

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

Coimbatore – 641 029



DEPARTMENT OF COMMERCE (PG)

Curriculum and Scheme of Examinations (CBCS)

(2018 – 2019 onwards)

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

Vision:

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

Mission:

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

Department of Commerce (PG)

Vision of the Department

Enriching the potentials and capabilities of students to be highly committed and competitive

Mission of the Department

Imparting knowledge on the values of commerce through well designed curriculum and extending best student support services towards quality education by emphasizing the ethical values and financial discipline to the student community and society at large.

Programme Outcomes (POs)

- PO1: To make the students to be self employed and entrepreneurs
- PO2: To encourage the contribution of the students for fostering industrial development
- PO3: To inculcate ethical practices among the students through updated syllabi
- PO4: To provide in-depth understanding of stock market operations
- PO5: To acquire strong subject-matter expertise in finance, financial instruments and markets.
- PO6: To acquire advanced theoretical knowledge and research capabilities in their preparation for academic and research focused careers.
- PO7: To develop skills in the application of research methods for business problem solving
- PO8: To Equip the students for seeking suitable careers in management and entrepreneurship

Programme Specific Outcomes (PSOs)

PSO1: To understand the opportunities and challenges in business environment

PSO2: To update students with modern trends and changes in business practices

PSO3: To equip the students with accounting and managerial skills

PSO4: To stimulate the research interest of students and gain new insights

PSO5: To enable the students to acquire leadership qualities with necessary skills and capabilities

PCM01

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE - 641 029**

**MASTER OF COMMERCE - M.COM
CURRICULUM & SCHEME OF EXAMINATION UNDER CBCS
(Applicable to Students admitted from the Academic Year 2018-2019 onwards)**

Semester	Subject Code	Title of the Paper	Instruction Hours / Cycle	Exam. Marks			Duration of Exam.(hrs)	Credits
				CIA	ESE	Total		
I	18PCM101	C.P.1 Financial Management	6	25	75	100	3	5
	18PCM102	C.P.2 Global Business Environment	6	25	75	100	3	5
	18PCM103	C.P.3. Human Resource Management	6	25	75	100	3	5
	18PCM104	C.P.4. Organizational Behaviour	6	25	75	100	3	5
	18PCM1N1	Non-Major Elective I	6	25	75	100	3	5
Total (i)			30	125	375	500	-	25
II	18PCM205	C.P.5. Advanced Corporate Accounting	6	25	75	100	3	5
	18PCM206	C.P.6.Security Analysis and Portfolio Management	6	25	75	100	3	5
	18PCM207	C.P.7 Management of Small Enterprises	6	25	75	100	3	5
	18PCM208	C.P.8. Industrial Relations and Labour Law	6	25	75	100	3	5
	18PCM2N2	Non-Major Elective-II	6	25	75	100	3	5
Total (ii)			30	125	375	500	-	25
III	18PCM309	C.P.9 Applied Cost Accounting	5	25	75	100	3	4
	18PCM310	C.P.10 Income Tax Law and Practice	5	25	75	100	3	4
	18PCM311	C.P.11 International Trade	5	25	75	100	3	4
	18PCM312	C.P.12 Business Research Methods	5	25	75	100	3	4
	C.Pr.1 Computer Application and Practicals		4	--	--	--	--	--
	18PCM3E1	Major Elective I	6	25	75	100	3	5
Total (iii)			30	125	375	500	-	21
IV	18PCM413	C.P.13 Management Accounting	4	25	75	100	3	3
	18PCM414	C.P.14 Customs Duty and Goods and Services Tax	4	25	75	100	3	3
	18PCM415	C.P.15 Marketing Research	3	25	75	100	3	2
	18PCM4CL	C.Pr.1Computer Application and Practicals	5	40	60	100	3	2
	18PCM4E2	Major Elective-II	6	25	75	100	3	5
	18PCM4Z1	Project Work and Viva - Voce	8	40	160*	200	3	4
	Total (iv)			30	80	520	700	-
	Total (i+ii+iii+iv)		-	555	1645	2200	-	90

* Project Report 120 Marks, Viva Voce 40 Marks

PCM02
Major Elective Papers

1. Bank Management
2. Executive Communication
3. Services Marketing
4. Consumer Behaviour
5. Insurance and Risk Management
6. International Marketing

Two Major Elective Papers are to be selected by the Students from 6 papers assigned to be elective papers in their III and IV Semesters.

Non - Major Elective Papers

1. Economic Policies and Business
2. Managerial Economics
3. Management of Financial Services
4. Cyber Crimes and Law

Two Non-Major Elective papers are to be selected by the Students from 4 papers assigned to be Non-Major Elective papers in their I and II Semesters

TALLY TABLE:

Sl No.	SUBJECT	TOTAL MARKS
1	Core	1800
2	Non Major Elective 1 & 2	200
3	Major Elective 1 & 2	200
	TOTAL MARKS	2200

CBCS – Choice Based Credit System
CIA – Continuous Internal Assessment
JOC – Job Oriented Course

ALC – Advanced Learners Course
ESE – End Semester Examinations

ADVANCED LEARNER COURSE UNDER SELF STUDY SCHEME (ALC)-OPTIONAL

Subject code	Title of the Paper	ESE Marks	Duration of Exam Hours	Credits
18PCM0D1	ALC-1 – Banking and Financial Services	100	3	2
18PCM0D2	ALC-2- Insurance Principles and Practice	100	3	2
18PCM0D3	ALC-3- Advertising Management	100	3	2

PCM03

JOB ORIENTED COURSES (JOC) -OPTIONAL

Subject code	Title of the Paper	ESE Marks	Duration of Exam Hours	Credits
18PCM0J1	JOC-1 Customer Relationship Management	100	3	2
18PCM0J2	JOC -2 Tally 9.0 Practical	100	3	2
18PCM0J3	JOC -3 Share Trading Operations	100	3	2

- ❖ 25% CIA is applicable to all subjects except JOC, ALC, COP and Diploma Courses, which are considered as extra credit courses. Theory and proportion of CIA and ESE for Practical is 40:60
- ❖ A List of COP, ALC, Diploma, PG Diploma is available in the College Handbook.

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1- Remember ; **K2-** Understand; **K3-** Apply; **K4-** Analyze; **K5-** Evaluate

1. Theory Examination: Part I, II & III

(i) CIA I& II and ESE: 75 Marks

Knowledge level	Section	Marks	Description	Total
K1 Q1 to10	A (Answer all)	10 x 1=10	MCQ	75
K2 Q11 to 15	B (either or pattern)	5 x 5=25	Short Answers	
K3 & K4 Q16 to 20	C (Either or pattern)	5 x 8=40	Descriptive / detailed	

ii. ALC /JOC/PG Diploma: 100 marks (For ESE only)

Knowledge level	Section	Marks	Description	Total
K1 Q1 to10	A (Answer all)	10 x 1=10	MCQ	100
K2 Q11 to 15	B (either or pattern)	5 x 6=30	Short Answers	
K3 & K4 Q16 to 20	C (Either or pattern)	5 x 12=60	Descriptive / detailed	

PCM04

2. Practical Examination: 100 marks (60:40)

ESE (60 marks)

Knowledge Level	Section	Marks	Total
K3	Experiments	*50	60
K4	Record Work	10	
K5			

* Program 1: 25 marks & Program 2: 25 marks

3. Project Viva Voce: 200 marks (160:40)

ESE (160 marks)

Knowledge Level	Section	Marks	Total
K3	Project Report	120	160
K4			
K5	Viva Voce	40	

* Project work commences from III semester and submission of report and Viva-Voce Examination is conducted at the end of IV semester. The Internal (Faculty of the Department) and External Examiners will award marks for comprehensive Viva-Voce and Project Report jointly.

Components of Continuous Internal Assessment

Components			Marks	Total
Theory	CIA 1	75	(75+75=150 /10)	25
	CIA 2	75		
Assignment/ Seminar			5	
Attendance			5	
Practical	CIA	Practical	*25	40
	Observation Notebook		10	
	Attendance		5	
Project	Review		15	20
	Regularity		5	

* Program 1: 10 marks & Program 2 : 15 marks

PCM05**[18PCM101]**

Programme Code : 10		Commerce		
Course Code : 18PCM101		C.P.1 Financial Management		
Batch 2018 -19	Semester I	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To familiarize the students with the principles and practices of financial management
2. To understand the concepts of Financial Management and their application for managerial decision making.
3. To update the students with the challenges faced by the firm and different problem solving methods

Course Outcomes (COs)

K1	CO1	Keep in mind the concept, tools and techniques available for taking financial decisions
K2	CO2	Know the various theories and approaches of financial management
K3	CO3	Apply the managerial functions in the procurement and use of finance
K4	CO4	Consider the relevant policies and methods for solving the financial problems

Syllabus**Unit 1****18 hours**

Financial Management – Scope and objectives – **Role and functions of financial manager*** - Problems and challenges - Basic consideration –Risk and Return trade off – Time value of money (Theory)

Unit II**18 hours**

Cost of capital – Meaning and importance – Types of cost –Computation of *Cost of Debt, Preference, Equity and Retained earnings* – *Weighted average cost of capital* (Problem).

Unit III**18 hours**

Capitalization – Meaning – Over and under capitalization - Capital Structure: Theories - *Net Income Approach* - *Net Operating Income Approach*- *MM hypothesis* (Problem) - Determinants of optimal capital structure – Capital structure planning

Leverages: Operating, Financial and combined leverages – *EBIT – EPS analysis* (Problem)

PCM06

Unit IV

18 hours

Capital budgeting –Importance –Techniques – *Pay back method, Net Present value, Internal rate of return, Profitability index and Accounting rate of return method* (Problem) - Capital Rationing – Risk analysis in Capital budgeting. Capital Asset Pricing Model.

Unit V

18 hours

Dividend theories – *Walter's model, Gordon and MM's approach* (Problem) - Dividend policy - Forms of dividend - Determinants of dividend policy.

Note: Problem - 60% Theory - 40%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) Sharma R.K & Shasi K.Gupta, 2011, Financial Management, Kalyani Publishers, 7th Edition
- 2) Maheshwari S N, 2013, Principles of Financial Management, Sultan Chand Sons, 5th Edition

Reference Books:

- 1) Khan M Y & P K Jain, 2008, Financial Management, Tata McGraw Hill Publishing company Ltd, 5th Edition
- 2) Pandey I M, 2015, Financial Management, Vikas Publishing House Pvt. Ltd, Noida, 11th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM07

[18PCM102]

Programme Code : 10		Commerce		
Course Code : 18PCM102		C.P. 2 Global Business Environment		
Batch 2018 -19	Semester I	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To familiarize the learners with various constituents of business environment
2. To know the need and importance of formulating strategies
3. To understand the challenges in the implementation of strategies

Course Outcomes (COs)

d

K1	CO1	Keep in mind the factors influencing the business environment
K2	CO2	Understand international investment strategies
K3	CO3	Apply knowledge and abilities in formulating strategies
K4	CO 4	Analyze the various components of international business

Syllabus

Unit I

18 Hours

Nature and elements of environment - Internal and External Environment - Micro and Macro Environment - Significance of business environment - Environmental analysis - Benefits and limitations - Environmental analysis and Strategic Management. Business and Society – Objectives and importance of business – Professionalization – Business Ethics - **Social Responsibility of Business***

Unit II

18 Hours

Global Liberalization – Objectives and evaluation of GATT – UR Agreement – Salient features of UR agreement - GATT and WTO - Functions of WTO – Organizational structure of WTO - UR agreement and India. Multi National Corporations - Meaning – Merits and Demerits - Organizational Models.

