

#### UNIT - II RELATIONAL DATA MODELS

**(15 Hours)**

Relational model – relational database – relational algebra – basic concepts (operations).



# UCI 32

**SUBJECT CODE: 21UCI306**  
**(15 Hours)**

## UNIT - III      NORMALISATION OF FORMS

Relational database manipulation- SQL- Data manipulation – Views – \*QBE – Normalization – Functional Dependencies – First, Second, Third Normal forms - Fourth, Fifth Normal forms.

**UNIT - IV      NETWORK DATA MODEL                                  (15 Hours)**

Network model- the network data model- DBTG set construct and restrictions - Data Description in the network model- schema and sub schema- \*DBTG Data manipulation.

**UNIT - V      HIERARCHICAL DATA MODEL      (15 Hours)**

Hierarchical Data Model – The Hierarchical Data Model – Data definition – Data Manipulation – Updates – Query Processing – Introduction – General Strategies for Query Processing.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

## Teaching Methods

PowerPoint presentation, Seminar, Blackboard, Google Classrooms,  
Smart Classroom Discussion & Assignment

## TEXT BOOKS

- 1) Bipin C.Desai (2011), An Introduction to Database Systems, Galgotia Publications Pvt Ltd.
- 2) C.J. Dates (2010), An Introduction to Database Systems, Pearson Publication.

## REFERENCE BOOKS

- 1) Abraham Silberschatz, Henry F Korth (2010), Database Systems concepts, Tata Mc.Graw Hill.
- 2) Alexis Leon, Mathews Leon (2009), Essentials of Database Management Systems.
- 3) R.Paneerselvam (2018), Database Management System, PHI Learning Pvt ltd, Newdelhi.
- 4) Raghu Ramakrishnan, Johannes Gehrke (2003), Database Management System, Tata McGraw Hill.

## UCI 33

### MAPPING

SUBJECT CODE: 21UCI306

<b>PSO</b> <b>CO</b>	<b>PS01</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	S	S	H	M	S
<b>C02</b>	H	M	S	S	M
<b>C03</b>	S	H	H	M	M
<b>C04</b>	H	S	S	H	H
<b>C05</b>	S	H	S	S	M

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 34

**SUBJECT CODE: 21UCI3A3**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI3A3</b>		<b>Allied Paper 3.– FINANCIAL MARKETS AND INSTITUTIONS</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> III	<b>Hours / Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 5

### Course Objectives

- 1) To understand the Indian financial system and its trends
- 2) To understand and learn about stock Market and its functions
- 3) To enlighten the students about the knowledge of various instruments used in financial markets

### Course Outcomes (CO)

K1	CO1	Understanding the functions and classifications of financial markets
K2	CO2	Analyzing the structure of stock exchange and functions of new issue markets and secondary markets
K3	CO3	Knowing the various Investment institutions in India
K4	CO4	Remembering the concept of Mutual funds and its working
K5	CO5	Learning about Derivatives and futures

### Syllabus

#### **UNIT I                      INDIAN FINANCIAL SYSTEM                      (15 Hours)**

Financial Market - Meaning - Need and Objectives. Functions - Classifications of Financial Market. Capital Market: Role of Capital Markets - Functions -Capital market instruments - Recent Trends in capital market in India – Money Market: Money market instruments.

#### **UNIT II                      CAPITAL MARKET                      (15 Hours)**

New Issue Market - Stock exchange – Distinction & relationship Between New Issue Market and Stock Exchange –Functions of New Issue Market – Methods of Floating New Issues – Guidelines for new issue market- Principal steps of a public issue - Instruments of Issue – Players in the New Issue Market- OTCEI. Secondary Market : Introduction – Functions/Services of Stock Exchanges – Recognition , Procedure & Organisation of Stock Exchange in India – Listing of Securities – OTCEI - NSE - BSE -Achievements - Guidelines - DEMAT - Objectives – Importance.

## UCI 35

SUBJECT CODE: 21UCI3A3

### UNIT III INVESTMENT INSTITUTIONS IN INDIA (15 Hours)

: UTI - ICICI - IDBI - IFCI - SFC. Commercial Banks - Role and functions - Central Bank - Objectives and Functions - Insurance Companies –History and Development of Insurance Companies - kinds of Insurance - IRDA - Powers and Functions – Debt Market - Types of Bonds.

### UNIT IV MUTUAL FUND (15 Hours)

Mutual Fund - Meaning, Definition – Advantages – Types - Mutual Fund Products - Performance of Mutual Fund - Role of Mutual Fund Sector - SEBI Regulations on Issue of Mutual Fund - Recent Developments in Mutual Fund. Credit Rating - Features – Advantages - CRISIL & ICRA - Domestic and Global Credit Rating Agencies.

### UNIT V DERIVATIVES (15 Hours)

Derivatives – Meaning – Definition – Importance - Kinds of Financial Derivatives – Forwards – Features - financial forward - Futures - Types of Futures – Options – Types – Benefits –Swap – Kinds - Derivatives in India – Securitization – Definition - Mechanism of Securitization – Securitization in India.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

#### Teaching Methods

PowerPoint presentation, Seminar, Blackboard, Google Classrooms,  
Smart Classroom Discussion & Assignment

#### Text Books:

- 1) Gordan E, Natarajan K (10<sup>th</sup> edition 2018), financial markets and services, Himalaya Publishing House.

#### Reference Books:

- 1) Avadhani V.A (3<sup>rd</sup> edition 2017), Marketing of Financial Services, Himalaya Publishing House
- 2) Varshney P.N. & Mittal D. K 2015 – 12th edition) Indian Financial System, Sultan Chand & Sons

## UCI 36

SUBJECT CODE: 21UCI3A3

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	S	S	H	M	S
<b>C02</b>	H	M	S	S	M
<b>C03</b>	S	H	H	M	M
<b>C04</b>	H	S	S	H	H
<b>C05</b>	S	H	S	S	M

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 37

**SUBJECT CODE: 21UCI3CM**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI3CM</b>		<b>CORE PRACTICAL. 2 – COMPUTER APPLICATIONS III -SQL</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> III	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 2

### Course Objectives

- 1) To understand the structured query language to communicate with the database.
- 2) To manipulate the data using SQL (To add, modify, delete and retrieve data).
- 3) To explore the basic commands and functions of SQL.
- 4) To extract information regarding the use of SQL to query a database.

### Course Outcomes (CO)

K1	CO1	Familiarizing with the structured query language.
K2	CO2	Performing the basic calculation based upon the queries.
K3	CO3	Applying the theoretical knowledge to create database using SQL.
K4	CO4	Understanding about table creation in DBMS
K5	CO5	Generating reports for the database.

### LIST OF PRACTICALS - SQL

1. Work out the **Comparison Operators** and view the result using employee table.
2. Work out the **Logical Operators** and view the result using employee table.
3. Work out the **Sorting Order** for the employee table.

#### 4. STUDENT RECORD

Create a table “Student” with the fields - sl.no, roll no., marks of 5 Subjects - Core and Allied paper

- ✓ Insert 15 records into the table.
- ✓ Display the structure of the table.
- ✓ Display all the fields from the “Student” table.
- ✓ Display name and marks in three subjects.
- ✓ Insert “Total” and “Average” fields into the Student table.

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### SUBJECT CODE: 21UCI3CM

- ✓ Find the total and average marks of each student.
- ✓ Insert values into the “Total” and “Average” fields by using arithmetic operators.
- ✓ Find the total number of records in the table
- ✓ Find the maximum total obtained by the students only in core and allied paper.
- ✓ Find the Minimum marks in each subject.
- ✓ Display the records of student who scored above 80 in all subjects.
- ✓ Display Student name scoring above 80 marks in any one of the subjects and whose age is 18.
- ✓ Display the records of student marks in ascending and descending order.
- ✓ Display students scoring above 80 marks in any one of the subjects.

### 5. COURSE TABLE

Create a Course table with the fields Sl.no., Name, Course, Duration, Marks, Percentage, and Residence.

- ✓ Insert into “Course” table 10 records.
- ✓ Display the structure of the table.
- ✓ Select the name of the students whose Course is B.Com (CA).
- ✓ Display all the details of the student whose cost exceeds 15,000.
- ✓ Display the student’s details who resides at Coimbatore and Ooty.
- ✓ Display the details of the student who undergo MBA courses.
- ✓ Display the names of the student whose name starts with character -‘C’.
- ✓ Count and Display the number of students whose course is MCA.

### 6. EMPLOYEE RECORD

Create a table “Employee” with fields Name, Department, Basic Pay, Designation, Date of Joining, Date of Retirement, Address, and City.

- ✓ Insert 10 records.
- ✓ Display all the records.
- ✓ Select the records of employees getting basic pay more than 5000.
- ✓ Display the records of employees who are situated in “Coimbatore”.
- ✓ Get the Name, Department and Date of Joining of employees whose basic pay is not equal to 3000.

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**SUBJECT CODE: 21UCI3CM**

- ✓ Calculate the total of basic pay.
- ✓ Get the records of employees who are situated in “Chennai” and whose basic pay is more than 5000.
- ✓ Calculate average basic pay.
- ✓ Select the number of persons having distinct salary.
- ✓ Display the number of records of employees who are in Accounts Department and have joined in 2015.
- ✓ Display Name, Department, and Date of Joining of employees of a particular department sort by name in ascending order.
- ✓ Display the Name, Date of Joining of Employees and basic pay who joined from 2010 to 2018.
- ✓ Display the records of employees who are in “Accounts” or “Sales” or “Production” departments using “in” clause.
- ✓ Get the details of employees in Production departments and who have joined in 2017.

### 7. ROUTE CHART

Create a table Route chart having the fields Route id number, route no, origin, destination, fare, distance, capacity and code

- ✓ Enter 10 records.
- ✓ Select a particular where origin is Coimbatore.
- ✓ Select all vehicles with capacity > 10.
- ✓ Rename the table route chart1 to route chart2.
- ✓ Delete a particular record where origin is “Madurai” and destination is “Ooty”.
- ✓ Change the destination for a particular record.
- ✓ Display only those records that originate in “Coimbatore” and terminate in “Chennai”.
- ✓ Update the table to set the distance between “Coimbatore” and “Chennai” to be 450.
- ✓ Display only those rows whose origin begins with ‘C’.



