

M. Com. (Computer Applications)

Syllabus

AFFILIATED COLLEGES

Program Code: 3AC

2021 – 2022 onwards

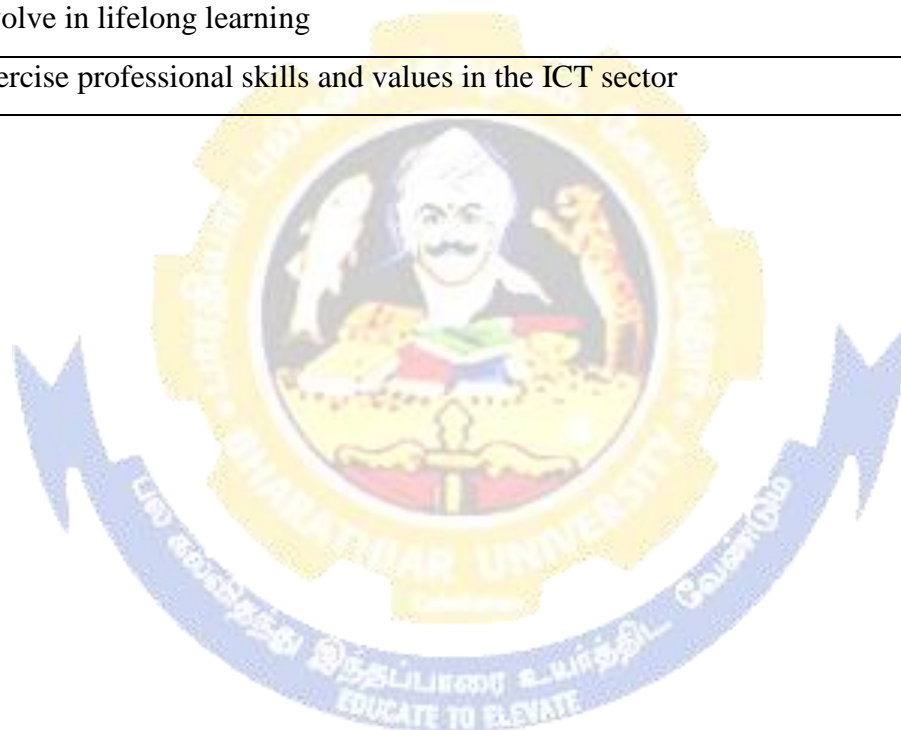


BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The M.Com (Computer Applications) program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To understand an assignment in an e-commerce forum
PEO2	To manage the retail outlet independently
PEO3	To assume the responsibilities of computer operation in small business engaged either in manufacturing or rendering services.
PEO4	Involve in lifelong learning
PEO5	Exercise professional skills and values in the ICT sector



Program Specific Outcomes (PSOs)	
After the successful completion of the M. Com (Computer Applications) program, the students are expected to	
PSO1	To gain practical insights in project preparation and analysis of business data
PSO2	Use software tools to carry out a specified financial analysis for a corporate sector
PSO3	Apply the knowledge gained during the course of the program to solve the real time problems
PSO4	To meet the needs of industry 4.0
PSO5	Communicate effectively with ICT professionals



Program Outcomes (POs)	
On successful completion of the M. Com (Computer Applications) program	
PO1	To be conversant with recent development in commerce and trust areas in the field of computer
PO2	To gain computer knowledge and make use of it effectively in the field of commerce
PO3	To design computer software to suit the needs of industry and business
PO4	To acquire skill in doing business in the electronic environment
PO5	To become worthy citizens of the nation by enriching knowledge in the application of computer in commerce



M.Com (Computer Applications) Curriculum (Affiliated Colleges)