Unit III

18 Hours

Globalization - Meaning and Dimensions - Features - Globalization Stages - Essential conditions for globalization – Foreign Market Entry Strategies – Pros and Cons of Globalization – Globalization of Indian Business. Digital Economy – Cash less economy – Causes and effects.

Unit IV

18 Hours

International Investments: Significance of Foreign Investment - Types of Foreign Investment - Factors affecting international investment - Growth and Dispersion of FDI – Portfolio investments – Cross border Merger and Acquisition – Foreign Investment in India.

PCM08

Unit V

18 Hours

Foreign Exchange Management Act – Objectives – Holding of Foreign Exchange : Current Account and Capital Account Transactions – Export of goods and services – Realization and Repatriation of foreign exchange – Contravention and Penalties – Administration of the Act.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Francis Cherrunilam, 2013, Business Environment, Himalaya Publishing House, Mumbai, 14th Edition

Reference Books:

- 1) C.B.Gupta, 2005, Business Environment, Sultan Chand & Sons, New Delhi, 1st Edition
- 2) Frank Biermann, Philip Pattberg, 2004, Global Business Environment , ICAI University Press, Hyderabad, 1st Edition.

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM09

[18PCM103]

Programme Code : 10		Commerce		
Course Code : 18PCM103		C.P.3 Human Resource Management		
Batch 2018 -19	Semester I	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To emphasize the skills, ability and knowledge required for the employees
2. To make student aware of the concepts, techniques and practices of human resource development.
3. To know the various functions of HRM.

Course Outcomes (COs)

K1	CO1	Keep in mind the basic concepts of HRM framework
K2	CO2	Understand the goals of HRM and organizational outcomes
K3	CO3	Apply the human resource functions for enduring excellence in management
K4	CO 4	Analyze the essential steps for ensuring effective HR practices

Syllabus

Unit I

18 Hours

Human Resource Management- Meaning, Nature, Scope, Objectives, Functions of Human Resource Department- Role of Human Resource Manager- **Qualities and functions of Human Resource Manager*** – Differences between Human Resource Management & Personnel Management. Human Resource Policies and Procedures- Integrating Human Resource Strategy with Business strategy.

Unit II

18 Hours

Planning for human resource – Short term and long term – Recruitment and Selection - Interview - Placement - Training and Apprising and managing performance, Competency Mapping, career management and Executive Development.

Unit III

18 Hours

Performance appraisal – Methods - Managing basic remuneration - Incentives-performance based payment - Managing employee benefit and service.

Unit IV

18 Hours

Job changes – Transfer, promotion and separations – Absenteeism – causes, effect and control over absenteeism - Empowering employees, communicating with employees- Stress management.

PCM10

Unit V

18 Hours

Evaluating HRM effectiveness – E- HR – Nature, Activity, Recruitment, Selection, Performance Management, Learning of E- HR - SHRM – IHRM - HRIS.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) K. Aswathappa, 2015, Human Resource Management Text and Cases, McGraw Hill Education (India) Pvt Ltd, New Delhi, 11th Edition.
- 2) L.M. Prasad, 2010, Human Resource Management, Sultan Chand and Sons, New Delhi, 3rd Edition.

Reference Books:

- 1) C.B. Gupta, 2009, Human Resource Management, Sultan Chand & Sons, New Delhi, 11th Edition
- 2) C. B. Memoria, 2000, Personnel Management, McGraw Hill, New Delhi, 1st Edition.
- 3) Fred Luthans, 2008, Organizational Behaviour, - Tata McGraw Hill, Boston, 11th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM11

[18PCM104]

Programme Code : 10		Commerce		
Course Code : 18PCM104		C.P.4 Organizational Behaviour		
Batch 2018 -19	Semester I	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To understand the behaviour of people expected in the organization.
2. To make the students to be capable for building effective teams in organizations.
3. To enrich the knowledge of the students about human performance in the organizations

Course Outcomes (COs)

K1	CO1	Keep in mind the framework of organizational behaviour
K2	CO2	Understand the processes and models of organizational behaviour
K3	CO3	Apply personality and leadership traits and styles in bringing desirable changes in the conduct of the organization
K4	CO 4	Analyse the individual and group behaviours of employees

Syllabus

Unit I

18 hours

Evolution of Organizational Behaviour – Nature and Scope – Need for Organizational Behaviour – Organizational Behaviour Process – Models — Research in Organizational Behaviour.

Unit II

15 hours

Personality – Concept of Personality – Theories of Personality – **Types of Personalities***- Personality influencing OB – Personality Traits – Perception – Factors affecting perception – Perception and its applications in Organizations – Learning, Attitudes and Values

Unit III

18 hours

Motivation – Theories – Content and Cognitive theories – Maslow's Hierarchy of Needs – J.S. Adam's Equity theory – Vroom's Expectancy theory – Herzberg's Dual Factor Theory

Unit IV

18 hours

Leadership – Types of leadership styles - Differences among influence, power and authority – Theories of Leadership – Situational theory – Leader Behaviour Theories – Fielder's Contingency theory – Path and Goal Theory – Leadership in Indian Culture – Excellence in leadership.

PCM12

Unit – V

18 hours

Organizational Change – Need – Forces of Change – Change Cycles –Resistance to change - Organizational Growth and Change – Organizational Development – Assumptions – Steps – Intervention Techniques – Sensitivity Training – **Role Playing*** – Quality of Work Life and Morale.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) L. M. Prasad, 2014, Organizational Behaviour, MC Graw Hill, New Delhi, 5st Edition

Reference Books:

1) Fred Luthans, 2008, Organizational Behaviour, MC Graw Hill, Boston, 11th Edition

2) Uma Sekaran, 1997, Organizational Behaviour, MC Graw Hill, Boston, 6th Edition

3) B. P. Singh, T.N. Chhabra, 2007, Organization Theory & Behaviour, Dhanpat Rai & Co Pvt, Ltd. 1st Edition

4) S.S. Khanka, 2007, Organizational Behaviour, S. Chand & Sons, 7th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM13

[18PCM205]

Programme Code : 10		Commerce		
Course Code : 18PCM205		C.P.5 Advanced Corporate Accounting		
Batch 2018 -19	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Acquire the conceptual knowledge on the fundamentals of corporate accounting
K2	CO2	Understand the accounting procedures used to measure business performance
K3	CO3	Apply a comprehensive knowledge about the latest provisions of the Companies Act while preparing the accounting statements
K4	CO 4	Consider the application of various accounting standards

Syllabus

Unit I

18 Hours

Amalgamation – Absorption (Inter-Company Owings and Holdings) – Corporate restructure (Internal Reconstruction) - External Reconstruction (Application of AS 14) (Problem) – Preparation of Balance Sheet as per Schedule 3.

Unit II

18 Hours

Accounts of Holding Companies (Inter-Company Owings and Holdings) – Liquidation of companies (Problem)

Unit III

18 Hours

Accounts of Banking companies (New format) (Problem)

Unit IV

18 Hours

Accounts of Insurance companies (New format) (Problem)

PCM14

Unit V (Theory)

18 Hours

Indian Accounting Standards –Disclosures: AS-1 (Accounting policies), AS-5 (Net profit or loss for the period, prior period items and changes in accounting policies), AS-13 (Accounting for Investment), AS-14 (Accounting for amalgamation) - **Inflation accounting*** – **Human resource accounting*** - Scope and objectives of IFRS (International Financial Reporting Standard) – Social Responsibility Accounting.

Note: Problem: 80% Theory: 20%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Jain S P & K L Narang, 2014, Advanced Accountancy, Kalyani Publishers, New Delhi, 20th Edition
- 2) Shukla M.C. & T.S. Grewal. Revised by S.C. Gupta, 2014, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 42th Edition

Reference Books:

- 1) Gupta R L & M Radhasamy, 2001, Advanced Accountancy, Sultan Chand & Sons, New Delhi, 10th Edition
- 2) Arulanandam M.A. & K.S. Raman, 2003, Advanced Accountancy, Himalaya Publications, 6th Edition
- 3) Reddy T.S & Murthy, 2008, Corporate Accounting , Margham Publications, Chennai, 6th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM15

[18PCM206]

Programme Code : 10		Commerce		
Course Code : 18PCM206		C.P.6 Security Analysis And Portfolio Management		
Batch 2018 -19	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To instruct the students with the basic investment concepts and avenues
2. To develop the analytical skills for making investment decision.
3. To update the students with the present stock market trends and operations

Course Outcomes (COs)

K1	CO1	Make them informed about the basic concepts of security analysis
K2	CO2	Understand the different investment alternatives available in the stock market.
K3	CO3	Apply the technical skills for choosing the best investment avenues
K4	CO 4	Analyze the security market trends and various risks associated with investment plans

Syllabus

Unit I

18 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

Unit II

18 Hours

Capital market – Structure of capital market – New issue market — Mechanics of Trading -SEBI and its role-guidance – NSE – BSE- OTCEI – Recent trends – Stock market operations – Security market indicators.

Unit III

18 Hours

Fundamental Analysis: Economic analysis – State of Economy – Economic indicators – Industry analysis – Life Cycle of Industry – Company Analysis – Methods
Technical analysis– Scope – Basic theories – Markovitz theory- Efficient Frontier- Sharpe Ideal Index –Capital Asset Pricing Model – Dow Theory.

Unit IV

18 Hours

Investment Alternatives - Bonds – Preference and Equity Shares – LIC – Insurance Schemes– Unit Trust – Provident Funds – Mutual Funds – National Savings Schemes- Pension Funds – Gold and Real Estates. International Instruments – Global Depository Receipts (GDRs) – American Depository Receipts (ADRs) – European Depository Receipts (EDRs).

PCM16

Unit V

18 Hours

Portfolio Management – need – problems - portfolio types – Phases of portfolio management - Methods of revision - formula plan - Constant Rupee Value - Constant Ratio and Variable Ratio Plan.

Note: All Units theory only

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Avadhani V.A, 2002, Investment and Securities Markets in India: Investment Management, Himalaya Publishing House, New Delhi, 5th Edition.
- 2) Preethi Singh, 2001, Investment Management, Himalaya Publishers, New Delhi, 1st Edition.

Reference Books:

- 1) Bhalla V.K, 2013, Investment Management, Sultan Chand & Sons, New Delhi, 1st Edition.
- 2) Donald E. Fisher and Ronald J. Jordan, 2007, Security analysis and Portfolio Management, Prentice Hall of India, New Delhi, 6th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM17

[18PCM207]

Programme Code : 10		Commerce		
Course Code : 18PCM207		C.P.7 Management of Small Enterprises		
Batch 2018 -19	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To learn the qualities of entrepreneurship
2. To know the role of entrepreneurs in economic development
3. To understand the constraints and challenges in entrepreneurship

Course Outcomes (COs)

dK1	CO1	Keep in mind the opportunities and issues in undertaking the venture
K2	CO2	Understand the institutional support and documents available
K3	CO3	Apply entrepreneurial skills in using various opportunities
K4	CO 4	Analyze the support and concessions provided by the Government

Syllabus

Unit I

18 Hours

Entrepreneur – Meaning – Qualities – Types – Concepts of entrepreneurship – Growth and role of Entrepreneurship in economic development- Differences among tiny, small and medium entrepreneurs. MSME Act 2006 – Salient features. Women Entrepreneurs: Problems and Challenges - Government support to women.