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**SUBJECT CODE: 21UCI3CM**

### 8. STOCK RECORD

Create two tables - orderlist1 and orderlist2 with fields part no, supplier, part name, quantity and city

- ✓ Enter 10 records in each table.
  - ✓ Select the part field in both tables using “Union” without eliminating duplicate and with duplicate.
  - ✓ Select all the parts from table2 which are not present in table1.
  - ✓ Select the common part name from the two tables.
  - ✓ Update table1 by setting the quantity to 500 where pno and city are 5 and Chennai respectively.
  - ✓ Delete the record of a supplier “Menaka and Co” since he has discontinued his business.
9. Work out the **Count and Number Group Functions**.
10. Work out the **Date and Character Functions**.

### Teaching Methods

PowerPoint presentation, PowerPoint presentation, Seminar, Blackboard, Google Classrooms, Smart Classroom, Discussion & Assignment

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	M	M	H	M	S
<b>C02</b>	M	M	M	S	S
<b>C03</b>	S	H	S	M	H
<b>C04</b>	S	M	S	H	M
<b>C05</b>	S	H	S	H	H

**S-** Strong

**H-** High

**M-** Medium

**L-** Low

# UCI 41

**SUBJECT CODE: 21UCI3S1**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI3S1</b>		<b>SKILL BASED SUBJECT 1 – CYBER LAW</b>		
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	III	2	30	3

## Course Objectives

1. To help the students to familiarize the concept of Cyber law Computer Crimes.
2. To gain theoretical knowledge in the aspects of intellectual property and Information Technology Act.
3. To make them to know about various laws related to cybercrime and Security issues.

## Course Outcomes (CO)

K1	CO1	Remembering the basic concepts of Cyber law and E-Commerce.
K2	CO2	Understanding the Security aspects in cyber law.
K3	CO3	Grasping the legal aspects regarding cybercrimes and IT Act.
K4	CO4	Understanding the legal frame work for EDI and analyze the case studies.
K5	CO5	Analyzing the case studies under IT Act and cybercrime.

## Syllabus

### UNIT - I INTRODUCTION TO CYBER LAW

**(6 Hours)**

Cyber Law Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce cyber law in E-Commerce-Contract Aspects.

### UNIT – II SECURITY ASPECTS & INTELLECTUAL PROPERTY ASPECTS (6 Hours)

Security Aspects Introduction-Technical aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects WIPO-GII-ECMS-Indian Copy rights act on soft propriety works-Indian Patents act on soft propriety works.

### UNIT - III EVIDENCE ASPECTS & CRIMINAL ASPECT

**(6 Hours)**

Evidence Aspects Evidence as part of the law of procedures –Applicability of the law of Evidence on Electronic Records-The Indian Evidence Act1872.Criminal aspect Computer Crime-Factors influencing Computer Crime- Strategy for prevention of computer crime- Amendments to Indian Penal code 1860.

## UCI 42

SUBJECT CODE: 21UCI3S1

### UNIT - IV      LEGAL FRAME WORK FOR EDI      (6 Hours)

Global Trends- Legal frame work for Electronic Data Interchange EDI Mechanism-

**\*Electronic Data Interchange Scenario in India.**

### UNIT – V      INFORMATION TECHNOLOGY ACT      (6 Hours)

The Information Technology Act 2000 – Definitions - Authentication of Electronic Records -

**\*Electronic Governance** - Digital Signature Certificates.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

#### **TEXT BOOK**

1. Dr.P.Rizwan Ahmed (2016), Cyber Law, Margham Publications, Chennai.
2. Dr.B.Kirubhashini and P.Kavitha,(2016) - Cyber Law .

#### **REFERENCE BOOK**

1. Suresh T.Viswanathan (2010), The Indian Cyber Law, Bharat Law House, New Delhi.
2. Pavan Duggal (2014), Cyber laws 3.0, 1st Edition Universal law publishing pvt ltd, Newdelhi.
3. Mani.K (2012), A Practical Approach to Cyber law, 2<sup>nd</sup> Edition, Kamal Publishers, New Delhi.
4. Punia.C.K (2009), Cyber law, Sumit Enterprises, New Delhi.
5. Rajan Nagia (2009), Cyber law and Computer Crimes, 1<sup>st</sup> Edition, Cyber Tech Publications, New Delhi.

#### **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

# UCI 43

**SUBJECT CODE: 21UCI3S1**

## Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	H	M	S	H
<b>CO2</b>	H	S	S	H	S
<b>CO3</b>	M	H	M	S	H
<b>CO4</b>	S	H	H	M	H
<b>CO5</b>	S	S	H	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

# UCI 44

**SUBJECT CODE: 21UCI407**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI407</b>		<b>CORE PAPER.7 – CORPORATE ACCOUNTING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> IV	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4

## Course Objectives

- 1) To prepare financial statements of special types of business viz. Banks, Insurance companies.
- 2) To understand the accounting treatment of special transactions of the above business.
- 3) To familiarize with the accounting treatment of shares and debentures.

## Course Outcomes (CO)

K1	CO1	Recollecting the basic concepts and terms of Corporate Accounting.
K2	CO2	Understanding the procedures, conventions and rules of accounting Pertaining to issue of shares and prepare ledger accounts.
K3	CO3	Applying the procedures and prospects for redemption of different types of shares and debentures.
K4	CO4	Analyzing the final accounts of a company after redemption of shares.
K5	CO5	Evaluating the banking company accounts

## Syllabus

### **UNIT – I COMPANY ACCOUNTS (18 Hours)**

Company Accounts Introduction - Meaning and Definition- Kinds - \***Formation of Company**  
- Share Capital - Allotment of Shares - Accounting Entries - Under subscription - Over Subscription  
- Use of Stock Invest - Call-in-advance - Calls-in-arrears.

### **UNIT II ISSUE OF SHARES AND DEBENTURES (18 Hours)**

Issue of Shares and Debentures - at Premium and Discount - Underwriting.

### **UNIT – III REDEMPTION OF SHARES AND DEBENTURES (18 Hours)**

Redemption of Preference Shares and Debentures – Classification of Debentures – Difference  
between Debentures and Shares.

## UCI 45

**SUBJECT CODE: 21UCI407**

### **UNIT - IV FINAL ACCOUNTS (18 Hours)**

Preparation and Presentation of Final Accounts of Joint Stock Companies as per Company Law Requirements - Calculation of Managerial Remuneration.

### **UNIT – V INTERNAL RECONSTRUCTION & LIQUIDATION (18 Hours)**

Internal reconstruction - Amalgamation, absorption – Introduction – Meaning – Types of Amalgamation - Liquidation of company

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**Note : Distribution of marks for theory and problems shall be 20% and 80% respectively.**

#### **Teaching Methods**

Power point presentation, Seminar, Blackboard, Google  
Classrooms, Smart Classroom & Assignment

#### **TEXT BOOKS**

- 1) T. S. Reddy & A. Murthy (2020), Corporate Accounting, 6th revised Edition, Margham Publications.
- 2) Tulsan PC & Tulsan Bharat (2017), Corporate Accounting, 2nd revised Edition, S Chand Publications.

#### **REFERENCE BOOKS**

- 1) S N Maheshwari, S K Maheshwari (2016), Corporate Accounting, 5th Edition, Vikas Publishing House.
- 2) Dr. M. Selvakumar, Dr. M. Anbalagan (2016), Corporate Accounting, Charulatha Publications.
- 3) M.C Shukla, T.S Grewal, S.C. Gupta (2014), Advanced Accounts, S.Chand publications.
- 4) R.L. Gupta, M.Radhaswamy (2013), Advanced Accountancy, Sultan Chand & Sons.
- 5) R.L. Gupta, M.Radhaswamy (2012), Corporate Accountancy, Sultan Chand & Sons.

## UCI 46

**SUBJECT CODE: 21UCI407**

### MAPPING

<b>PS0</b> <b>CO</b>	<b>PS01</b>	<b>PS0 2</b>	<b>PS0 3</b>	<b>PS0 4</b>	<b>PS0 5</b>
<b>C01</b>	S	S	H	M	S
<b>C02</b>	M	M	S	S	M
<b>C03</b>	S	H	M	M	H
<b>C04</b>	H	S	S	H	H
<b>C05</b>	H	S	M	S	M

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 47

**SUBJECT CODE: 21UCI408**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI408</b>		<b>CORE PAPER.8 – E-BUSINESS APPLICATIONS</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> IV	<b>Hours / Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 4

### **Course Objectives**

- 1) To familiarize the students about the various concepts of E-Business.
- 2) To make the students to understand the importance of E-Business models.
- 3) To help the students to gain knowledge about E-Commerce networks.

### **COURSE OUTCOMES (CO)**

K1	C01	Knowing about the computer networks and Multimedia tools
K2	C02	Understanding about the E-Commerce Frame work
K3	C03	Learning about the Electronic payment systems
K4	C04	Recollecting the concepts of E-Banking System
K5	C05	Analyzing the power of E-Networks and E-Advertisements

### **UNIT I PROGRAMMING LANGUAGES**

**(15 Hours)**

Computer- Characteristics- Importance – Computer applications in various areas of Business – General applications of computers in various fields. Data and Information –Data processing – Steps of data processing. Programming Language - Machine language, Assembly language, High Level Languages - Programming tools- Steps in developing a computer Program -Computer networks- Features-Network Structure-Types of networks Multimedia tools.

### **UNIT II E-COMMERCE**

**(15 Hours)**

Introduction to E-Commerce-Defining E-Commerce-Features, Importance, Objectives of E-commerce-E-Commerce industry framework-Types of E-Commerce-Levels- Reference Books Need for E- commerce-Applications of E-Commerce-Challenges in E-Commerce application E-Commerce and E-Business-Future of E-Commerce - EDI- Features of EDI- Introduction to cloud and grid computing-Android applications.



## UCI 48

**SUBJECT CODE: 21UCI408**

### **UNIT III NETWORKS**

**(15 Hours)**

E-commerce over the Internet-Concept of networking-Advantages of networking classification of networking-LAN-WAN, Electronic payment methods-overview of EPS- modes of E-payment-Electronic Debit and Credit card payments-E-Cash-Smart cards-E-Money/cash.

### **UNIT IV E-BANKING**

**(15 Hours)**

E-Banking: Introduction Concepts and Meaning-Need for computerization-Electronic delivery channels-Automated teller machine - Electronic Fund Transfer –Uses Computerization in clearing houses-Tele banking- Computer bank branches-E-Cheque- MICR Cheque- E-Banking in India.

### **UNIT V E-BUSINESS COMMUNICATION**

**(15 Hours)**

E-Business communication-Importance of E-Technology- E-Business conferencing Audio conferencing-Tele conferencing-Video Conferencing-Advantages and disadvantages of types of conferencing - Electronic mail: Meaning- Need- Nature-Application and uses of Email-E-Business advertising.