Unit II

18 Hours

Evolution of small scale industries –Concepts – **Characteristics of Small Scale industries*** – Role of Small Scale industries – **Problems of Small Scale Industries***. Government policy for small scale enterprises – Institutional support to small enterprises – NSIC – SIDCO – SSIB – SSICs – SISI – DICs – Industrial estates, specialized Institutions and TCOs.

Unit III

18 Hours

Finance for small scale Industries – Types of Industrial finance – Sources of Finance – Schemes of assistance – Modernization assistance to small-scale industries – Role of Commercial Banks and SIDBI. Taxation benefits to small-scale industries – Tax Holidays – Tax Concessions to small scale Industries in rural and backward areas - Recent Industrial policy.

PCM18

Unit IV

18 Hours

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

Unit V

18 Hours

Total Quality Management (TQM) for small enterprises – Meaning of quality – Meaning of Total Quality Management (TQM) - Need for TQM in small enterprises – TQM process in small enterprises-TPM- 6 Sigma. Electronic Commerce and small enterprises – Meaning of Electronic Commerce – Evolution and growth – Benefits – Suitability for small enterprises – Prospective Areas – Challenges.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) S.S. Khanka, 2014, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 7th Edition

Reference Books:

- 1) Vasant Desai, 2011, Small Scale Industries and Entrepreneurship in 21st Century, Tata MC Graw Hill, 1st Edition
2) C.B. Gupta and N.P. Srinivasan, 2012, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 1st Edition.
3) Jayashree Suresh, 2003, Entrepreneurial Development, Margham Publications, 2nd Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM19**[18PCM208]**

Programme Code : 10		Commerce		
Course Code : 18PCM208		C.P.8 : Industrial Relations and Labour Law		
Batch 2018 -19	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To know the conceptual framework on the industrial relations
2. To develop better understanding of industrial and labour law.
3. To keep informed about the contribution of trade unions and the councils towards employees welfare.

Course Outcomes (COs)

K1	CO1	Make them learn the various acts covered in promoting industrial relations
K2	CO2	Know the social security measures provided to protect the employees
K3	CO3	Apply the knowledge to avail various benefits under the welfare schemes of the industries
K4	CO 4	Analyse various case laws and its implications

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

Industrial Relations – Meaning - Importance – Nature of industrial relations- Significance of industrial relations- Conditions for good industrial relations- Causes for poor industrial relations- Effect of poor Industrial relations-Suggestions to improve Industrial relations.

Unit II**18 Hours**

Industrial Disputes: Salient feature of Industrial Disputes Act- Forms of industrial disputes- Settlement of industrial disputes- Collective bargaining- Benefits of collective bargaining.

Unit III**18 Hours**

Factories Act 1948 – Labour welfare- Types of labour welfare service - Safety, counseling, health- Duties of labour welfare officer- Machinery connected with labour welfare works.

Unit IV**18 Hours**

Social security- Social security legislations-ESI Act 1948, The Employees' Provident Fund Act 1952-The workmen compensation Act 1923 - The Payment of Bonus Act 1965 - The Payment of Gratuity Act 1972

PCM20

Unit V

18 Hours

Workers Participation in Management - Objectives – Works committee - Joint management council - Quality circles - Trade unions and industrial relations-Trade Unions Act 1926.

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) P.C. Tripathi, 2009, Personnel Management and Industrial relations, Sultan Chand & Sons, New Delhi, 20th Edition
- 2) Kapoor ND, 2005, Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 28th Edition.

Reference Books

- 1) C. B. Memoria, 1995, Personnel Management, Mc Graw Hill, New Delhi, 12th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM 21

[18PCM309]

Programme Code : 10		Commerce		
Course Code : 18PCM309		C.P.9 Applied cost Accounting		
Batch 2018 -19	Semester III	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To provide a clear understanding of basic concepts, principles and techniques of cost.
2. To let the students to learn the different methods of valuing cost
3. To exercise effective control of material, labour and overheads

Course Outcomes (COs)

K1	CO1	Keep in mind the elements of costs and the features of various costing systems
K2	CO2	Understand the process of costing systems
K3	CO3	Apply the cost accounting methods in evaluating business performance
K4	CO 4	Analyze the methods of implementation of cost and profit and facilitate for price discrimination

Syllabus

Unit I

15 Hours

Introduction of Cost Accounting – Meaning, Definitions and Objectives – **Comparison with Financial and Management Accounting*** – Applications of cost accounting – Costing methods and techniques – Cost concepts and classifications – *Preparation of cost sheet, tenders and quotations* (Problems)

Unit II

15 Hours

Material Costing: Purchase procedure and control –*Material Issue – FIFO, LIFO –Base Stock Method - Weighted average* (Problems) – Techniques of Inventory control – Level setting and *Economic Order Quantity* (Problems).

Labour Costing: *Computation of remuneration and incentives – Straight Piece Rate system, Differential Piece Rate System – Methods – Premium and Bonus Plans* (Problems).

Unit III

15 Hours

Overhead Accounting: Meaning and classification of Overheads - *Allocation, apportionment and absorption of overheads – Absorption rates* (Problems) – Methods of overhead absorption –*Computation of Machine Hour Rate and Comprehensive Machine Hour Rate* (Problems) - Accounting for under and over absorbed overheads. Activity Based Costing System (Simple problems).

PCM22

Unit IV

15 Hours

Process Costing: **Features of Process costing*** - *Process losses - Inter-process profits - Equivalent production* (Problems) - Distinction between by- products, main products and joint products - *Joint- products and by products costing* (Problems).

Unit V

15 Hours

Standard Costing and Variance Analysis - Meaning – Merits and demerits – *Computation of Material, Labour, Overheads, Sales and Sales Margin Variance* (Problems). .

Note: Problem: 60% Theory: 40%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Jain S.P. & K.L.Narang, 2000, Cost Accounting, Kalyani Publishers, Ludhiana, 16th Edition
- 2) Iyengar S.P, 2000, Cost and Management Accounting, Sultan Chand & Sons, New Delhi, 9th Edition

Reference Books:

- 1) Arora M.N, 2013, Cost Accounting Principles and Practices, Vikash Publishing House, Noida, 12th Edition
- 2) Saxena V.K, C.D. Vashist, 2005, Cost Accounting, Sultan Chand & Sons, 7th Edition
- 3) Pillai & Bagavathi RSN, 2000, Cost Accounting, Sultan Chand & Sons, New Delhi, 1st Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM23

[18PCM310]

Programme Code : 10		Commerce		
Course Code : 18PCM310		C.P.10 Income Tax Law and Practice		
Batch 2018 -19	Semester III	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enable the students to learn the latest provisions of the Indian tax laws
2. To develop the students to assess the total income and tax liability of individual assesses and firms
3. To equip the students with skills and techniques for taking tax sensitive decisions

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and canons of taxation
K2	CO2	Understand the different types incomes with their taxability and deductibility
K3	CO3	Apply the provisions of income tax act in real life situations
K4	CO 4	Analyze the various deductions to reduce taxable income

Syllabus

Unit - I

15 hours

Income Tax Act 1961 – Basis of Charges - Assessment Year – Previous Year – *Determinants of Residential Status* (Problems) – *Scope of Total Income* – Income that do not form part of the Total Income as per Sec.10 – Incomes Entitled to Relief – *Agricultural Incomes and its Aggregation process* (Problems).

Unit - II

15 hours

Income under the head Salaries - Income from House Property (Problems).

Unit - III

15 hours

Profits and Gains of Business or Profession – Income under the head Capital Gains (Problems).

Unit – IV

15 hours

Provisions relating to Set -Off and Carry forward of Losses (Problems). Clubbing of Incomes U/S 64 (1A).

PCM24

Unit – V

15 hours

Income from Other Sources (Problems). Allowable Deductions U/S 80 out of Gross Total Income - *Computation of Total Income* (Problems). Rate of Tax for Individuals—***Income Tax Authorities - *Tax Deducted at Source** – Advance Payment of Tax – Refund of Tax – Interest for delay in payment of Advance Tax (Sec-234).

Problem: 80% Theory: 20%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Gaur V.P, D.B.Narang, Puja Ghai and Rajeev Puri, (Current edition), Income Tax Law & Practice Kalyani publishers, Ludiana.
- 2) Vinod K, Singhania, (Current edition) Students Guide to Income Tax, Taxman Publications, New Delhi.

Reference Books:

- 1) Reddy T.S and Y.Hari Prasad Reddy, (Current edition), Income Tax Theory Law and Practice, Margham Publishing House, Chennai, 1st Edition.
- 2) Dr. Mehrotra H C & SP Goyal, (Current edition), Income Tax Law & Practice, Sahityabhawan publications.
- 3) Vinod K, Singhania & Jeewan Singhania, (Current edition), Taxmann's Direct taxes Ready Reckoner, Taxman Publications, Chennai, 12th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM25

[18PCM311]

Programme Code : 10		Commerce		
Course Code : 18PCM311		C.P.11 International Trade		
Batch 2018 -19	Semester III	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To throw light on the concepts and theories of international trade
2. To make the students to understand the foreign exchange market and its operations
3. To facilitate the students to understand the trends and developments of India's foreign trade

Course Outcomes (COs)

K1	CO1	Provide an idea of structure and operations of international business
K2	CO2	Understand the recent EXIM policies and documentation procedures
K3	CO3	Apply the knowledge to draw a framework for evolving suitable international business strategies
K4	CO 4	Consider the recent trends, policies and structure of international trade

Syllabus

Unit I

15 hours

Nature of International Trade – Internal and International Trade -Salient features of international Trade – **Advantages and Disadvantages of international trade***-Theories of International trade- Theory of comparative advantages –Theory of Comparative Cost-Heckscher – Ohlin Theorem

Gains from Trade and terms of trade – Different concepts of terms of trade – Types of terms of trade - Factors influencing terms of trade.

Unit II

15 hours

The Balance of Payments – Meaning and concepts - Structure of Balance of payments – Equilibrium – Dis-equilibrium in BoP - Measures to correct deficit in Balance of Payments – Export Assistances.

Unit III

15 hours

Foreign Exchange – Foreign Exchange Market – Functions – Exchange Rates – Determination of Exchange Rate – Exchange Quotations – Spot and Forward Transactions – Merchant Rates – TT Selling Rate- TT Buying rate – Forward Exchange Contract – Features of Forward Exchange Contract

Unit IV

15 hours

Terms of payment and Export Finance – modes of payment – Factors influencing terms of payment — Exim Bank – ECGC - Export documents and procedures – Recent Exim policy of India – Incentives for Exporters

PCM26

Unit V

15 hours

Indian shipping- Indian shipping at a glance- Government policy- control and support-Pre-shipment or packing credit – Post Shipment Credit- transit Insurance- Marketing Logistics system: Concept- Objectives- Logistics interface with marketing- Importance of Logistics. Supply Chain Management – Concept and objectives.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Francis cherunilam, 2001, International Trade and Export Management ,Himalaya Publishing House, Mumbai, 1st Edition

Reference Books:

2) TAS Balagopal, 2001, Export Management ,Mc Graw Hill,1st Edition.

3) R.L. Varshney, 2002, International Marketing Managemen, Sultan Chand & Sons, New Delhi, 14th Edition.