#### **Teaching Methods**

Power point presentation, Seminar, Blackboard, Google Classrooms, Smart Classroom & Assignment
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#### **Text Book**

1. Saravana Kumar, R. Parameswaran T. Jayalakshmi (2016), A text book of Information Technology, S. Chand & Co ltd New Delhi.
2. Ayudu C.S (2015), Commerce – E-Business, Himalaya Publishing House

#### **Reference Book:**

1. Joseph PT (2015), E Commerce, an Indian Perspective, Margham Publications.
2. Murthy CSV (2016), E Commerce – Concepts, Models, Strategies, Himalaya Publishing House.

## UCI 49

SUBJECT CODE: 21UCI408

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	S	S	H	M	S
<b>C02</b>	M	S	S	S	M
<b>C03</b>	S	H	M	M	H
<b>C04</b>	S	M	S	H	H
<b>C05</b>	H	S	H	S	M

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

UCI 50

SUBJECT CODE: 21UCI409

Programme Code: 22		B.COM (IT)		
Course Code: 21UCI409		CORE PAPER.9 – OBJECT ORIENTED PROGRAMMING WITH C++		
Batch	Semester	Hours / Week	Total Hours	Credits
2021-2022	IV	5	75	4

Course Objectives

- 1. To familiarize with the practical knowledge of object oriented programming.
- 2. To acquire the knowledge of operators and functions in C++.
- 3. To learn how to design and implement generic classes with C++ templates.

Course Outcomes (CO)

K1	CO1	Solving the problem based upon different data structure and to know about the C++ program.
K2	CO2	Choosing an appropriate data structure for a particular problem.
K3	CO3	Providing the students with the knowledge of opening and closing a file.
K4	CO4	Implementing various concepts relating to the C++ language.
K5	CO5	Understanding the input and output operations.

Syllabus

UNIT – I BASIC CONCEPT OF OOPS (15 Hours)

Principles of Object - Oriented Programming – A look at Procedure and Object Oriented Paradigm – Basic concepts of Object-Oriented Programming – Benefits of OOPS – Object Oriented Languages – Applications of OOP – Beginning with C++ - Applications of C++ - C++ Statements– Structure of C++ Program.

UNIT – II DATA TYPES, CONTROL SRTUCTURES AND FUNCTIONS (15 Hours)

Tokens, Expressions and Control Structures – Tokens – Keywords – Identifiers – Basic and User-Defined data types – Operators in C++ – Operator Precedence – Control Structures. Functions in C++ - The Main Function – Function Prototyping – Call by Reference – Return by Reference – Inline Functions – Function Overloading.

# UCI 51

**SUBJECT CODE: 21UCI409**

## **UNIT - III CLASSES AND OBJECTS**

**(15 Hours)**

Classes and Objects – Introduction – Specifying a Class – Defining Member Function – Nesting of Member Functions – Private Member Functions – Arrays within a Class – Static Data Members – Static Member Functions – Array of Objects – Objects as Function Arguments – **\*Friendly Functions** – Pointers to Members – Constructors and Destructors – Constructors – Copy Constructors – Dynamic Constructors – Constructing Two-dimensional Arrays – Destructors.

## **UNIT – IV OPERATOR OVERLOADING & INHERITANCE**

**(15 Hours)**

Operator Overloading – Type Conversions – Introduction – Defining Operator Overloading – Overloading Unary and Binary Operators – Overloading Binary Operators using Friends – Manipulation of String using Operators – Rules for Overloading Operators – Types Conversions. Inheritance – Extending classes – Defining Derived Classes – Single, Multilevel, Multiple, Hierarchical and Hybrid Inheritance – Virtual Base Classes – Abstract Classes.

## **UNIT – V POLYMORPHISM & WORKING WITH FILES**

**(15 Hours)**

Pointers, Virtual Functions and Polymorphism – Pointer – Declaring and Initializing Pointer – Pointers to Objects – Pointers to Derived Classes – Virtual Functions – Working with Files – Classes for File Stream Operations – **\*Opening and Closing a File** – File Pointers and their Manipulations – Sequential I/O Operations.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### **Teaching Methods**

PowerPoint presentation, Seminar, Google Classrooms, Discussion & Assignment
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### **TEXT BOOKS**

1. E. Balagurusamy (2016), Object Oriented Programming with C++, Tata Mc Graw Hill.

### **REFERENCE BOOKS**

1. D.Ravichandran (2010), Programming with C++, 1<sup>st</sup> Edition, Tata Mc Graw Hill.
2. K.R.Venugopal, Rajkumar buyya (2013), Mastering C++, Tata Mc.Graw Hill.
3. Rajesh K.Shukla (2008), OOP with C++, Wiley India Pvt.Ltd.
4. David Pearson (2010), OOP with C++, Continuum Pvt. Ltd.

## UCI 52

**SUBJECT CODE: 21UCI409**

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	H	S	H	M	S
<b>C02</b>	M	H	S	S	M
<b>C03</b>	S	H	M	H	H
<b>C04</b>	H	S	S	H	H
<b>C05</b>	S	H	M	H	S

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 53

**SUBJECT CODE: 21UCI4A4**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI4A4</b>		<b>ALLIED PAPER 4 : CAMPUS TO CORPORATE</b>		
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	IV	6	90	5

## COURSE OBJECTIVES

1. To help students transition smoothly into corporate life.
2. To enhance the student's confidence and offers tools like corporate communication, managing time and the mind-set shift which is required when moving from a college to a corporate environment.
3. To develop the students to get an idea about personality development and body language.

### COURSE OUTCOMES (CO)

K1	CO1	Knowing about the corporate sector and its working condition.
K2	CO2	Understanding about the corporate work life balance.
K3	CO3	Learning about the personality development
K4	CO4	Understanding the concept of career planning.
K5	CO5	To know how to prepare resume.

# Syllabus

**UNIT I      EVOLUTION OF CORPORATE****(18 Hours)**

Overview of corporate – History of corporate–campus and corporate – distinction  
overview of BPO Industry in India. Corporate culture - Corporate etiquette – importance of corporate  
etiquette in India, UK and US - Dressing and grooming skills - Workplace etiquette - Business etiquette  
– Email etiquette -Telephone and meeting etiquette.

**UNIT II SKILL DEVELOPMENT (18 Hours)**

Presentation skills –The Basics of Interpersonal Communication- professionalism: Aligning to corporate values- Self-motivation and being self-driven.

**UNIT III PERSONALITY DEVELOPMENT (18 Hours)**

Personality Development – Introduction- Personality Traits- Self-Confidence- Time Management- Mind Management- Body Language- Stress Management.

## UCI 54

**SUBJECT CODE: 21UCI4A4**

### **UNIT IV CAREER PLANNING (18 Hours)**

Career planning – goal setting – values – understanding the world of work – sectors of employment - talent management – talent acquisition – SWOT analysis.

### **UNIT V INTERVIEW PREPARATION (18 Hours)**

Resume preparation – Facing group discussion and interview- Effective use of questions- Types of Questioning -Open-ended questions- Close-ended questions.

#### **Teaching Methods**

PowerPoint presentation, Seminar, Google Classrooms, Smart Classroom Blackboard, Discussion & Assignment
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#### **Text Book :**

- 1) Rajendra Pal & Korlahall, Essentials of Business Communication, Sultan Chand & Sons, 2017.

#### **Reference Book:**

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing.
3. V.Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

### **MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	S	S	H	S
<b>CO2</b>	M	M	H	H	M
<b>CO3</b>	H	H	M	M	H
<b>CO4</b>	S	H	M	M	H
<b>CO5</b>	H	M	S	M	S

**S-** Strong

**H-** High

**M-** Medium

**L-** Low

## UCI 55

**SUBJECT CODE: 21UCI4CN**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI4CN</b>		<b>CORE PRACTICAL.4 – COMPUTER APPLICATIONS IV C++ PROGRAMMING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> IV	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 2

### Course Objectives

1. To gain a better understanding of object oriented design and program implementation by using object oriented language features.
2. To understand the use of programming techniques.
3. To understand the knowledge on commerce object oriented programming.

### Course Outcomes (CO)

K1	CO1	Developing a new object based on programs.
K2	CO2	Analyzing the calculations of different functions.
K3	CO3	Obtaining the skills to manage the coding.
K4	CO4	Constructing of classes and objects.
K5	CO5	Working with accounting terms using C++.

### LIST OF PRACTICALS

1. Write a program to convert numbers into words.
2. Write a program to find whether a given number is odd or even.
3. Write a program to find the divisibility of number.
4. Write a program to compute Fibonacci series.
5. Write a program to swap two numbers.
6. Write a program to compute the number of days elapsed.
7. Write a program for temperature conversion.
8. Write a program to calculate simple and compound interest.
9. Write a program to calculate depreciation.
10. Write a program to calculate break-even point and PV ratio.
11. Write a program to calculate quick ratio.
12. Write a program to compare and calculate two numbers.



# UCI 56

SUBJECT CODE: 21UCI4CN

## Teaching Methods

Power point presentation, Blackboard, Discussion and Observation

## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	M	S	S	H	S
<b>C02</b>	M	M	H	H	M
<b>C03</b>	H	H	M	M	H
<b>C04</b>	S	H	M	M	H
<b>C05</b>	H	M	S	M	S

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 57

SUBJECT CODE: 21UCI4S2

Programme Code: 22		B.COM (IT)		
Course Code: 21UCI4S2		Title of the Paper : SKILL BASED SUBJECT : 2 – MANAGERIAL ECONOMICS		
Batch 2021-2022	Semester IV	Hours / Week 2	Total Hours 30	Credits 3

### Course Objectives

1. To learn the concept of economics.
2. To enable the students to know about the various determinants of demand.
3. To know about various factors this influences the production and market situations.

### Course Outcomes (CO)

K1	CO1	Recollecting the various functional areas of economics.
K2	CO2	Understanding the basic tools applied in the managerial economics.
K3	CO3	Applying the various techniques for identifying the market conditions of the firm.
K4	CO4	Analyzing the concepts of various pricing methods.
K5	CO5	Evaluating the trends of demand and supply.

### Syllabus

#### UNIT -I MANAGERIAL ECONOMICS

(6 Hours)

Managerial Economics –Introduction- Meaning and Definition –Nature &Scope- Characteristics of managerial economics – Decision making in Business - Significance - Goals of a firm – Theory of Firm.

#### UNIT - II DEMAND ANALYSIS

(6 Hours)

Demand Analysis – Meaning- features - Determinants of Demand – Types of Demand – Law of Demand-Exceptions to law of Demand -Elasticity of Demand - Types.

#### UNIT - III PRODUCTION FUNCTION

(6 Hours)

Production function – Meaning- Definition - Type of cost of production – \*Factors of Production - Law of Variable Proportion.

#### UNIT - IV MARKET COMPETITIONS

(6 Hours)

Markets – Classification of Markets – Characteristics – Perfect Competition - Monopoly – Kind of Monopoly - Monopolistic competition - Duopoly - Oligopoly.

#### UNIT – V PRICING POLICIES

(6 Hours)

Price Theory – Introduction –Pricing policy -Pricing Methods – \*Objectives of pricing policies - Importance of pricing-Factors affecting pricing policy – Principles of Pricing Policy – Pricing in Public utilities.

## UCI 58

SUBJECT CODE: 21UCI4S2

**Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### Teaching Methods

PowerPoint presentation, Seminar, Blackboard, Google Classrooms/  
Smart Classroom Group Discussion & Assignment

### TEXT BOOKS

1. S.Sankaran (2019), Managerial Economics, Margham Publications.
2. T. Aryamala (2014), Managerial Economics, 4th Reprint, Vijay Nicole.

### REFERENCE BOOKS

1. D.Gopalakrishna (2012), Managerial Economics, Himalaya Publishing House.
2. V.P Gupta & M.C Sharma (2006), Managerial Economics, Research co Book centres Publications, New Delhi.
3. R.K. Lekhi (2006), Managerial Economics, Kalyani Publishers.
4. R.L.Varshney and K.L.Maheshwari (2014), Managerial Economics, Sulthan Chand and Sons

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	M	S	H	M	S
<b>C02</b>	H	H	H	H	H
<b>C03</b>	S	S	M	M	H
<b>C04</b>	H	S	M	M	S
<b>C05</b>	S	H	M	H	M

## UCI 59

**SUBJECT CODE: 21UCI510**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI510</b>		<b>CORE PAPER.10 – MANAGEMENT ACCOUNTING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> V	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4

### Course Objectives

1. To encourage the students to study the concept of Management Accounting.
2. To motivate the students to learn the techniques for managerial decision making.
3. To make the students to know about various budgeting techniques.

### Course Outcomes (CO)

K1	CO1	Knowing the basic Concepts and relationships of various accounts
K2	CO2	Understanding about Ratios, Working capital and Budgeting.
K3	CO3	Preparing working capital and various Budgets.
K4	CO4	Analyzing cost volume profit and grasping knowledge about managerial application of Marginal Costing.
K5	CO5	Interpreting Fund flow and Cash Flow Statements.

### Syllabus

#### UNIT – I CONCEPTS OF MANAGEMENT ACCOUNTING

**(18 Hours)**

Management Accounting – Meaning, Objectives and Scope – **\*Relationship between Cost Accounting and Financial Accounting** – Need and Significance of Management Accounting

#### UNIT – II RATIO ANALYSIS

**(18 Hours)**

Analysis and Interpretation of Financial Statements - Ratio Analysis –Meaning of Ratio & Ratio analysis – Liquidity ratio- Capital Gearing ratio- Turnover ratio– Profitability -Uses and Limitations of Ratios.

## UCI 60

SUBJECT CODE: 21UCI510

### UNIT – III WORKING CAPITAL

(18 Hours)

Working Capital – Concepts, Kinds, Importance of Working Capital – Working Capital requirements and their computation – Sources of Working Capital – Funds Flow and Cash Flow Analysis- Application of AS3.

### UNIT – IV COST-VOLUME-PROFIT ANALYSIS

(18 Hours)

Cost-Volume-Profit Analysis - Marginal Costing and Break-Even Analysis, Managerial Applications of Marginal Costing – Pricing decision – Profit planning and maintaining a desired level of profit – Buy or Make decision – Profitable sales mix - **\*Significance and Limitations of Marginal Costing.**

### UNIT – V BUDEGTING TEHCNIQUES

(18 Hours)

Budgeting and Budgetary Control – Definition, Importance, Essentials, Classification of Budgets, Master Budget, Preparation of Different Budgets (Cash budget, production budget, Material budget, Purchase budget, Fixed and Flexible Budget) - Steps in Budgetary Control- Zero Based Budgeting – Performance Budgeting.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**Note : Distribution of marks for theory and problems shall be 20% and 80%respectively.**

#### Teaching Methods

Power point presentation/Discussion/Assignment, Google Classrooms, Smart Classroom
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### TEXT BOOKS

1. Sharma and Shashi K.Gupta (2016), Management Accounting, 12th Revised Edition, Kalyani Publishers.

### REFERENCE BOOKS

1. S.N. Maheswari (2014), Principles of Management Accounting, 16th Edition, Sultan Chand.
2. R.S.N Pillai & Bagavathi (2006), Management Accounting, 4th Edition, S.Chand & Co Ltd.
3. Dr.C.Eugene Franco (2016), Management Accounting, Charulatha Publications, Chennai.
4. Khan,M.Y, Jain.S.P (2014), Management Accounting – Text, Problems & Cases, Tata Mc Graw Hill, New Delhi.
5. S.P. Jain & K.L. Narang (2014), Cost and Management Accounting, Tata Mc Graw Hill, New Delhi.

# UCI 61

**SUBJECT CODE: 21UCI510**

## MAPPING

<b>PS0</b> <b>CO</b>	<b>PS01</b>	<b>PS0 2</b>	<b>PS0 3</b>	<b>PS0 4</b>	<b>PS0 5</b>
<b>C01</b>	M	S	S	H	S
<b>C02</b>	M	M	H	H	M
<b>C03</b>	H	H	M	M	H
<b>C04</b>	S	H	M	M	H
<b>C05</b>	H	M	S	M	S

**S-** Strong

**H-** High

**M-**Medium

**L-** Low

## UCI 62

**SUBJECT CODE: 21UCI511**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI511</b>		CORE PAPER.11 – MANAGEMENT INFORMATION SYSTEM		
<b>Batch</b>	<b>Semester</b>	<b>Hours / Week</b>	<b>Total Hours</b>	<b>Credits</b>
2021-2022	V	6	90	4

### Course Objectives

1. To familiarize the students about the concepts of information system
2. To help them to know the applications of information system in business
3. To encourage the students to understand about E-Communication

### Course Outcomes (CO)

K1	CO1	Remembering the system concepts and importance of management information system
K2	CO2	Understanding the MIS models for planning and organizing
K3	CO3	Knowing the application of Hardware and software
K4	CO5	Analyzing various input and output devices
K5	CO5	Interpreting the role of E-Communication in MIS

### Syllabus

#### UNIT-I MANAGEMENT INFORMATION SYSTEM

**(18 Hours)**

Introduction to Information Systems - Definition - Features - Steps in Implementation of MIS - Need for Information-Information System for Decision Making - MIS as Competitive Advantages – MIS Structures. MIS - Evolution of MIS - Growth of MIS - Characteristics of MIS - Subsystem of MIS-Executive Information System - Information Resource Management - **\*Role of MIS** - Concepts of Information: Data of Information - Business Data Processing.

#### UNIT-II MIS MODELS

**(18 Hours)**

MIS - Strategic Information System - MIS Support for Planning - Organising - Controlling - MIS for Specific Functions - Personnel, Finance, Marketing, Inventory and Production. Data Base Management System Models - Hierarchical – Network – Relational.

## UCI 63

### UNIT-III HARDWARE AND SOFTWARE

(18 Hours)

Computer Hardware - Description of Electronic Computers – CPU Operations - Classification of Computers - Main - Mini - Workstations - Micro Computers - Super Computers - Personal Computers. Computer Software - Types of Software - Data Representation in Computers. Introduction to Client-Server.

### UNIT-IV INPUT AND OUTPUT DEVICES

(18 Hours)

Input Devices - Mouse - Touch Screens - MICR - OCR - Keyboard - Pen based Input - Digital Scanners - Voice Input Devices - Sensors. Output Devices - Impact Printers - Non- Impact Printers - Video Display Terminals - Plotters - Voice Output Devices. \***Secondary Storage Devices** - Magnetic Disk, Floppy, Magnetic Tape, Optical Disk Storage – CD-ROM.

### UNIT-V TELECOMMUNICATION NETWORKS

(18 Hours)

Telecommunication Revolution - Introduction to Email, Internet, Intranet and Teleconferencing, WWW Architecture, Introduction to E-Commerce - Models B\_B and B\_C. EDI - EDI Applications in Business. Electronic Payment Cash, Smart Cards, and Credit Cards. Data Communication System – Networking – Types - Electronic Communication - History of Internet- WWW-Navigation Tools - Security on Internet - Types of Electronic Commerce - EDI

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

#### Teaching Methods

PowerPoint presentation, Seminar, Google Classrooms, Smart Classroom Blackboard, Discussion & Assignment
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#### Text Books:

1. P. Mohan, Management Information System, 15th Edition, 2020, Himalayan Publishing House.
2. A.K.Gupta, Management Information System, 9th Edition, 2021 Sultan Chand and Sons, New Delhi.

#### Reference Books:

1. Gordon.B.Davis, Margrethe. H.Olson, Management Information System- Conceptual Foundation, Structure and Development, 8th Edition, 2019, Tata McGraw Hill, New Delhi.
2. Laudon and Laudon, Management Information System, 10th Edition, 2020, Pearson Education, South Asia.



## UCI 64

SUBJECT CODE:21UCI511

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PS01</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	S	S	M	H	S
<b>C02</b>	S	M	H	S	M
<b>C03</b>	H	S	M	M	H
<b>C04</b>	S	H	H	M	H
<b>C05</b>	H	M	H	H	S

**S-** Strong

**H-** High

**M-** Medium

**L-** Low

## UCI 65

SUBJECT CODE: 21UCI512

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI512</b>		CORE PAPER.12– PROGRAMMING IN VISUAL BASIC		
<b>Batch</b> 2021-2022	<b>Semester</b> V	<b>Hours / Week</b> 6	<b>Total Hours</b> 90	<b>Credits</b> 4

### Course Objectives

1. To provide intellectual knowledge to the students in windows programming.
2. To make them to understand the concept of designing forms in Visual basic.
3. To motivate the students to know about the various controls in visual basic.

### Course Outcomes (CO)

K1	CO1	Knowing the basic Concepts of Visual Basic.
K2	CO2	Understanding the properties and learning the use of various tools.
K3	CO3	Applying various controls and procedures in form designing and coding.
K4	CO4	Analyzing various functions & procedures of VB and preparing the data reports using links.
K5	CO5	Remembering the selection of data access objects.