3) Krishnaveni Muthiah, 2008, Logistics Management & World Seaborne Trade, Himalaya Publishing House,1st Edition.

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM27

[18PCM312]

Programme Code : 10		Commerce		
Course Code : 18PCM312		C.P.12 Business Research Methods		
Batch 2018 -19	Semester III	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To know the significance of social science research
2. To develop the analytical skills of the students
3. To impart the process of report writing

Course Outcomes (COs)

K1	CO1	Remind the process of research
K2	CO2	Understand the different types of research methods and sampling techniques
K3	CO3	Apply statistical tools for analyzing the data
K4	CO 4	Analyze various types of research problems for finding suitable solutions

Syllabus

Unit I

15 Hours

Business research – Meaning – Scope and significance – Objectives of research – Types of research – Research process – Identification, selection and formulation of research problems – Hypothesis – Research design (Theory only)

Unit II

15 Hours

Sampling – Sampling theory – Types of sampling – **Sample size*** – Sampling error – Advantages and limitations of sampling – Data for research: Primary data – meaning – Collection methods – Observation – Interview – Questionnaire – Schedule – Experimental and case studies – Secondary data – Meaning, relevance, limitations and cautions (Theory only) – Pretesting and pilot study.

Unit III

15 Hours

Measurement and scaling techniques – Processing and analysis of data – Checking – Editing – Coding – Transcription and tabulation – Data Analysis – Statistical tools used in research – Interpretations and report writing – Types, content and style of reports – **Steps in drafting reports*** (Theory only) – Uses of Statistical Package for Social Sciences.

Unit IV

15 Hours

Measures of central Tendency - Standard deviation – Correlation – Simple, Partial and Multiple correlation - Path analysis - Auto correlation - Regression models- OLS ordinary least square methods (Problem).

PCM28

Unit V

15 Hours

Tests of significance – t test – Large sample and F test- ANOVA – One way and two way ANOVA – Chi-square test for association and goodness of fit - Test of significance for attributes, analysis of variance (Problem) – Business forecasting – Exponential smoothing.

Note: Problem - 40% Theory - 60%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) C.R.Kothari, 2004, Research Methodology methods and Techniques ,New Age International, New Delhi, 2nd Edition
- 2) S P Gupta, 2002, Statistical methods, Sultan Chand & Sons, New Delhi, 31st Edition

Reference Books:

- 1) Santosh Gupta, 2003, Research Methodology and Statistical Techniques, Sultan Chand & Sons, New Delhi, 2nd Edition
- 2) S.C.Gupta, 2002, Fundamentals of Applied Statistics ,Sultan Chand & Sons, New Delhi, 3rd Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM29

[18PCM413]

Programme Code : 10		Commerce		
Course Code : 18PCM413		C.P.13 Management Accounting		
Batch 2018 -19	Semester IV	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Remember the need for the preparation of financial statements
K2	CO2	Understand the tools and techniques management accounting
K3	CO3	Apply financial and non-financial information in decision making.
K4	CO 4	Analyze the complex ideas and tolerate ambiguity in managerial problem solving.

Syllabus

Unit I

12 Hours

Nature and scope of Management Accounting – Meaning – Objectives - Functions-Importance – Limitations- **Distinction between Financial Accounting Cost Accounting and Management Accounting*** - Analysis and interpretation of Financial Statements – *Common Size Statement, Comparative Income Statement and Balance Sheet, Trend Analysis (Problems).*

Unit II

12 Hours

Ratio analysis – Significance of Ratios – Types - Uses and Limitations-*Short term and Long-term Solvency Ratios – Profitability Ratios-Coverage Ratios (Problems). Fund Flow Statement – Cash flow Statement (AS-3) (Problems).*

Unit III

12 Hours

Working Capital – Concept – Importance – Determinants – Components of Working Capital - Management of Cash, Inventory and Receivable (Theory). *Estimation of Working Capital Requirements (Problems).*

Unit IV

12 Hours

Budgeting and Budgetary Control – Meaning –Classification-Types of Budget (Theory) – *Sales – Purchase – Material, labour and overhead budgets – Production - Cost of Production Budgets - Flexible Budget – Cash Budget (Problems) – Master Budget – Zero Base Budgeting**

PCM30

Unit V

12 Hours

Marginal Costing – Meaning – Objectives (Theory) - *BEP – P/V Ratio – Margin of Safety (Problems)* - Application of Marginal Costing for business decision-making.

Note: Problem 80% Theory 20%

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

1) Sharma & Shashi K. Gupta, 2011, Management Accounting, Kalyani Publishers , 7th Edition

2) Maheshwari S N, 2006, Principles and practices of Management Accounting, Sultan Chand & Sons, New Delhi, 12th Edition

Reference Books:

1) Khan M.Y. & P.K. Jain, 1996 , Management Accounting, Tata Mc Graw Hill Publications, New Delhi, 2nd Edition

2) Reddy T.S & Y. Hariprasad Reddy, 2004, Management Accounting, Margham Publications, Chennai, 5th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM31

[18PCM414]

Programme Code : 10		Commerce		
Course Code : 18PCM414		C.P.14 Customs Duty and Goods and Services Tax		
Batch 2018 -19	Semester IV	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Remember the concept, features and basics of indirect tax
K2	CO2	Understand the GST framework
K3	CO3	Apply various provisions of GST Act
K4	CO4	Analyze the structure of GST and the process of levy, collection and filing of returns.

Syllabus

Unit - I

12 Hours

Taxation: Objectives – Canons – Tax System in India. Direct Taxes and Indirect Taxes: **Features of Direct and Indirect Taxes*** – Types – Tax Evasion and Tax Avoidance.

Unit - II

12 Hours

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

Unit – III

12 Hours

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

Unit – IV

12 Hours

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

PCM32

Unit – V

12 Hours

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

100% theory.

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

Teaching Methods

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

- 1) S.S. Gupta, 2017, GST – Laws and Practice, Taxmanns Publications, New Delhi, 20th Edition
- 2) Monish Bhalla, 2015, Commercial GST – The Game Changer, Commercial Law Publishers (India) Pvt. Ltd, New Delhi, 1st Edition

Reference Books:

- 1) V.Balachandran, 2014, Indirect Taxation, Sultan Chand & Sons, New Delhi, 16th Edition
- 2) Dr. R. Parameswaran & CA.P. Viswanathan, 20018, Indirect taxes - GST and Customs Law, Kavin Publications, 1st Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM33

[18PCM415]

Programme Code : 10		Commerce		
Course Code : 18PCM415		C.P.15 Marketing Research		
Batch 2018 -19	Semester IV	Hours / Week 3	Total Hours 45	Credits 2

Course Objectives

1. To familiarize the students with the basic concepts and principles of marketing research
2. To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm
3. To explain the tools and techniques of marketing research

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and principles of marketing research
K2	CO2	Know the processes and types of marketing research
K3	CO3	Apply the research techniques in the marketing decision making.
K4	CO 4	Analyze the practical approaches in conducting marketing research

Syllabus

Unit - I

9 Hours

Meaning and Scope of Marketing Research – Market Research Vs. Marketing Research – Objectives of Marketing Research – Process of Marketing Research - Steps involved in Marketing Research – Benefits of Marketing Research – Various approaches to Marketing Research – Their Merits and Demerits - Future of Marketing Research – Factors influencing the growth of Marketing Research

Unit – II

9 Hours

Organization of Marketing Research Department – Career opportunities and Marketing Research Agencies - Functions – Organizational Structure. Problem Discovery and Formulation.

Unit - III

9 Hours

Product Research – New Product Research - Research in New Product Development - Product Life Cycle Research – Product Mix Research - Pricing Research – Pricing Policies – Pricing Methods. **Practical approaches in PLC of select product***.

Unit - IV

9 Hours

Advertising Research - Meaning - Definition - Product Appeal Research – Copy testing – Pre testing – Post testing – Media Selection Research - Evaluation of Advertising effectiveness - Methods of measuring Advertising Effectiveness Difficulties in Advertising Research

PCM34

Unit - V

9 Hours

Motivation Research - Nature – Types of information sought in Motivation Research - Motivation Research Techniques –Sales Control Research - Sales forecasting – Sales Analysis – Sales Potential – Salesmanship.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) D. D. Sharma, 2006, Marketing Research, Sultan Chand & Sons, New Delhi, 2nd Edition
- 2) C.B.Gupta and N.Rajan Nair, 2011, Marketing Management, Sultan Chand & Sons, New Delhi, 14th Edition

Reference Books:

- 1) Harper W. Boyd, 1996, Marketing Research, All India Traveller Book, New Delhi, 7th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM35

[18PCM4CL]

Programme Code : 10		Commerce		
Course Code : 18PCM4CL		C.Pr.1 Computer Application and Practicals		
Batch 2018 -19	Semester IV	Hours / Week 5	Total Hours 75	Credits 2

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Create spread sheets with formulas, graphs and forms
K3	CO3	Develop report presentations and accounting applications using computers
K4	CO 4	Analyze the usage of each menu and its practical application

Syllabus

CREATING A COMPANY

1) Create a Company with all relevant details including VAT options

Creating Ledger

2. Create the ledgers under appropriate predefined groups

Cash a/c	Computer sales a/c
Buildings a/c	Machinery a/c
Furniture a/c	Commission received a/c
Printer purchase a/c	Commission paid a/c
Rent received a/c	Salary a/c
Rent paid a/c	Indian bank a/c
Wages a/c	Sales returns a/c
Capital a/c	Depreciation a/c
Purchase returns a/c	
John & Co. a/c (purchased goods from this company)	
Ram agency a/c (sold goods to this company)	

3. Create vouchers and view Profit and loss a/c and Balance sheet for the following:

Hindustan Ltd. started the business on 01-04-....

1. Contributed capital by cash Rs 2, 00,000
1. Cash deposited in Indian bank Rs 50,000
2. Credit purchases from Krishna traders Rs. 20000 invoice no 12
3. Credit purchases from PRAVIN traders Rs 20,000 invoice no 12
4. Credit purchase from KRISHNA traders Rs 20000 invoice no 14
5. Credit purchase from PRAVIN traders Rs 20,000 invoice no 44

PCM36

6. Returned goods to KRISHNA traders Rs 5000 invoice no 12
7. Returned goods to PRAVIN traders Rs 5000 invoice no 44
8. Credit sales to RAVI & Co Rs 50,000 inv no 1
9. Credit sales to KUMAR & Co Rs 50,000 inv no 2
10. Cash sales Rs 20,000 inv no 3
11. Credit sales to RAVI & Co Rs 50,000 inv no 2
12. Credit sales to RAVI & Co Rs 50000 inv no 5
13. Goods returned by RAVI & Co Rs 5000 inv no 1
14. Goods returned by KUMAR & Co Rs 5000 inv no 1
15. Payment made by cheque to KRISHNA TRADERS Rs 30,000 ch no 505580
16. Payment made by cheque to PRAVIN TRADERS Rs 30,000 ch no 505592
17. Received cheque from: Ravi & Co and Kumar & Co 75,000 each.