### Syllabus

#### UNIT – I CONCEPTS OF VISUAL BASIC (18 Hours)

VB Fundamentals Getting started – The Visual Basic Environment – Customizing a Form – First Step in Programming the Code Window, Variables, Data types, Constants, Statements in Visual Basic the Comment and the End Statement

#### UNIT – II BUILDING THE USER INTERFACE (18 Hours)

First Steps in Building the User Interface The Tool Box – Creating Controls – The Name Property – Properties of Command Button – Simple Event Procedures for Command Buttons – Access Keys – Image Controls – Text Boxes – Labels – Navigating between Controls – Message Boxes – The Grid – \*Picture Box – Rich Text Box

#### UNIT – III LOOPS AND FUNCTIONS (18 Hours)

Controlling program flow – Determinate Loops – Indeterminate Loops – Making Decisions – Select Case – Nested If and then Statements – GO TO statement. Built – In Functions String Functions – Numeric Functions – Date and Time Functions – Financial Functions.

## UCI 66

**SUBJECT CODE: 21UCI512**  
**(18 Hours)**

### **UNIT - IV ORGANIZING INFORMATION VIA CONTROLS**

Organizing Information via Controls Control Arrays – List and Combo Boxes – Flex Grid Controls – Frames – Option Buttons – Check Boxes – Scroll Bars – Timers – Image List Control – List View Control – Progress Bar Control – Slider Control – Status Bar Control – Menus –MDI Forms

### **UNIT - V DATA ACCESS OBJECTS (18 Hours)**

Data controls – Data Access Objects (DAO) Accessing and Implementing Databases – Record Set – Types of Record Set – Creating, Modifying, Deleting, Finding Records – Data Report – Data Environment – \***Report Designer** – Connection Object – Command Object – Selection of The Data Report Designer – Data Report Controls.

**Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

#### **Teaching Methods**

PowerPoint presentation/Seminar/Assignment/Google Classrooms/Smart Classroom
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#### **TEXT BOOKS**

- 1) Gary Cornell (2009), Visual Basic 6 from the Ground Up Tata McGraw Hill, New Delhi.
- 2) Mohammed Azam (2006), Visual basic 6 Programming guide, Vikash publishing house pvt ltd, Newdelhi.

#### **REFERENCE BOOKS**

1. Gary Cornell (2009), Visual Basic for Windows, Tata McGraw Hill, New Delhi.
2. Evangelos Petroustios (2014), Mastering Visual Basic 6.0, BPB Publications, New Delhi.
3. Steven Holzner (2007), Visual basic 6 Programming Black book, Dreamtech Press, New Delhi.
4. Editorial Board (2006), Visual Basic 6.0, Law point, Kolkata.

## UCI 67

SUBJECT CODE: 21UCI512

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	M	S	H	M	M
<b>C02</b>	M	M	S	M	S
<b>C03</b>	S	M	S	H	M
<b>C04</b>	H	S	M	M	S
<b>C05</b>	H	S	S	M	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 68

**SUBJECT CODE: 21UCI5CO**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI5CO</b>		<b>CORE PRACTICAL. 5 – COMPUTER APPLICATIONS V – VISUAL BASIC PROGRAMMING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> V	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 2

### Course Objectives

1. To provide practical knowledge in Visual Basic Programming.
2. To help the students to understand the concept of designing forms.
3. To encourage the students to learn the application of various tools and properties.

### Course Outcomes (CO)

K1	CO1	Knowing about the form designing with tool box.
K2	CO2	Developing the skills to create MDI form and Menu Editor.
K3	CO3	Working with control arrays.
K4	CO4	Creating various views of forms using different controls.
K5	CO5	Evaluating the reports of Visual Basic Programs.

### Syllabus

1. Create a program to perform arithmetic calculation.
2. Create a program to change fore color and back color of a label box and changing of font style.
3. Design a sample calculator using control arrays.
4. Create a program in visual basic by converting numbers into words by using select case statement.
5. Calculate depreciation by using check box control.
6. Create a program to display list of products using list box.
7. Design a form to display tree view of folders and files.
8. Create Advertisement by using menu editor.
9. Manipulate string functions.

## UCI 69

SUBJECT CODE: 21UCI5CO

10. Create a form using common dialog box.
11. Create a mark sheet by using data control.
12. Create student database using ADODC control.

### Teaching Methods

Power point presentation/Test/Observation/ Google Classrooms/Smart Classroom

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PS01</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	H	M	S	H	S
<b>C02</b>	H	H	S	M	H
<b>C03</b>	S	M	H	H	M
<b>C04</b>	H	M	H	H	M
<b>C05</b>	S	H	S	H	S

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 70

SUBJECT CODE: 21UCI613

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI613</b>		<b>CORE PAPER .13 – PRINCIPLES OF AUDITING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> VI	<b>Hours / Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 4

### Course Objectives

- 1) To familiarize the students about the various concepts of Principles of Auditing.
- 2) To make the students to understand the importance of auditing and auditing reports.
- 3) To help the students to gain knowledge about vouching of documents in an organization.

### Course Outcomes (CO)

K1	CO1	Knowing about the current Auditing Concepts, Standards and Procedures
K2	CO2	Understanding about Internal checks and Vouching
K3	CO3	Applying different audit process for valuing Assets and Liabilities
K4	CO4	Knowing the role on an Auditor in a company and to interpret the Audit Reports
K5	CO5	Investigating the auditing provisions and E-Auditing

### Syllabus

#### UNIT - I      AUDITING CONCEPTS      (15 Hours)

Auditing – Origin – Definition – Objectives – Types – Features of Auditing– Advantages and Limitations – Qualities of an Auditor – Audit Programmes.

#### UNIT - II      INTERNAL AUDIT& VOUCHING      (15 Hours)

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

#### UNIT – III VERIFICATION AND VALUATION OF ASSESTS& LIABLITIES (15 Hrs)

Verification and Valuation of Assets and Liabilities – Auditor's position regarding the Valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.

# UCI 71

**SUBJECT CODE: 21UCI613**

## UNIT - IV                      AUDIT OF COMPANIES

**(15 Hours)**

Audit of Companies – Qualification – Disqualifications – Various modes of Appointment of Company Auditor – Rights and Duties of company Auditor –Valuation of Assets - Liabilities of a Company Auditor – Verification of Share Capital and Share Transfer Audit – Audit Report – Contents and Types.

## UNIT - V INVESTIGATION & ELECTRONIC AUDITING

**(15 Hours)**

Investigation – Objectives of Investigation – Audit of Computerized Accounts –

**\*Electronic Auditing** – Investigation under the provisions of Companies Act.

**\*Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

## Teaching Methods

PowerPoint presentation / Discussion / Assignment, Google Classrooms, Smart Classroom

## TEXT BOOKS

1. B.N. Tandon (2014), A Hand Book Of Practical Auditing, S.Chand & Company Ltd, New Delhi.
2. Dinkar Pagare (2018), Principles and practice of auditing, Sultan Chand & Sons, New Delhi.

## REFERENCE BOOKS

1. Sundar& paari (2014), Practical Auditing, Vijay Nicole imprints pvt ltd.
2. V.Gurumoorthym, G.Selvaraj, R.Swarnalakshmi (2016), Practical Auditing, Charulatha Publications, Chennai.
3. Kamal Garg (2015), Professional approach to advanced auditing, Bharat Law House Pvt ltd, Newdelhi.
4. Pradeep kumar, Baldew Sachdeva, Dr.Jagwanth sing (2013), Auditing Principles and practices, Kalyani Publications, New Delhi.



## UCI 72

SUBJECT CODE: 21UCI613

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	M	S	M	M	S
<b>C02</b>	M	S	S	S	H
<b>C03</b>	H	M	S	M	S
<b>C04</b>	S	S	M	M	H
<b>C05</b>	H	S	S	M	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 73

**SUBJECT CODE: 21UCI614**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI614</b>		<b>CORE PAPER .14– INTERNET AND WEB DESIGNING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> VI	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 4

### Course Objectives

1. To Familiarize the students about the concepts of Internet
2. To make the students to understand the concept of web designing
3. To help them to develop the skills to create Hyper Text Markup Language

### Course Outcomes (CO)

K1	CO1	Remembering the basic concepts of Internet and HTML
K2	CO2	Understanding the terminologies of Internet technologies, about table creation and application of its properties in HTML
K3	CO3	Learning the application of HTML tags and Frames
K4	CO4	Knowing the various uses of buttons in creating a web page
K5	CO5	Illustrating about the tags for creating webpages.

### UNIT - I INTERNET (12 Hours)

Introduction to internet – Networking – internet – E-mail – Resource sharing – Gopher – \*WWW – Hyper text – Browser – search engine – Usenet – telnet – bulletin board service – WAIS.

### UNIT – II INTERNET TECHNOLOGIES (12 Hours)

Internet technologies – Modem – internet addressing – Physical connections – Telephone Lines – Internet Browsers – Internet Explorer – Netscape navigator.

# UCI 74

**SUBJECT CODE: 21UCI614**

## **UNIT - III     HTML**

**(12 Hours)**

Introduction to HTML – Designing a home page – History of HTML – Generation – HTML Documents – Anchor Tag – Hyper Links – Head And Body Sections – Header Section – – Prologue -Links – Colorful Webpage – Comment Lines – Headings – Aligning The Headings – Horizontal Rule – Paragraph – Tab Setting – Images – Aligning an Image – Adding Space Around Image – Boarder For an Image.

## **UNIT - IV                 LISTS AND TABLES**

**(12 Hours)**

Lists – Ordered And Unordered List – Nested List – Headings in a List – Tables – Table Creation in a HTML – Width of the Table and Cells – Cell Spanning – Coloring Cells – Column Specification.

## **UNIT - V                 FRAMES AND BUTTONS**

**(12 Hours)**

Frames – Frameset definition – Frame Definition – Nested Framesets – Forms – Action Attribute – Method Attribute – Encrypt Attribute – Dropdown List – Check Boxes – Radio Buttons – Text Field – Text Area – \***Password** – Hidden Fields – Submit and Reset Buttons

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### **TEXT BOOKS**

1. C.Xavier (2008), World Wide Web design with HTML, Tata McGraw Hill Publishing company ltd, New delhi.
2. Sundarajan.K (2001), Internet, 10<sup>th</sup> Edition, Kannadhasan Phathipagam, Chennai.

### **REFERENCE BOOKS**

1. Thomas A.Powell (2006), HTML – The Complete reference, Tata McGraw Hill Publishing company ltd, New delhi.
2. Dave Mercer (2004), HTML-Introduction to Web Page Designers & Development, Tata McGraw Hill Publishing company ltd, New delhi.
3. Steven Holzer (2006), HTML, Dreamtech Press, New Delhi.
4. Alexis Leon & Mathews Leon (2004), Internet for Everyone, Leon Tech World, Chennai.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

# UCI 75

**SUBJECT CODE: 21UCI614**

## Teaching Methods

Power point presentation/Seminar/Assignment/ Google Classrooms/Smart Classroom
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## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	H	M	S	H	S
<b>C02</b>	M	H	H	M	H
<b>C03</b>	S	M	S	H	M
<b>C04</b>	H	H	H	M	S
<b>C05</b>	S	S	M	H	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

# UCI 76

**SUBJECT CODE: 21UCI615**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI615</b>		<b>CORE PAPER .15- INVESTMENT MANAGEMENT</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> VI	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 3

## Course Objectives

1. To give the practical knowledge and theoretical knowledge about investment
2. To make the students to understand about various portfolios available for investment
3. To educate the students to be aware of various investment alternatives

### Course Outcomes (CO)

K1	CO1	Remembering the basic Concepts of Investment management.
K2	CO2	Understanding the markets for investment purpose, investment alternatives and Portfolios.
K3	CO3	Studying the application of fundamental analysis in Economy, Industry and Company.
K4	CO4	Analyzing the buying and selling signals using various theories and evaluating the risk and return of portfolio.
K5	CO5	Evaluating the portfolios of various companies.

**UNIT – I                      BASICS OF INVESTMENT                      (12 HOURS)**

Nature, meaning and scope of investment – Elements – Speculation and Investment - Gambling and Investment - Importance of investment – Factors influencing investment – Features of investment programme – Investment Process – Risk in Investment – Investment Alternatives – bond – preference and equity shares – provident funds – mutual funds –\* **Life Insurance Policies** – National Saving Scheme.

**UNIT – II PRIMARY AND SECONDARY MARKETS (12 HOURS)**

Capital market – Structure of capital market – New issue market – Stock Exchanges in India – Mechanics of Trading – Legal control of Stock Exchanges – SEBI and its role, guidance – NSE – OTCEI – Money Market – Definition – Money Market Vs Capital Market – Money Market Instruments In India. **Field Visit to NSE, BSE, SEBI and RBI.**

**UNIT - III      FUNDAMENTAL ANALYSIS      (12 HOURS)**

Fundamental Analysis Economic analysis – State of Economy – Economic indicators – Industry analysis – Life Cycle of Industry – Company Analysis – Methods

**UNIT – IV TECHNICAL ANALYSIS**

**(12 HOURS)**

Technical analysis– Scope – Basic theories - Portfolio analysis and management Scope – Markowitz theory – Sharpe Ideal Index – Efficient Frontier – Portfolio selection – \***Risk and Return** – Types of portfolio

**UNIT - V PORTFOLIO REVISION**

**(12 HOURS)**

Portfolio revision – Needs and problems – Methods of revision – Formula plan for revision – Constant rupee value – Constant ratio and Variable ratio plans

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**Teaching Methods**

Power point presentation/Discussion/Seminar/Assignment/ Google Classrooms/Smart Classroom

**TEXT BOOKS**

1. Preethi Singh, Investment Management, 8<sup>rd</sup> Edition, Himalaya Publishing House, 2013.
2. Gopalakrishnan C Investment Management, Kalyani Publishers, New Delhi, Reprinted 2004.

**REFERENCE BOOKS**

1. Dr.Radha, Parameswaran, Dr.Nedunchezian (2014), Investment Management, Prasanna Publishers, Chennai.
2. Khan .M.Y & P.K. Jain (2009), Investment Management.
3. V.K Bhalla (2013), Investment Management, S.Chand & Company, New Delhi.
4. Avadhani V.A (2014), Security Analysis and Portfolio Management, 8<sup>rd</sup> Edition, Himalaya Publishing House.

**MAPPING**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	M	H	H
<b>CO2</b>	M	S	S	M	S
<b>CO3</b>	S	M	H	H	M
<b>CO4</b>	H	H	S	M	S
<b>CO5</b>	S	H	M	H	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 78

**SUBJECT CODE: 21UCI6CP**

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI6CP</b>		<b>CORE PRACTICAL.6 - COMPUTER APPLICATIONS VI HTML AND WEB DESIGNING</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> VI	<b>Hours / Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 2

### Course Objectives

1. To provide the students about the practical knowledge in HTML programming.
2. To make the students to understand the concept of web designing.
3. To comprehend about Internet and know about various tags and buttons.

### Course Outcomes (CO)

K1	CO1	Knowing the creation of web page using HTML.
K2	CO2	Understanding about linking the web pages using Anchor tags.
K3	CO3	Learning about of table creation properties and Buttons in designing a form.
K4	CO4	Gaining knowledge of creating advertisements and invitations.
K5	CO5	Evaluating the results of HTML Programs.

### Syllabus

1. Create a webpage for changing the background and fore color for an application by using font tags.
2. Create a webpage for linking more documents by using anchor tag.
3. Create a webpage for marks statement by using caption, table tags.
4. Create a Sample invitation by using frame tag.
5. Create a sample webpage for advertising a product by using image and unordered list tags.
6. Create a Program using HTML to display the ordered list and unordered List of a Departmental Store.
7. Create a Program using HTML for on-line shopping.
8. Create a sample college website.

## UCI 79

**SUBJECT CODE: 21UCI6CP**

9. Create a registration form by using command button, radio button, text box, combo box and check box.
10. Program to display Image and link using HTML tags.
11. Create a program by using marquee tags.
12. Create a Resume using HTML Tag.

### Teaching Methods

Power point presentation/Test/ Google Classrooms/Smart Classroom
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### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	H	M	S	H	S
<b>CO2</b>	H	H	S	M	H
<b>CO3</b>	S	M	H	H	M
<b>CO4</b>	S	H	H	H	M
<b>CO5</b>	H	M	H	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low



## UCI 80

SUBJECT CODE: 21UCI6S3

Programme Code: 22		B.COM (IT)		
Title of the Paper: SKILL BASED SUBJECT : 3 – HUMAN RESOURCE MANAGEMENT				
Batch 2021-2022	Semester VI	Hours / Week 2	Total Hours 30	Credits 1

### Course Objectives

1. To provide an over view of Human resource management to the students.
2. To provide emphasized knowledge to the students about work ethics in HRM.
3. To motivate the students to develop leadership qualities in them.

### Course Outcomes (CO)

K1	CO1	Remembering the basic Concepts of Human Resource Management
K2	CO2	Understanding the concept of Job analysis and Recruitment Process
K3	CO3	Applying various motivational theories and selection process
K4	CO4	Analyzing the human resource by recruitment and selection
K5	CO5	Interpreting the need of HR in business.

### Syllabus

#### UNIT – I HUMAN RESOURCE MANAGEMENT

(6 Hours)

Introduction to HRM – Meaning – Definition – Functions and role of Human Resource Manager – Human Resource Planning – Process of Human Resource Planning – Steps in Human Resource Planning.

#### UNIT – II JOB ANALYSIS AND DESCRIPTION

(6 Hours)

Job Analysis – Meaning – Types of Job Analysis – Job Description - Meaning – Job Specification – Purpose of Job Specification – Job Specification techniques - Difference between Job Analysis and Job Specification.

#### UNIT – III RECRUITMENT AND SELECTION

(6 Hours)

Recruitment and Selection Sources of Recruitment – Selection Techniques- Source of Recruitment – Steps in Selection Process. **\*Recruitment and Selection Practices in India**

#### UNIT – IV TRAINING AND DEVELOPMENT

(6 Hours)

Training – Meaning – Objectives of Training – Importance of Training – Nature – Training Process – Training techniques – Special purpose training – Areas of Training in HRM – Career planning and development – Promotions and transfers.

## UCI 81

**SUBJECT CODE: 21UCI6S3**

### UNIT – V PERFORMANCE APPRISAL

**(6 Hours)**

Performance appraisal – meaning – Definition – Objectives – Needs and problems in performance appraisal – Types of performance appraisal – Performance appraisal Process – Rating Error.

**Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

#### Teaching Methods

Power point presentation / Discussion / Quiz/ Google Classrooms/Smart Classroom

#### TEXT BOOK

1. L.M. Prasad (2010), Human Resource Management, 3rd edition, Sultan Chand & Sons.

#### REFERENCE BOOK

1. C.B.Gupta (2009), Human Resource Management, 11th Edition, Sulthan& sons.
2. Basava Raj (2009), Human Resource Management, 1st Edition, McGraw hill publications.
3. P.N.Subramani & Rajendra.G (2001), Human Resource Management & Industrial Relations, 1st Edition, Himalaya Publishing House.
4. Gary Dessler, Biju Varkey (2011) , Human Resource Management, 12th Edition, Pearson prentice Hall Pvt Ltd.

#### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	S	H	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	S	H	M	S
<b>CO5</b>	S	M	H	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 82

21UCI6Z1

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>		
<b>Course Code: 21UCI6Z1</b>		<b>PROJECT AND VIVA-VOCE</b>		
<b>Batch</b> 2021-2022	<b>Semester</b> VI	<b>Hours / Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 5

### Course Objectives

1. To find out and suggest the ideas related to the practical problems in the field of commerce.
2. To design a program for conversion of manual work into computerized format in various areas.
3. To make the students to understand the importance and needs of Research and Project for the benefit of the society.

### COURSE OUTCOMES (CO)

K1	CO1	Identifying the practical problems in different areas of Commerce.
K2	CO2	Collecting data using various techniques.
K3	CO3	Applying statistical tools and analyzing the data.
K4	CO4	Designing the computer based projects, suggest solution and concluding the project.
K5	CO5	Giving solution to the problem.