Payments made by cash

3. Paid to petty cash by cash Rs.1000
4. Furniture purchased Rs.20000
5. Salaries paid Rs. 10000
6. Rent Rs.4000
7. Electricity charges Rs.3000
8. Telephone charges Rs.3500
9. Cash purchases Rs.5000

Payments made by petty cash

10. Conveyance Rs.150
11. Postage Rs.100
12. Stationeries Rs.200
13. Staff welfare Rs.100
14. Stationeries purchased from Sriram & Co 1500 on credit
15. Depreciation on furniture 10%

4. Emerald & Co., started a business of home appliances from 1-4_....

01-04 received cash for capital 5, 00,000

07-04 credit purchases from LG Limited invoice no 123

Ovan 100nos at Rs 800
Mixies 100nos at Rs 1000
DVD player 100nos at Rs 1500
Fridge 100nos at Rs 2000

10-04 Credit Sales to AMN invoice no 1:

Ovan 70nos at Rs 1000
Mixies 70nos at Rs 1500
DVD player 70nos at Rs 2000
Fridge 70nos at Rs 2500
+TNGST 4% ON TOTAL SALES

PCM37

10-04 Cash Sales invoice no 2:

Ovan 10nos at Rs 1000
Mixies 10nos at Rs 1500
DVD player 10nos at Rs 2000
Fridge 10nos at Rs 2500
+TNGST 4% ON TOTAL SALES
CASH discount 5%
15-4 Paid cheque to LG limited Rs 2, 00,000
15-4 Received cheque from AMN&coRs 3, 00,000

Payment made by cash

Paid to petty cash Rs 2000, Furniture Rs 15000, Salaries Rs 10000
Wages Rs 7000, Carriage inward Rs 1500.

25-04 Payment made by petty cash

Conveyance Rs 200, Postage Rs 150, Stationeries Rs 150, Staff Welfare Rs 200

30-04 Journal depreciates 10% on furniture:

Prepare Trading Profit and Loss Account and Balance sheet.

5. From the Balances of Ms. Kavitha, Prepare Trading A/C, Profit And Loss A/C and Balance Sheet for the Year Ending –

Stock 9,300	Misc. income 200
Repairs 310	Purchases 15,450
Machinery 12,670	Purchase returns 440
Furniture 1330	Sales return 120
Office expenses 750	Sundry creditors 12,370
Trading expenses 310	Advertisement 500
Land & Building 15,400	Cash in hand 160
Bank charges 50	Cash at bank 5,870
Capita 24,500	Sales 20,560
Loan 5,000	Sundry expenses 150
Closing stock 7,580	Insurance 500
Traveling expenses 200	

INVENTORY VALUATION

6. From the Information given below create unit of measurement, stock groups and stock items Find the stock summary:

Stock groups: 1. Magazine 2. Baby drinks 3. Cool drinks 4.dailynews paper 5. Hot drinks 6. Stationeries 7. Vegetables

Stock items:

Item	Qty	Rate	Units
Boost	25	80	nos
Sports star	20	15	nos
Potato	260	30	kgs
Star dust	20	25	nos
The Hindu	50	3.25	nos
Tomato	150	15	kgs
Fanta	10	25	lit
Dinamalar	40	2,50	nos
Coco	55	120	nos
Horlicks	60	70	nos
India today	10	10	nos
Lactogin	10	100	nos

MAINTAIN BILLWISE DETAILS

7. Create bill wise details from the following

1. Ravi commenced business with a capital of Rs 2, 00,000
2. Purchased goods from Kumar & Co Rs.15, 000 paid in three installments within 5 days gap
3. Purchased goods for cash Rs.8000
4. Sold goods to Ratna & co Rs. 20,000 amount to be paid in two instalments
5. Sold goods for cash for Rs .5000
6. Received cash from Ratna & co Rs. 75000
7. Paid to Kumar & co Rs. 7500
8. Sold goods for cash Rs.5000

CONSOLIDATION OF ACCOUNTS

8. Bharath Agencies, A Wholesaler Gives The Following Information:

Opening balances:

Capital: 20, 00,000 cash at bank: 10, 00,000

Cash in hand: 5, 00,000 furniture: 5, 00,000

PCM39

Bharath agencies are dealing in stationeries. The selling prices are as follows;

Pen	Rs 35 per dozen	pencil	Rs. 30 per dozen
Ink pens	Rs 140 per dozen		

The following transactions take on a particular date:

1. Purchased 100 dozens of pens from Ravana bros. @ Rs.25 per dozen for cash
2. Purchased 200 dozens of pencils from Gughan bros. @ Rs.21.50 per dozen for credit less discount of Rs 100
3. Sold 10 dozens of pens to Dharma bros. For cash
4. Sold 10 dozens of pens to Bema bros for credit
5. Sold 50 dozens of pencils to Arjuna bros.
6. Purchased from Ravana bros 50 dozens of ink pens @ Rs.120 and by cheque.

Prepare following statements using Ex-accounting packages:

- Stores ledger, Trading account, Income statement, Balance sheet
- Account summary Ignore dates

FOREIGN GAINS/LOSS

9. Calculate

- 01.01.2005 Purchased goods from U.K supplier 1000 £
02.01.2005 Sold goods to U.S buyer 1500
03.01.2005 Cash received from U.S buyer 1500
(Selling rate rs.46/\$)
04.02.2005 Paid cash to U.K supplier 1000
(Selling rate Rs 53/ £)

Dollar \$: Pound £:

STD rate - 1\$ - 43 Rs	Std rate - 1 £ - 51 Rs
Sales rate - 1\$ - 44 Rs	Sales rate - 1 £ - 50 Rs
Buying rate - 1\$ - 42 Rs	Buying rate - 1 £ - 52 Rs

10. MEMO VOUCHER

An advance amount paid Rs 1500 given to sales executive for traveling. The actual expenses for traveling expenses for the sales is Rs 500

11. CHEQUE PRINTING

Print a cheque:

Company name on cheque: Wipro India Ltd.: name of the bank
Indusind bank. Width 168, height 76, starting location 116, distance from top 23.

12. RATIO ANALYSIS

Enter the following details comment upon the short-term solvency position of the company:

Working capital Rs 20560492

Cash 14500

Bank 18500

Debtors 518260

Creditors 429337

Sales 515252

Purchases 433310

Stock 125982

Net profit ...?

13. INTEREST CALCULATIONS

Cash deposited in Scotia bank Rs 1, 00,000

Sold goods to Ganesh Rs 25,000

31-12- cash deposited at Scotia bank Rs 50,000

Sold goods to Ganesh 50,000

Interest parameters rate 14% per 365 days year

14. Calculate Interest

Cash deposited in SBI 1, 00,000 Rs

1-12 purchased goods from suppliers Rs 20,000

Deposited in SBI Rs.50, 000

Purchased goods from suppliers Rs 40,000

Interest parameters rate 16% per 365 days year

15. Display the interest calculations for the period 1-4 to 31-12

Opening balance

Ram & Co Rs 25,000

Krishna traders Rs 20,000

Interest parameters rate 12% per 365 days year

Interest parameters rate 12% and 16% for sundry creditors per 365 days year

Purchased goods from Krishna for 25,000(credit period 45 days)

Sold goods to Ram for Rs. 50,000(credit period 30 days)

Paid to Krishna the amount plus interest

Received from Ram plus interest

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16. Create stock items, stock groups, sales categories, godowns, units of measure.

Stock	Category	Group	Godown	Unit	Std Price	Selling Price	Op. Qty	Total
Inter Celeron	Processor	Celeron	Mumbai	Nos	15000	20000	2	30000
Intel Pentium III	Processor		Chennai	Nos	20000	25000	3	60000
Tally Silver	Accounting	Tally	Chennai	Nos	20000	22500	5	100000
Tally gold	Accounting	Tally	Chennai	Nos	42000	45000	5	210000

17. using the above exercise create various vouchers including VAT calculation for the following:

Date	Transactions
09/4/2006	Intel Pentium III (3 Nos) @ 25,000 delivered to Vijay & CO, from Madras Godown.
10/4/2006	10 Nos of Intel Celeron @ 15000 per unit received from Jayaram and Co, and sent to Madras Go down.
12/4/2006	2Nos of Intel Pentium III received from Vijay & CO, as it was not in a working Position.
13/4/2006	2Nos of Intel Celeron returned to Jayaram & Co from Madras Go down.
14/4/2006	Physical Stock verification shows Shortage of 1 No Intel Pentium III.

18. Create the following Inventory vouchers with data from any cost accounting book.

- Purchase order
- sales order
- Rejection out
- Rejection in
- Stock journal
- Delivery note
- Receipt note
- Physical stock

PCM42

19. In addition to the above mentioned lab exercises work out a problem from any advanced accountancy book with a minimum of 20 transactions and generate the tally reports in full.

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM43
MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Elective Paper 1: Bank Management		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To give comprehensive study on financial and banking system
2. To know the functions and role of banking sector
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge of bank operations in the real life decisions
K4	CO 4	Consider the reforms of banking sector and the initiatives taken by RBI for streamlining the banking practices

Syllabus

Unit: I

18 Hours

Introduction to Banking: Historical Perspective, Emergence and Importance of Banking, an overview of development in banking since independence. Structure and Characteristics of Financial and Banking System in India: An overview; Cooperative Banks, Nationalized Banks, Private Sector Banks, Foreign Banks, Off shore banks – **Recent Development in Banking Sector***.

Unit: II

18 Hours

Bank Account: Opening of Account – Special types of customers – Types of deposit – Bank pass book – Collection of banker – Banker Lien – Cheques – Features – Crossing – Endorsement. Banking Regulation Act 1949 - Paid up Capital and Reserves, Licensing of Banking companies, Maintenance of liquid assets, Management of banking companies.

Unit: III

18 Hours

Deposit Mobilisation by banks – Types - Legal entries in the pass book. Loan and Advances – **Principles of sound lending*** – Secured advances – Advances against title to goods, advances against stock exchange securities – Advances against Life insurance policies. Source of bank funds – Profitability of banks in India.

Unit: IV

18 Hours

Evaluation of working of commercial banks since nationalization – problems and constraints in the banking system – Political administrative interference – Subsidisation of credit: Low rates of interest – Mounting expenditure of banks – Credit control measures of RBI.

PCM44

Unit: V

18 Hours

Reform of the Banking sector -Narasimham Committee on Commercial Banking System 1991and 1998 – Non performing assets – Classification- Reasons for NPAs - Evaluation of Narasimham committee Report.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) K.P.M. Sundaram and Varshney, 2015, Banking Theory Law and Practice Sultan Chand & Sons, New Delhi,20th Edition
- 2) S.Natarajan & R.Parameswaran R., 2004, Indian Banking, S.Chand and Co Ltd, New Delhi,1st Edition.

Reference Books:

- 1) P.Saravanavel, 2015, Modern Banking in India and abroad, Margham Publications, 1st Edition
- 2) P.Suba Rao, Khanna.P.K, 2011, Principles and Practice of Bank Management, Himalaya Publishing House, Mumbai, 2nd Edition
- 3 K.Ravichandran & R.Mayilsamy, 2015, Non Performing assets in Cooperative Banks, Abhijeet Publications, New Delhi,3rd Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM45
MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Elective Paper 2: Executive Communication		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To develop written and oral communication skills in students
2. To improve the postgraduates to groom as effective management professionals
3. To inform and make them familiarize with the new trends in communication

Course Outcomes (COs)

K1	CO1	Evoke the principles of effective communications
K2	CO2	Make them to understand the methods and types of communication
K3	CO3	Apply the professional and interactive skills for better communication
K4	CO 4	Analyze the various techniques for preparing and presenting the reports

Syllabus

UNIT I

18 Hours

Communication - Meaning, Need, Objectives, Process - Methods and Types of communication - Barriers to communication - Principles of effective communication. Non verbal communication: Body language - Postures and gestures - Organizational body language.