Individual / Group Project work will be assigned to students during the beginning of the VI Semester under the supervision and guidance of Faculty members. The submission of Report and Viva-voce examination will be at the end of the VI Semester. The Project work shall be related to Computer Applications in Business, Industry, Commerce and Administrative work or it may also involve Software Development. The Internal and External Examiners shall jointly evaluate the project report submitted and marks will be awarded on the basis as mentioned below

<b>Project Report present</b>	<b>35 marks</b>
<b>Viva-voce</b>	<b>15 marks (Internal &amp; External Examiners jointly)</b>
<b>CIA</b>	<b>50 marks (Project Guide / Supervisor)</b>
<b>Total</b>	<b>100 marks</b>

# UCI 83

21UCI6Z1

## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>C01</b>	H	S	M	H	S
<b>C02</b>	M	S	S	M	H
<b>C03</b>	S	M	H	H	M
<b>C04</b>	S	S	H	H	M
<b>C05</b>	H	M	H	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 84

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	Naan Mudhalvan – Data Analytics & Visuvalization		<b>Credits</b> 5

## UCI 85

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	ELECTIVE PAPER. 1 – RESEARCH METHODOLOGY		<b>Credits</b> 5

### Course Objectives

1. To enlighten the students about the basic research concepts
2. To help the students to learn about the implementation of research methods
3. To motivate the students in developing report writing skills about the research

### Course Outcomes (CO)

K1	CO1	Knowing the basic concepts of research methodology.
K2	CO2	Understanding the procedure for research design and sample design.
K3	CO3	Knowing the application of different methods in data collection.
K4	CO4	Framing and analyzing the hypotheses for research.
K5	CO5	Interpreting the research report.

### Syllabus

#### UNIT – I RESEARCH AND SAMPLE DESIGN (18 Hours)

Research – Definitions – Importance – Advantages and Limitations – The research process – Problem Identification – Design of Research – Types of Design – Sampling Process and Selection – Sample Types – Sample size and Sampling errors.

#### UNIT II COLLECTION OF DATA AND SCALING TECHNIQUE (18 Hours)

Data Collection – Methods – Tools – Questionnaire – Interview Schedule – Kinds of Data – Attitude measurement of scaling Technique – Editing, Coding, Tabulation.

#### UNIT III HYPOTHESIS AND TESTING OF HYPOTHESIS (18 Hours)

Statistical Data Analysis – Hypothesis – its sources – Formulation and testing of hypothesis – Z-test, T-test – Chi-Square Test (simple problems only).

#### UNIT IV RESEARCH METHODS (18 Hours)

Application of Research – Product research – Price Research – Motivation research –

## **UCI 86**

Promotion research – Distribution research – Sales control research – Media research.

# UCI 87

## UNIT V INTERPRETATION AND REPORT WRITING

(18 Hours)

Interpretations and report writing – Steps in writing reports – Layout of reports, types and principles of report writing – Graphical Representation of Results.

**Self-Study And Questions For Examinations May Be Taken From The Self Study**

**Portions Also.**

### TEXT BOOKS

- 1) C.R. Kothari (2019), Research Methodology, 4<sup>th</sup> Edition, New age International Publishers.
- 2) P.Saravanavel (2004), Research Methodology, 14th Edition, Kital Mahal Agencies, Allagabad.

### REFERENCE BOOKS:

- 1) Zikmund,Babin,Carr,Adhikar,Griffin (2013), Business Research Methods.
- 2) C.Rajendra Kumar (2008),Research Methodology, 1st Edition, APH Publishing Corporations, New Delhi.
- 3) A.K.P.Swain (2010), A Text Book of Research Methodology, 2nd edition, Kalyani publishers, New Delhi.
- 4) R.Panneerselvam (2016), Research Methodology, Prentice Hall of India.

### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	M	H	M	S
<b>CO5</b>	S	H	M	H	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low



## UCI 88

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	<b>ELECTIVE PAPER. 2 – BUSINESS ORGANIZATION AND OFFICE MANAGEMENT</b>		<b>Credits</b> 5

### Course Objectives

1. To enlighten the students about the basic of business formation.
2. To help the students to learn about the office management system.
3. To motivate the students in developing share trading skills.

### Course Outcomes (CO)

K1	CO1	Understanding the form of business organization
K2	CO2	Knowing about the formation of business.
K3	CO3	Learning about stock exchange and demat account.
K4	CO4	Understanding about office setup.
K5	CO5	Remembering the concept of office layout and its functions.

### Syllabus

#### **UNIT – I INTRODUCTION TO BUSINESS ORGANISATION (18 Hours)**

Nature and scope of Business, Forms of Business Organization – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.

#### **UNIT – II SOURCES OF FINANCE (18 Hours)**

Location of Business – Factors influencing location, localization of industries – Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.

#### **UNIT – III STOCK TRADING (18 Hours)**

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

#### **UNIT – IV OFFICE CONCEPT (18 Hours)**

Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing.

## UCI 89

### UNIT –V OFFICE MANAGEMENT

(18 Hours)

Office machines and equipment – Data Processing Systems – EDP –Uses and Limitations  
– Office Furniture.

#### TEXT BOOKS:

1. Y.K.Bhushan (2015) – Business Organisation and Management – Sultan Chand& sons
2. Shukla (2017) - Business Organisation and Management – S.Chand & Company Ltd.,

#### REFERENCE BOOKS:

1. Saksena – Business Administration and Management – Sahitya Bhavan
2. Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons
3. J.C.Deneyer (2013) - Office Management , S.Chand & Company Ltd.
4. Chatterjee (2014) – Modern Business, Himalaya publications

#### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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#### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	M	H	M	S
<b>CO5</b>	S	H	M	H	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

# UCI 90

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	ELECTIVE PAPER. 3 – PRINCIPLES OF MANAGEMENT		<b>Credits</b> 5

## Course Objectives

- 1) To cover the basic concepts of management.
- 2) To provide the students with the capability to apply theoretical knowledge in simulated and real life settings.
- 3) To develop the students to work in teams.

### Course Outcomes (CO)

<b>K1 to k5</b>	CO1	Familiarizing with the basic concepts of Management and its functions.
	CO2	Practicing the process of management's four functions planning,organizing, leading and controlling.
	CO3	Identifying the key skills required for the contemporary managementpractice.
	CO4	Applying the skills for motivating leadership qualities.
	CO5	Identifying the key competencies needed to be an effective leader.

# Syllabus

**UNIT I                  MANAGEMENT CONCEPTS    (18 Hours)**

Management- Definition of Management- Management and administration- Nature and scope- Characteristics – Importance – Levels of Management - Functions of Management -

**UNIT II PLANNING (18 Hours)**

Planning- Meaning –Nature and importance of planning – Objectives of Planning – Advantages and Disadvantages of Planning - Planning premises- Planning process- Methods and Types of plans- Decision making- Steps in decision making.

# UCI 91

## UNIT III ORGANISATION

(18 Hours)

Organization- Meaning, nature and importance – Process of Organization- Principles of sound organization- Classifications of Organization - Organization structure- Span of control- Organization chart.

## UNIT IV LEADERSHIP & MOTIVATION

(18 Hours)

Motivation- Need – Determinants of behavior- Maslow's theory of Motivation- Leadership – Nature - Characteristics – Importance - Types of leadership.

## UNIT V COORDINATION & CONTROL

(18 Hours)

Co-ordination- Meaning- Need and Techniques of Co-ordination- Control- Meaning – Definition- Nature of control- Process of control- Limitations of Control – Requirements of Good Control System - Techniques of control

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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### Text Book:

- 1) Dinkar Pagare (2016), Principles of Management, Sultan Chand & Co. Ltd.
- 2) R.N.Gupta (2016), Principles of Management, Sultan Chand & Co. Ltd.

### Reference Books:

- 1) Prasad L. M (2008), Principles and Practice of Management, Sultan Chand & Co. Ltd.
- 2) Sontakki C.N (2012), Principles of Management, Kalyani Publishers
- 3) Bhushan Y.K (2007), Business Organization & Management, Sultan Chand & Sons.
- 4) Kathiresan, Dr.Radha (2013), Business organization, Prasanna publications.
- 5) J.K.Mithra (2017), Principles of Management, Oxford University press.

# UCI 92

## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	M	H	M	S
<b>CO5</b>	S	H	M	H	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UCI 93

<b>Programme Code: 22</b>		<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	ELECTIVE PAPER. 4 – COMPANY LAW		<b>Credits</b> 5

### Course Objectives:

- 1) To cover the basic concepts of Company
- 2) To provide the students with the capability to apply theoretical knowledge in simulated and real life settings.
- 3) To develop the students to work in teams.

### Course Outcomes (CO)

<b>K1 to k5</b>	CO1	Familiarizing with the basic concepts of Company and its types.
	CO2	Practicing the process of share capital and its procedure.
	CO3	Identifying the key skills required for the company creation and its documentation.
	CO4	Applying the skills for motivating leadership qualities.
	CO5	Identifying the key competencies needed to be an effective leader.

### UNIT I      **JOINT STOCK COMPANY**      **(18 Hours)**

Meaning – Kinds of companies (special provisions with respect to private company, public company, One Person Company, Small Company, Dormant Company) - Formation – Memorandum of Association – Contents – Prospectus – Contents – Types - Statement in Lieu of Prospectus, Shelf Prospectus, Red Herring Prospectus- Underwriting – Book Building Process.

### UNIT II      **SHARE CAPITAL AND DEBENTURES**      **(18 Hours)**

Meaning of Shares – Kinds of Shares – Voting rights – Issue of shares at a Premium and Discount – Partly paid shares – Bonus Shares – Right shares – Sweat Equity Shares, Debentures – Meaning – Types.

### UNIT III      **DIVIDEND**      **(18 Hours)**

Dividend – Definition – Statutory provision – Powers of board of directors regarding dividend – Interim dividend - Unclaimed dividend – Dividend warrant – Payment of interest out of capital – Secretarial duties in connection with dividend.

# UCI 94

## UNIT IV MEETINGS AND RESOLUTIONS

(18 Hours)

Meeting – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Notice of Meeting – Quorum – Proxy – Board of Directors Meeting – Committee – Types of Committees – Audit Committee – Stake Holders Relationship Committee – Corporate Social Responsibility Committee, Resolutions – Ordinary Resolution – Special Resolution – Resolution requiring special notice.

## UNIT V WINDING UP OF COMPANY

(18 Hours)

Modes of Winding up – Winding up by the Court – Voluntary Winding up – Types – Members Voluntary Winding up – Creditors Voluntary Winding up, National Company Law Appellate Tribunal.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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### TEXT BOOKS:

1. Kapoor, N.D., (2017) Business Laws, Sultan Chand and Sons, New Delhi.
2. Sreenivasan, (2015) M.R. Business Laws, Margam Publications, Chennai.

### REFERENCE BOOKS:

1. Dhandapani, M.V. Business Laws, Sultan Chand and Sons, New Delhi.
2. Avatar Singh, Company Law, Eastern Book Company.
3. Shukla, M.C. & Gulashan, S.S., Principles of Company Law.
4. Gogna, P.P.S., Text Book of Company Law, S.Chand & Co.

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## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	M	H	M	S
<b>CO5</b>	S	H	M	H	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low



## UCI 96

<b>Programme Code: 22</b>	<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	<b>ELECTIVE PAPER. 5 – STRESS MANAGEMENT</b>	<b>Credits</b> 5

### Course objectives

1. To understand the strategies for decreasing stressful behaviours and argue
2. Understand and learn how to use various techniques and determine the most appropriate method to aid in managing your reaction to stress.
3. Evaluate models of stress, relate to theoretical knowledge and design and scientifically describe a programme of stress management.

### Course Outcomes (CO)

<b>K1 to k5</b>	CO1	Explore the nature of managing stress in today's changing world.
	CO2	Describe coping strategies to prevent and reduce stress.
	CO3	Apply relaxation techniques for dealing and overcoming stress.
	CO4	Discuss the physiology and psychology of stress connecting the mind and body.
	CO5	Design a personal stress management plan.

### UNIT I CONCEPT OF STRESS

(18 Hours)

The Scientific Concept of Stress - The History of the Stress Concept /Pioneers of the field.  
- Scientific Definitions of the Stress Concept - Theoretical Constructs of the Stress Concept - Identification of the Main Stressor as a Dependent Variable, Intervening Variable and Independent Variable.

### UNIT II PHYSIOLOGICAL FACTORS

(18 Hours)

Awareness of the Physiological factors - The Brain and the Endocrine System - The Autonomic Nervous System - The Gastrointestinal System, our Muscles and our Skin - Stress and Disease: The Immunological System.

### UNIT III STRESS AND COMMUNICATION

(18 Hours)

An Insight to Comprehensive Stress Management - Eustress, Life-Situation & Intrapersonal Interventions - Eliminating Unnecessary Stressors. - Interpersonal Techniques,

## UCI 97

Assertiveness Conflict Resolution - Effective Time Management and Communication. - Perception Interventions: The role of Personality.

### UNIT IV MEDITATION

(18 Hours)

Introduction to Meditation - Autogenic Training and Imagery - Progressive Relaxation - The Role of Biofeedback - Physiological Arousal and Behaviour Change Interventions. Specific Applications – a Review - Occupational Stress – its Causes and Consequences - Stress and The College Student - Family Stressors - Adjustment in the Later Years – Stress and the Elderly.

### UNIT V EVALUATION OF STRESS

(18 Hours)

An Evaluation of Stress Management Programs 6.2.Implications of Stress Management Programs - Group Coaching Programs - Designing Stress Management Programs - The Role of the Consultant.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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### Text Book:

1. Rice., Philip L. (2014)., Stress and Health, Brooks / Cols-wadsworth.

### Reference Books

1. Alok Chakrawal(2004), Kindle Edition Publishing
2. Stress Management: Techniques On How To Deal With Stress And Anxiety (2016)

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	S	H	S
<b>CO2</b>	M	H	S	M	H
<b>CO3</b>	S	M	S	H	M
<b>CO4</b>	H	M	H	M	S
<b>CO5</b>	S	H	M	H	M

3.

**S – Strong**

**H – High**

**M – Medium**

**L – Low**

## UCI 98

<b>Programme Code: 22</b>	<b>B.COM (IT)</b>	
<b>Batch</b> 2021-2022	<b>ELECTIVE PAPER. 6 – CONSUMER AFFAIRS</b>	<b>Credits</b> 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)

<b>K1 to k5</b>	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

### UNIT - I CONCEPTUAL FRAMEWORK

(18 Hours)

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

# UCI 99

## **UNIT - II CONSUMER PROTECTION LAW IN INDIA**

**(18 Hours)**

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 and 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, and National Commission Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

## **UNIT - III GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW**

**(18 Hours)**

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 ROLE OF INDUSTRY REGULATORS IN CONSUMER PROTECTION**

**(18 Hours)**

- 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 CONTEMPORARY ISSUES IN CONSUMER AFFAIRS**

**(18 Hours)**

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;

## UCI 100

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.

### **Suggested Readings:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007)Consumer Affairs, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd. G.
3. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
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](http://www.consumereducation.in)
8. Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
9. e-book, [www.bis.org](http://www.bis.org)
10. The Consumer Protection Act, 2086 and its later versions.

### **Articles**

1. Misra Suresh,(Aug 2017) “ Isthe Indian Consumer protected? One india one people
2. Raman Mittal, Sonkar Sumit and Parineet Kaur(2016) regulating unfair trade practices : an analysis of the past and present Indian legislative models, Journal of consumer policy.
3. Chakravarthy.S, (2014) MRTP Act metamorphoses into competition Act. CUTS Institute for regulation and competition position paper. Available online at [www.cutsinternational.org/doc01.doc](http://www.cutsinternational.org/doc01.doc).
4. Kapoor Sheetal (2013) “Banking and the Consumer” Akademos (ISSN 2231-0584)
5. Bhatt K.N, Misra Suresh and Chadah Sapna(2010). Consumer, Consumerism and Consumer Protection, Abhijeet publications
6. Kapoor Sheetal(2010) “Advertising – An essential part of Consumer’s life-Its legal and ethical aspects”, Consumer protection and trade practices journal, October 2010.
7. Verma, D.P.S.(2002) Regulating misleading advertisements, legal provisions and institutional framework. Vikalpa.Vol.26.No.2.pp.51-57.

### **Periodicals**

1. Consumer protection judgements (CPJ) (Relevant cases reported in various issues)
- 2.Recent issues of magazines: International Journal on Consumer law and practice, National Law School of India University, Bengaluru
3. ‘Consumer Voice’, published by VOICE Society, New Delhi.

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## Websites

1. [www.ncdrc.nic.in](http://www.ncdrc.nic.in)
2. [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
3. [www.iso.org](http://www.iso.org)
4. [www.bis.org.in](http://www.bis.org.in)
5. [www.consumereducation.in](http://www.consumereducation.in)
6. [www.consumervoice.in](http://www.consumervoice.in)
7. [www.fssai.gov.in](http://www.fssai.gov.in)
8. [www.cercindia.org](http://www.cercindia.org)

## MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	H	S	H	S

1.

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

# UCI 102

21UWR4N2

<b>Programme Code: 22</b>	<b>B.COM (IT)</b>		
<b>Course Code:21UWR4N2</b>	<b>Part IV -Non- Major Elective – I HUMAN RIGHTS</b>		
Batch <b>2021-2022</b>	Hours / Week <b>2</b>	Total Hours <b>30</b>	Credits <b>2</b>

## Course 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 (CO)

K1toK5	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.

## 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) Compiled 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, 1 st floor, Narmatha Nanthi Street, Magathma Gandhi Nagar, Madurai – 625014.



# UCI 104

21UWR4N2

Programme Code: 22	B.COM (IT)		
Course Code:21UWR4N2	Part IV -Non- Major Elective –II WOMENS RIGHTS		
Batch 2021-2022	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)

K1toK5	CO1	Understand 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	Study the important elements in the Indian Constitution, Indian Laws for Protection of Women.
	CO5	To be Aware of Government Developmental schemes for women and to create Awareness on modernization and impact of technology on Women.

### 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.

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.

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.

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

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.

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

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

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.

# UCI 106

## NON-MAJOR ELECTIVES I – WOMEN’S RIGHTS

21UWR4N2

### QUESTION PAPER PATTERN

(External only)

**Duration: 3 Hours**

**Max. Marks: 75**

Answer **ALL** Questions

#### **SECTION A**

(5 x 5 = 25 marks)

Short answers, either or type, one question from each unit.

#### **SECTION B**

(5 x 10 = 50 marks)

Essay type questions, either or type, one question from each unit.

# UCI 107

**21UCI5X1**

Programme Code: 22	<b>COMMERCE WITH IT</b>		
Course Code: <b>21UCI5X1</b>	<b>EDC – DIGITAL MARKETING</b>		
Batch <b>2021-2022</b>	Hours / Week <b>2</b>	Total Hours <b>30</b>	Credits <b>3</b>

## Course Objectives

1. Identify the key elements of a Google AdWords paid search campaign.
2. Analyze the ways to use data to make SEM decisions.
3. Practice basic skills related to PPC: ad copy writing, match types, bidding, etc.

## Course Outcomes (CO)

K1 to K5	CO1	Create a measurable and goal oriented website or marketing plan
	CO2	Identify leading brands and players in the social marketing space.
	CO3	Practice data analysis skills and create a relevant performance report
	CO4	Examine strategies to track and optimize performance of display campaigns
	CO5	Identify the best media type based on advertising goals and targets

## UNIT I INTRODUCTION TO DIGITAL MARKETING

**(6 HOURS)**

Introduction to Digital Marketing -What is Digital Marketing- Why Digital Marketing- Digital Marketing Platforms- Organic and Paid Digital Marketing- Difference between Traditional Marketing and digital Marketing- Advantage of Digital Marketing-Digital Marketing Manager - Role and functions of a Digital Marketing Manager–Significance of a Digital marketing manager in maintaining health and safety of workplace

## UNIT II SEARCH ENGINE

(6 HOURS)

Website & Search Engine introduction- How to create a website –Hosting and Domain– Different platforms for website creation- what is search engine- introduction of Google, Bing, Yahoo .

## UNIT III LEAD MANAGEMENT

(6 HOURS)

Lead Management & Digital Marketing-Web to lead forms- Web to case forms- Lead generation techniques- Leads are everywhere- Social media and lead genInbuilt tools for Digital Marketing-Ip Tracker- CPC reduction (in case of paid ads) Group posting on Social Media platforms

## UNIT IV WEB MARKETING

(6 HOURS)

Trending Digital Marketing Skills-SEO – Search Engine Optimization- SEM – Search Engine Marketing.-Social Media Marketing/Optimization- Email Marketing. Website Designing and Development- Product Marketing-

## UNIT V MARKETING AUTOMATION

(6 HOURS)

Content Writing. Marketing the created content online Copy writing- Blogging- Local Marketing. Google AdWords Campaign Management- PPC Advertising- Affiliate Marketing. Mobile and SMS Marketing- Marketing Automation-Web Analytics- Growth Hacking.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

### Teaching Methods

Power point presentation / Discussion / Assignment / Google Classrooms / Smart Classroom
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### Text Book:

1. Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.

### Reference Book :

1. Kaufman, I., & Horton, C. (2014). Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.

## UCI 109

### 21UCI5X1

2. Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65-73.
3. Stokes, R. (2011). *E-Marketing: The essential guide to digital marketing*. Quirk e-Marketing.
4. Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	H	S	H	S

1.

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