UNIT II

18 Hours

Business letters - Parts of a business - Types of business letters: Tender, Quotation, Orders, Sales letters, Letter of Enquiry and Complaints.

Internal Communication: Letters to staff - Circulars and memos - Letters from Top management - Reminders and follow up - Employee Newsletters.

UNIT III

18 Hours

Interactive Communication: Meetings and Conferences - Presentation skills - Telephone talks - Group Dynamics.

Mass communication: Advertisements - Publicity - Press releases - Public relations.

UNIT IV

18 Hours

Report writing - Structure of reports - long & short reports - formal & informal reports - writing research reports, technical reports -***Use of charts , diagrams & tables** - norms for including exhibits & appendices.

PCM46

UNIT V

18 Hours

New trends in communication - Professional presentation and interactive skills - Ethical dimensions of Communication - Corporate Governance and Communication - Communication policy – Cross cultural communication – Business etiquette.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

1) R.K.Madhukar, 2006, Business Communication, Vikas Publishing House, New Delhi, 1st Edition

Reference Book:

- 1) Krishna Mohan & Meera Bannerjee , 2009, Developing Communication Skills, McMillan India Ltd, 2nd Edition
- 2) Rajendrapal & Korlahalli, 2009, Business Communication, Sultan Chand & sons, New Delhi, 12th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM47
MAJOR ELECTIVE: I & II

Programme Code : 10	Commerce		
Course Code : -	Elective Paper 3: Services Marketing		
Batch 2018 -19	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To impart the knowledge of service organizations along with marketing mix
2. To develop modern services with quality to attract the consumers
3. To update the students with technological intervention in providing services

Course Outcomes (COs)

K1	CO1	Keep in mind the ideologies of service marketing and its various applications.
K2	CO2	Understand the modern services provided by the service organization
K3	CO3	Apply appropriate marketing mix in various services
K4	CO 4	Analyze suitable strategies for promoting the services

Syllabus

Unit I

18 Hours

Introduction – Services – Types of Services – An overview of Service Sector – concept of Goods and Services – Service Marketing – Features of Service Marketing – Significance of Service Marketing – Growth of Service Marketing – Global issues in Services Marketing

Unit II

18 Hours

Bank Marketing - E-banking services – The Concept – Marketing Mix for the Banking Services – Bank Marketing in the Indian perspective

Unit III

18 Hours

Insurance Marketing - The Concept – Marketing mix for the Insurance Service – Insurance Marketing in the Indian Environment – Transport marketing: Marketing mix for the transport services.

Unit IV

18 Hours

Hotel – The Concept – Hotel and its typology – Hotel Marketing - Users of Hotel Services – Market Segmentation for Hotels – Behavioral profile of users - MIS for Hotels – Marketing mix for hotels – The formulation of product mix for hotels – The Price Mix – The Promotion Mix – **Hotel Marketing in Indian perspective***. Hospital Marketing: Types of hospitals - Marketing mix for hospitals.

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Unit V

18 Hours

Tourism – Concept – Tourism Marketing – Users of Tourism Services – Behavioral profile of users – Market Segmentation for Tourism – MIS for tourism – Marketing Mix for Tourism – Medical tourism - **Tourism Marketing in Indian perspective***.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) S. M. Jha, 2007, Service Marketing, Himalaya Publishing House, Mumbai, 6th Edition

Reference Books:

1) Rajendra Nargundkar, 2010, Service Marketing, Tata Mc Graw Hill, New Delhi, 3rd Edition

2) C.B. Memoria, Suri R.K, Satish Memoria, 2009, Marketing Management, Kitab Mahal, Allahabad, 1st Edition

3) Philip Kotler, Kevin Lane Keller, 2007, Marketing Management, Prentice Hall of India (P) Ltd, 11th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM49
MAJOR ELECTIVE: I & II
Paper 4: CONSUMER BEHAVIOUR

Programme Code : 10		Commerce		
Course Code :		Elective Paper 4: Consumer Behaviour		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To understand the buying attitude of consumers
2. To develop knowledge on the cultural aspects of consumer behaviour
3. To know the models and strategies of consumer behaviour

Course Outcomes (COs)

K1	CO1	Remember the need and importance of understanding consumer behaviour
K2	CO2	Know the determinants of consumer buying behaviour
K3	CO3	Apply various processes, models and strategies to understand the behaviour of consumers
K4	CO 4	Analyze the processes of consumer buying decisions

Syllabus

Unit I

18 Hours

Consumer Behaviour –**Need and Importance***– Consumer Research Process – Influence of culture on consumer behaviour – Sub cultural aspects of consumer behaviour – Cross cultural consumer analysis.

Unit II

18 Hours

Opinion leadership: Dynamics – Measurement – Opinion leadership and firm's promotional strategy.

Unit III

18 Hours

Diffusion of innovations – Diffusion process – Adoption process – profile of consumer innovators.

Unit IV

18 Hours

Consumer decision making: Models of consumers – Beyond the decision : Consuming and possessing – Relationship marketing.

PCM50

Unit V

18 Hours

Consumer behaviour and society : Health care marketing – Political marketing – Social Marketing – Environmental marketing – Public policy and consumer protection.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) Leon G.Schiffman and Leslie Lazar kanuk,2007, Consumer Behaviour ,Pearson Education,New Delhi,9th Edition.

Reference Books:

- 1) Suja.R.Nair, 2001, Consumer Behaviour-Text and Cases, HimalayaPublishing House,1st Edition.
- 2) Del. L.Hawkins,Roger,J. Bert, Kenneth .A. Coney, 2007, Consumer Behaviour TataMcGrawHill Ltd, New Delhi, 9th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM51
MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Elective Paper 5: Insurance and Risk Management		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To familiarize the students with the nature and types of insurance business
2. To develop them expertise in managing various risks.
3. To update the recent trends and development in insurance.

Course Outcomes (COs)

K1	CO1	Remember the doctrine of insurance
K2	CO2	Know the various types of insurance policies and the essentials of insurance contract
K3	CO3	Select the best suitable insurance policies
K4	CO 4	Analyse the risks involved in insurance business

Syllabus

Unit I

18 Hours

Definition-Nature and functions of insurance*-principles of insurance-evolution of insurance- kinds-Insurance Organization in India-Use of Insurance-essentials of Insurance Contract-Difference between different types of insurance contract- IRDA- recent trends in insurance- recent development in insurance.

Unit II

18 Hours

Nature of Life Insurance contracts-Classification of policies-Premium payment participation in profit-number of lives covered-Method of payment of claim amount on non-convention policies-annuities-Calculation of premium-Lapses and renewals-surrender value-Life Insurance for the under privileged-claims-double insurance

Unit III

18 Hours

Risk-Selection of Risk-Factors affecting Risk-Sources of Risk-Information classes of risk-Methods of Risk classification-Measurement of risk-Mortality table-construction-types-Types and treatment of sub-standard risk-conditions relating to commencement of risk.

Unit IV

18 Hours

Marine Insurance-Origin-definition-features-kinds of policies-clauses in policy premium calculation-marine loss-settlement of claims-progress of Marine Insurance in India.

Fire Insurance-features-kinds of policies-conditions-rate fixation-surveys and inspection-payment of claims-Reinsurance-Renewal- progress of Fire Insurance

PCM52

Unit V

18 Hours

Miscellaneous Insurance: Motor Insurance-Burglary Insurance-Agricultural Insurance-Personal Accident and sickness insurance-Aviation Insurance-Rural Insurance in India- bank assurance.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Mishra.M.N, 2016, Insurance Principles and Practices, S .Chand & Co Ltd, New Delhi, 22nd Edition.

Reference Books:

- 1) Srinivasan M.N, 2015, Principles of Insurance Law, Ramanujan Publishers, 1st Edition
- 2) Alka Mittal, Gupta S.L ,2006, Principles of Insurance and Risk Management, Sultan Chand & Sons Company Ltd, New Delhi, 1st Edition
- 3) Saravanavel, 2015, Principles and Practice of Insurance, Himalaya Publishing House, 1st Edition
- 4) Syed Badre Alam , 2015, Fundamentals of Business Law, Himalaya Publishing House. 1st Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM53
MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Elective Paper 6: International Marketing		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To impart the concepts of international marketing
2. To keep informed the students with the application of e -marketing
3. To facilitate for taking international marketing decisions

Course Outcomes (COs)

K1	CO1	Remember the need of international marketing
K2	CO2	Comprehend the role of marketing research
K3	CO3	Make use of marketing skills in dealing with international level consumers
K4	CO4	Analyze the processes of international marketing research

Syllabus

Unit I

18 Hours

International Marketing: Definition-Scope of International Marketing – International vs. Domestic Marketing – Process of International Marketing – Benefits of International Marketing – Special Problems in International Marketing – International Orientation – International Marketing Environment – Future of International Marketing

Unit II

18 Hours

International Intelligence: International Marketing Research – Objectives of International Marketing Research - Classification of Marketing Research – **Role of Marketing Research*** – Marketing Research Process – Framework of International Marketing Research – Internet and Computer Application in International Marketing Research.

Unit III

18 Hours

International Marketing Decisions: Marketing Selection – Process – Determinants of Market Selection – Market Profiling – Market Segment Selection – Market entry strategies

Unit IV

18 Hours

International Product Decisions : Product Mix – International Product Life Cycle – New Product Development – Product Positioning – Branding – Packaging and Labeling – International Pricing Strategies – International Distribution and Promotion Strategies – **Role of Advertising***– Advertising Media

PCM54

Unit V

18 Hours

Direct Marketing: Growth and Benefits of Direct Marketing – Major Channels of Direct Marketing – e-Marketing – Online Marketing - Internet Marketing – Growth and Importance of Online Marketing and Internet Marketing

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1)Francis Cherunilam, 2004, International Marketing Himalaya Publishing House, New Delhi,7th Edition

Reference Books:

1)Varshney R.L, 2002, International Marketing Management ,Sultan Chand & Sons, New Delhi,14th Edition

2) Sak Onkvist and John J.Shaw, 2006, International Marketing, Pearson Education, New Delhi,3rd Edition

3) Naresh K. Malhotra, 2007, Marketing Research, Prentice Hall,New Delhi,1st Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM55
NON MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Paper 1: Economic Policies and Business		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To know the application of economic concepts in business
2. To improve the knowledge of monetary and fiscal policies in India
3. To know the effects of globalization

Course Outcomes (COs)

K1	CO1	Keep in mind the present policies of the government
K2	CO2	Know the various structural adjustment programme in India
K3	CO3	Make use of recent changes in economic policies
K4	CO4	Analyse the impact of LPG on Indian economy

Syllabus

Unit I

18 Hours

Economic Policies – Introduction – Changing Policies of the Government – Impact on Business – Recent changes in the Economic Policies – **Dynamics of business Environment***.

Unit II

18 Hours

Public Enterprises – Introduction – Meaning and Rationale of Public Sector in India – Growth and Performance of Public Sector in India – Private Sector in India – Joint Sector – Impact of LPG on Indian economy.

Unit III

18 Hours

Monetary policy in India – Objectives – **Money Market*** – Organized and Unorganized Capital Market – Composition – Gilt Edged Market – Stock Market – Implications for Economic Development – Financial Institutions – Financial Intermediaries.

Unit IV

18 Hours

Fiscal System in India – Introduction – India's Fiscal Policy – Federal Finance in India – The Finance Commission – Union Budget - Trends and Growth of Public Expenditure in India.

PCM56

Unit V

18 Hours

Globalization and Indian Economy-Issues and challenges – The Structural adjustment programme in India - Black money in India – Deficit Financing and Economic Development.

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

Teaching Methods

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

1) Ruddar Datt & K.P.M. Sundharan, 1998, Indian Economy, Sultan Chand & Sons, New Delhi, 39th Edition

Reference Books:

- 1) Misra S.K, Puri V.K, 2014 , Indian Economy , Himalaya Publishing House, Mumbai, 32nd Edition.
- 2) Ishwar C. Dhingra, 2009, The Indian Economy, Sultan Chand & Sons New Delhi, 23rd Edition.

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM57
NON MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Paper 2: Managerial Economics		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To be aware of the economic concepts, tools and techniques.
2. To encourage the students to start operating in the different markets
3. To keep them update with the changing economic policies of the government

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and goals of corporates
K2	CO2	Understand the production and cost functions
K3	CO3	Apply economic policies in managerial decisions
K4	CO 4	Analyze the monetary and fiscal policies

Syllabus

Unit I

18 Hours

Managerial Economics – Meaning - Nature and scope - Managerial economist-Role and responsibilities - Circular flow of economic activity - Maximization of profit - Goals of corporate enterprises - Economics and decision making -Functional relationships

Unit II

18 Hours

Demand Analysis- Demand Function- Determination of Demand Function- Elasticity of Demand – Types and methods - Factors - Demand Forecasting for Industrial and Consumer goods

Unit III

18 Hours

Production and cost Analysis - Cost control- Cost function - Cost and output relationships - Production function - Break Even Analysis - Economies of scale of Production

Unit IV

18 Hours

Pricing- Output decision in different Market situations - Market Competition- Monopoly and Duopoly - Price Discrimination - Pricing Policies

PCM58

Unit-V

18 Hours

Business Cycle - National Income - Monetary and Fiscal policy – TRIM – TRIPS - Industrial Sickness – **Causes of Industrial sickness***

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

- 1) Varshney R L & Maheswari, 2002, Managerial Economics, Sultan Chand & Sons, New Delhi, 16th Edition

Reference Books:

- 1) Mehta R.L, 2009, Managerial Economics, Sultan Chand & sons, New Delhi, 15th Edition
- 2) Cauvery R., U.K. Sudhanayak, M.Girija & R.Meenakshi, 2013, Managerial Economics, S.Chand & Co, 2nd Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM59
NON MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Paper 3: Management of Financial Services		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To emphasis the need for managing various financial services
2. To develop them to deal with innovative financial instruments
3. To keep informed with the recent concepts and practice of financial markets

Course Outcomes (COs)

K1	CO1	Evoke the role of financial service sector
K2	CO2	Know the various types of financial services
K3	CO3	Pertain the skills to manage the financial instruments
K4	CO 4	Analyze the features and benefits of various financial services

Syllabus

Unit I

18 Hours

Financial services: Meaning – Classification – Scope – Fund based and non-fund based activities – Modern activities – Sources of revenue – Causes for financial innovation – New financial products and services – Innovative financial instruments – Challenges facing the financial service sector – Present scenario

Unit II

18 Hours

Merchant banking – Definition – Origin – Services of merchant banks – Qualities required for merchant bankers

Hire purchase – Features – Legal position – Hire purchase and credit sale – Hire purchase and Installment sale – Hire purchase and leasing

Unit III

18 Hours

Leasing – Definition – Steps in leasing transactions – Types of Lease – Financial lease – Operating lease – Leverage lease – Sale and lease – **Advantages and disadvantages of lease***. Venture capital – Concept – Meaning – Features – Scope – Importance – Origin – Methods of venture financing

Unit IV

18 Hours

Mutual funds: Introduction – Meaning – Types – Risks – Investors rights – Mutual funds in India – Reasons for slow growth – Future of mutual funds industry. Securitization of debt – Definition – Structure for Securitization – Securitisable assets – Benefits of Securitizations

PCM60

Unit V

18 Hours

Derivatives – Meaning – Kinds of Financial derivatives – Financial forwards – Futures – Types – Options – Features of Options – Swap – Features of Swap – Kinds of Swap – Importance of derivatives. Credit Rating – Meaning – Credit rating agencies – CRISIL – ICRA – CARE – SEBI guidelines 1999. Credit cards – Meaning – Types – Facilities offered to cardholders – Benefits – Merits and demerits

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Khan M Y, 2018, Financial Services, McGraw Hill Education India Pvt., Ltd, Chennai, 9th Edition
- 2) Dr.S. Gurusamy, 2005, Financial Services, Vijay Nichole Imprints Private Ltd, Chennai, 1st Edition.

Reference Books:

- 1) Vasant Desai, 1996, The Indian Financial Systems, Himalaya Publishing House, Mumbai, 1st Edition
- 2) Gordan E & Natarajan.K, 2016, Financial markets & services, Himalaya Publishing House, Pvt Ltd, Mumbai, 10th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM61
NON MAJOR ELECTIVE: I & II

Programme Code : 10		Commerce		
Course Code :		Paper 4: Cyber Crimes and Law		
Batch 2018 -19	Semester	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To highlight types of cyber crimes
2. To throw light on new perspectives of cyber terrorism
3. To update with the legislative provisions

Course Outcomes (COs)

K1	CO1	Keep in mind the different dimension of crimes
K2	CO2	Know the various types of cyber crimes
K3	CO3	Apply preventive measures of cyber crimes
K4	CO 4	Analyze the challenges thrown by cyber crimes in India

Syllabus

Unit I

18 Hours

Cyber crime: The new species of crime – Concept of crime – Challenges to the Criminal Justice System – **Fundamental Principles of Crime*** – Scope, Nature and Characteristics of Cyber Crime – Classification of Cyber Crime. Role of Interpol and CERT in cyber crime prevention.

Unit II

18 Hours

Cyber crime: The bulging dimensions – Different types of Cyber Crimes – Cyber Fraud and Cyber Cheating – Forms of computer frauds – Types of frauds on the internet – Indian legal provisions.

Unit III

18 Hours

The problem of Cyber Terrorism: Various forms – New perspectives for Cyber Terrorism – Cyber warfare – Global Legislative Provisions – Cryptography – Steganography – Difficulties in implementing security measures against Cyber Terrorism – Control measures.

Unit IV

18 Hours

Cyber wrong and civil liability: Internet time theft – Cyber Defamation – Global issues – Liability of internet service providers for defamation – Intellectual Property Crime. Trade mark and Related Property – Cyber Squatting – International legal provisions – Indian legal provisions – Copy right protection of content of the internet – Spamming – Phishing – Legislative measures

PCM62

Unit V

18 Hours

Cyber crimes: Emerging national control regimes – Objectives and salient features of Information Technology Act 2000 – Penalties – Offences – Grey areas of Information Technology Act 2000 – Challenges of Cyber Crime in India.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1)Amita Verma, 2009, Cyber crimes and Law, Central Law Publications, Allahabad,1st Edition

Reference Books:

1) Mani, 2012, A practical approach to cyber laws, Kamal Publishers, New Delhi, 2nd Edition
2)Yatindra Singh, 2008, Cyber Laws, Universal law publications private Limited, New Delhi,3rd Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM63
SEMESTER IV
PROJECT WORK AND VIVA – VOCE

[18PCM4Z1]

Programme Code : 10		Commerce		
Course Code : 18PCM4Z1		Project Work and Viva - voce		
Batch 2018 -19	Semester IV	Hours / Week 8	Total Hours 120	Credits 4

Course Outcomes (COs)

K1	CO1	Remember the conceptual framework on research methodology
K2	CO2	Understand on the field level realities
K3	CO3	Apply the statistical tools for proving the hypothesis
K4	CO 4	Analyze the data and draw inferences

Project work commences from III semester and submission of report and Viva-Voce Examination is conducted at the end of IV semester. The Internal (Faculty of the Department) and External Examiners will award marks for comprehensive Viva-Voce and Project Report jointly.

Marks Distribution

CIA	-	40 Marks
ESE*	-	<u>160* Marks</u> <u>200 Marks</u>

* Project Report 120 Marks and Viva Voce 40 Marks

Component for Project

CIA/ESE	Components	Marks
CIA	Project Review	30
	Regularity	10
	<i>Total Internal Marks</i>	40
ESE	Project Report	120
	Viva voce	40
	<i>Total External Marks</i>	160
Total Marks (CIA + ESE)		200

**PCM64
ALC**

[18PCM0D1]

Programme Code : 10	Commerce		
Course Code : 18PCM0D1	ALC-1 Banking and Financial Services		
Batch 2018 -19	Hours / Week	Total Hours	Credits 2

Course Objectives

1. To give comprehensive view on financial and banking system
2. To know the financial services rendered by banks
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge on bank operations in financial decision making
K4	CO 4	Analyze the trend and progress of banking sector

Syllabus

Unit I

Banking Business in India-Financial services rendered by organized sector-class banking and mass banking-**Commercial Banking functions***-Micro Credit-Emphasis on Rural Development and Agricultural lending

Unit II

Central Bank-Functions-Role of RBI in banking sector-State Bank of India-Objectives and progress. Risk Management-Credit Risk, Market Risk and Operational risk-Basel II-Requirements on capital adequacy and 3 pillar approach-Asset Liability management.

Unit III

Merchant Banking-progress of Merchant banking in India-Export Finance-Pre-shipment-post-shipment credit-RBI & Export Finance-Exim Bank. Private Sector Bank-Public Sector Banks-Mergers and acquisition-Consolidation

Unit IV

Priority sector lending in banks-Small Scale Industries and Tiny sector-Functions of DICGC-Services of banks-Telebanking –**credit cards***-ATM-Core banking in India-Impact of globalization on banking services.

PCM65

Unit V

Project evaluation-Technical feasibility-Commercial feasibility-Financial feasibility-Ratio Analysis-Break even analysis-Working capital analysis-Risk analysis-Profitability analysis.

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) K.P.M. Sundaram, 1999, Money, Banking, Foreign Exchange & International Trade, Sultan Chand & Sons, 12th Edition

Reference Books:

- 1) M.Radhaswami & S.V.Vasudevan, 2015, Banking, Sultan Chand & Sons Ltd, 1st Edition
- 2) P.Saravanel, 2015, Modern Banking in India and abroad, Margham Publications, 1st Edition
- 3) P.Suba Rao, Khanna P.K, 2011, Principles and Practice of Bank Management, Himalaya Publishing House, 2nd Edition
- 4) Vasanth Desai, 2013, Development Banking and Financial intermediaries, Himalaya Publishing House, New Delhi, 3rd Edition.

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM66**[18PCM0D2]**

Programme Code : 10	Commerce		
Course Code : 18PCM0D2	ALC-2 Insurance Principles and Practice		
Batch 2018 -19	Hours / Week	Total Hours	Credits 2

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Keep in mind the general principles and procedures of various insurance businesses
K2	CO2	Inculcate knowledge on the terms and conditions of each insurance policy.
K3	CO3	Select / suggest suitable insurance policy by comparing the nature, advantages and disadvantages of key policies for the business & life.
K4	CO 4	Apply the skills and knowledge to select suitable insurance policies

Syllabus**Unit I**

Insurance – Meaning – Law relating to Life and General Insurance – Risk-classification – Principles of risk insurance – Risk management – Re- Insurance- Privatization of Insurance in India- Globalization of Insurance

Unit II

Indian Insurance Industry- Regulations of Insurance business in India- Registration of Licensing of Insurance- IRDA (Insurance Regulatory Development Authority) –Taxation aspects of Insurance

Unit III

Introduction to life Insurance- Principles- Proposal-Assignment-nomination-Policy loan-Duplicate policies – Surrender value – Claim settlement.

Unit IV

Fire Insurance – Nature- Double Insurance- Fire Insurance Policy – Fire Insurance coverage- Claim of recovery: Automobile Insurance or Motor and Accident Insurance – Third party insurance – Motor insurance policies – Premium calculation – Claim settlement.

PCM67

Unit V

Marine Insurance – Marine Insurance policy – Principles- Proximate- Voyage-warranties – Claim settlement- RBI Guidelines on Marine Insurance.

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1) Mishra M. N and Dr.S.B. Mishra, 2013, Insurance Principles and Practice, S.Chand & Company Ltd, New Delhi, 20th Edition

Reference Books:

1) P. Periasamy, 2015, Principles and practice of Insurance, Himalaya Publishing House P.Ltd, Mumbai, 1st Edition

2)Dr. Gupta P K, 2015, Insurance and Risk Management ,S.Chand & Company Ltd., 1st Edition

3) Saravanel, 2015, Principles and Practice of Insurance ,Himalaya Publishing House, 1st Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM68

[18PCM0D3]

Programme Code : 10	Commerce		
Course Code : 18PCM0D3	ALC-3 Advertising Management		
Batch 2018 -19	Hours / Week	Total Hours	Credits 2

Course Objectives

1. To facilitate the students with the concepts and ideas of creating advertisements
2. To develop them to create innovative advertisement which attracts customers
3. To update the students with the modern trends in advertisements

Course Outcomes (COs)

K1	CO1	Remember the concepts of media and its contribution towards promotion
K2	CO2	Understand the various types of media
K3	CO3	Apply research methods to ensure the effectiveness of advertisements
K4	CO 4	Analyse the patterns advertising agency and the merits and demerits of various types of advertising

Syllabus

Unit – I

Advertising – Meaning - Definition – Nature and Scope of Advertising – Types of Advertising - Benefits of Advertising - Role of Advertisement in Modern Business World– Ethics in Advertising - Advertisement and Publicity – Advertising as a Career - Career Opportunities in Companies – Career opportunities in Advertising Agency – Career Opportunities in Media.

Unit - II

Advertisement Media - Concept of Media - Types of Media – News paper and Magazines – Merits and Demerits - TV Vs Other Media - Merits and Demerits of TV advertising – Satellite TV Advertising - Direct to Home (DTH) Broadcast - Creativity in TV Advertising - Radio Advertising - Merits and Demerits – Radio Vs TV Advertising – FM Channel – Reach and Frequency –Forms for Advertisement in TV and Radio - Internet and Website Advertising – Direct Advertising

Unit - III

Outdoor and Transit Media – Outdoor Vs Other media – Bills Boards – Merits and Demerits – Posters – Neon Sign Boards – Ten Commandments of Outdoor advertising - Transit advertising - Hoardings – Technology and outdoor advertising - Computerized Imaging Technology

PCM69

Unit - IV

Advertisement Message design and positioning – Message presentation - Appeals – Advertising Message structure – Negative advertising - Message format – Appeals and advertising message – Types of appeals - Advertisement Copy for different Media – Different types of Copy – Celebrity in Advertisements

Unit - V

Advertising Research - Media Research – Copy Research – Message Testing Evaluation of Advertising effectiveness - Methods of measuring advertising effectiveness - Retesting and post testing. Advertising Agencies - Their Role and importance in advertising - Organization patterns - Functions – Selection of Advertising Agency.

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Book:

1. S.A.Chunawalla K.C,Sethia,2000, Foundations of Advertising Theory and Practice , McGraw Hill, New Delhi,1st Edition.

Reference Books:

1. B.S. Rathor,1997, Advertising Management Himalaya Publishing,1st Edition
2. S.A. Chunawalla, Kumar K.J, Sethia K. C, 2004, Advertising Theory & Practice, Himalaya Publishing House, New Delhi, 1st Edition
3. Rajeev Batra, John.G. Myers David A. Aaka, 2006, Advertising Management, Pearson Education, New Delhi, 5th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

**PCM70
JOC**

[18PCM0J1]

Programme Code : 10	Commerce		
Course Code : 18PCM0J1	JOC-1 Customer Relationship Management		
Batch 2018 -19	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Bear in mind the scope and functions of customer relationship in business.
K2	CO2	Give better understanding of CRM strategies, planning and execution with proper methods and techniques.
K3	CO3	Apply suitable CRM strategy for customer retention and pleasure to realize the business victory.
K4	CO 4	Recognize the effectiveness of building customer rapport in any business organization for its survival and growth.

Syllabus

Unit I

Customer Relationship Management(CRM)-Definition-Concepts-CRM's place in the Business universe-Transformation of the Business Ecosystem-Whole-Brained CRM-Data-Driven CRM-Process Driven CRM-The New CRM Imperative-CRM in Banks-Insurance-Finance-Tourism industry-Service Industries-Other industrial applications

Unit II

6 Hours

Customer Relationship Management (CRM) Strategy-Capabilities for creating the customer experience-Customer strategy-Brand Strategy-Channel strategy-Gaining customer insights-Reinventing Customer contact-Collaboration

Unit III

6 Hours

Contact Management-Enterprise Marketing Management (EMM)-The Core Beliefs-Verticalizing CRM-CRM in the Public Sector-Constituent Relationship Management-CRM at work-Repositioning for the future.

Unit IV

6 Hours

Consumer Behaviour-**Role of Consumer research*-Ethics in Consumer Marketing*-**Consumer Research-Evolution-Consumer Research process-Consumer as an individual perspective.

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Unit V

6 Hours

Motivational Research-Personality and Consumer Behaviour-Attitude Formation-Attitude change-Reference groups-Diffusion of Innovations-Consumer Decision making-Public policy and Consumer Protection

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books

- 1) Paul Greenberg, 2009, CRM Essential customer strategies, Tata Mc Graw Hill, 1st Edition
- 2) John G. Freeland, 2004, The Ultimate CRM Handbook, Tata McGraw Hill, New Delhi, 1st Edition.
- 3) Leon G. Schiffman, Leslie Lazar Kanuk, 2007, Consumer Behaviour, Pearson Education, New Delhi, 9th Edition

Reference Books

- 1) S.A. Chunawalla, 1999, Sales Management, Himalaya Publishing House, Mumbai, 1st Edition
- 2) Suja R. Nair, 2001, Consumer Behaviour-Text and Cases, Himalaya Publishing House, 3rd Edition
- 3) Del L. Hawkins, Roger J. Bert, Kenneth A. Conney, Mookerjee, 2007, Consumer Behaviour Tata McGraw Hill, 9th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low

PCM72**[18PCM0J2]**

Programme Code : 10	Commerce		
Course Code : 18PCM0J2	JOC-2 Tally 9.0 Practical		
Batch 2018 -19	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

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

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Understand and create final accounts of a company with inventory.
K3	CO3	Apply the skills to create accounting vouchers and to facilitate for GST transactions
K4	CO 4	Analyze the usage of each menu and its practical application

Syllabus**TALLY 9.0**

1. Prepare day books like sales, purchase, sales returns, purchase returns, cash and bank book and journal proper for a company.
2. Prepare simple final statement of accounts for a company.
3. Prepare final accounts of a company with inventory items.
4. Prepare inventory transactions of a company.
5. Prepare an outstanding statement of debtors and creditors.
6. Prepare Bank Reconciliation Statement.
7. Calculate Interest for Bank and Parties Transactions
8. Pass Voucher transactions using cost centre for the allocation of items.
9. Prepare purchase and sales order processing
10. Enter voucher transactions with tax deducted at source.
11. Prepare Accounting Vouchers effecting GST transactions.

Mapping

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

S-Strong**H-High****M-Medium****L-Low**

PCM73

[18PCM0J3]

Programme Code : 10	Commerce		
Course Code : 18PCM0J3	JOC-3 Share Trading Operations		
Batch 2018 -19	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

1. To provide an overview of the Indian Securities Market.
2. To develop them to deal with innovative financial instruments
3. To update the students with the legal framework

Course Outcomes (COs)

K1	CO1	Make them informed about the theories of investment, risk and return concepts.
K2	CO2	Understand the different security market indicators
K3	CO3	Apply the technical skills for choosing best investment type.
K4	CO 4	Analyze the securities by applying fundamental analysis and technical analysis

Syllabus

Unit I:

6 Hours

An Overview of the Indian Securities Market: Introduction - Market Segments, Products and Participants- **Primary Market*** -**Secondary Market***-Derivatives Market-Market Design - Regulatory Framework-Research in Securities Market-Testing and Certification

Unit II:

6 Hours

Trading: Share – Meaning – Share price - Share market – NSE and BSE –Sensex and Nifty - Share trading - Types – On line trading and Off line trading – National Exchange for Automated Trading (NEAT) System - Market Types - Corporate Hierarchy-Local Database-Market Phases - Logging on - Log Off/Exit from the Application - NEAT Screen - Invoking An Inquiry Screen - Order Management - Trade Management - Auction Limited Physical Market - Retail Debt Market (RDM) - Trading Information Downloaded to Members - Internet Broking - Wireless Application Protocol

Unit III:

6 Hours

Clearing and Settlement: Introduction- Settlement Cycle-Securities Settlement-Funds Settlement-Shortages Handling-Risk Containment Measures -International Securities Identification Number-Dematerialisation and Electronic Transfer of Securities (DEMAT)-Investor Protection Fund-Clearing Software: Reports -File Transfer Protocol

Unit IV:

6 Hours

Trading Membership: Stock Brokers – Introduction- Sub-Brokers- Broker-Clients Relations- Sub-Broker-Client Relations- Dispute, Arbitration and Appeal-Code of advertisement

PCM74

Unit V:

6 Hours

Legal Framework: Securities Contracts (Regulation) Act, 1956-Securities Contracts (Regulation) Rules, 1957-Securities and Exchange Board of India Act, 1992-SEBI (Stock Brokers & Sub-Brokers) Rules, 1992-SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992-SEBI (Insider Trading) Regulations, 1992-SEBI (Prohibition of Fraudulent And Unfair Trade Practices Relating to Securities Markets) Regulations, 1995-The Depositories Act, 1996-Indian Contract Act, 1872-The Companies Act, 2013-Public Debt Act, 1944-Income Tax Act, 1961

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

Text Books:

- 1) Punithavathi Pandian, 2008, Security analysis & Portfolio Management, Vikas Pub. House, New Delhi, 1st Edition
- 2) Prasanna Chandra, 2011, Investment Analysis & Portfolio Management, Tata McGraw Hill, 3rd Edition

Reference Books:

- 1) S. Kevin, 2011, Security analysis and Portfolio Management, PHI Learning Pvt. Ltd, New Delhi, 10th Edition
- 2) Sudhindra Bhatt, 2008, Security analysis and Portfolio Management, Excel Book House, 5th Edition
- 3) Reilly & Brown, 2011, Investment Analysis & Portfolio Management, Cengage Learning House, 8th Edition

Mapping

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

S-Strong

H-High

M-Medium

L-Low