(For the students admitted during the academic year 2021 – 22 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Managerial Economics	4	3	-	50	50	100
	Marketing Management	4	3	-	50	50	100
	Database Management System	4	3	-	50	50	100
	Computer Applications: MS Office & Oracle -Practical-I	4	3		50	50	100
	Elective-I :	4	3	-	50	50	100
SECOND SEMESTER							
	Corporate Accounting	4	3	-	50	50	100
	Human Resource Management	4	3	-	50	50	100
	Business Research Methods	4	3	-	50	50	100
	Object Oriented Programming with C++	4	3	-	50	50	100
	Computer Applications: Tally & C++ - Practical-II	4	3		50	50	100
	Elective-II :	4	3	-	50	50	100
THIRD SEMESTER							
	Cost and Management Accounting	4	3	-	50	50	100
	Visual Basic	4	3	-	50	50	100
	Financial Management	4	3	-	50	50	100
	Computer Applications: Visual Basic, VB Script - Practical-III	4	3		50	50	100
	Institutional Training (Report 40 marks and Viva 10 marks)	2	-	-	50	-	50
	Elective-III :	4	3	-	50	50	100
FOURTH SEMESTER							
	Investment Management						
	Direct Taxes						
	Java Programming and HTML						
		8			100 Marks – Project	100 Marks Viva-Voce)	200
	Principles and Practice of Insurance				50	50	100
	Industrial Law				50	50	100
	Elective-IV :				50	50	100
Grand Total		90					2250

		Credits					
	ONLINE COURSE						
	*Offered by Swayam	2					
	VALUE ADDED COURSE						
1.	Soft Skill Development						
2.	Application of Software Packages for Research						
	CERTIFICATE COURSE						
1.	Entrepreneurship Development						
2.	Personnel Management and Industrial Relations						

Electives: List of Group of Elective Papers :

(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Services Marketing
2. Marketing of Financial Services
3. Marketing of Health Services
4. Travel and Hospitality Services

2. GROUP-B

1. Financial Markets and Institutions
2. Indian Stock Exchanges
3. Futures and Options
4. Fundamental and Technical Analysis

3. GROUP-C

1. Principles of International Trade
2. Export and Import Procedure
3. Institutions Facilitating International Trade
4. India's International Trade

*In the core subjects, Number of Papers both theory and practical are included wherever applicable. Existing number of papers to be offered. However, the total credit and marks for core subjects remains the same as stated above. @ Includes 25 / 40% continuous internal assessment marks for theory and practical papers respectively.

III Semester :

1. Industrial / Institutional Training is to be made compulsory. The Student should take it up during the II Semester holidays and submit a report in the III Semester.
2. It carries 50 marks with 2 credits. Breakup for 50 marks (Only Internals)

Report 40 marks, Viva-voce 10 marks (Department level under the chairmanship of HOD)

3. Institution to be visited :

Banks, Insurance Companies, trading, manufacturing and service organizations, auditor office and other financial institutions.

4. Duration of the visit : minimum of 21 days

5. Marks for the industrial training out of 50 should be sent to the University along with the III Semester Internal marks.

IV Semester :

1. Project Work and Viva-voce examination will be optional for the colleges. They can either opt for project or 2 theory papers in the IV semester which are given as below:

1. Principles and Practice of Insurance
2. Industrial Law

a. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up of marks will be as follows: project work 160 marks (80%) and viva voce 40 marks (20%).

External Examiners will be appointed by the University for conducting the viva-voce exam along with the concerned internal examiner. Monthly review of the project work has to be conducted by the guide along with the head of the department for a systematic progress of the work.

b. If the theory papers are opted instead of project work, the marks and credits will be given as other core papers i.e., CIA – 25 marks and semester exam-75 marks





First Semester

Course code	MANAGERIAL ECONOMICS		L	T	P	C
Core/Elective/Supportive	CORE		4			4
Pre-requisite	Basic understanding in economics terminologies		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Be familiar with the economic theories and law of variable proportion . 2. Make the students to understand the demand determinants. 3. Acquire knowledge in production function, cost and revenue and break even analysis. 4. Lay a foundation on economic models for demand & supply, pricing decisions. 5. Assess the effects of business cycle in a business and industrial sickness. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Acquire the knowledge about the nature and scope of Managerial Economics, demand analysis and law of variable proportion.			K1		
2	Understand the role of Managerial Economist, goal of corporate enterprises, demand determinants, types of market, national income and public finance.			K2		
3	Have thorough knowledge about various types of costs and revenues and Breakeven point analysis.			K3		
4	Analyze role of managerial economist in demand analysis, cost and production analysis.			K4		
5	Evaluate the value of enterprises, pricing and output decisions, business cycles and causes and remedies of industrial sickness			K5		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Managerial Economics- Introduction			18- hours		
Managerial Economics: Meaning-Nature-Scope- Role and Responsibilities of Managerial Economist – Goals of Corporate Enterprises: Profit maximization and wealth maximization.						
Unit:2	Demand analysis			18- hours		
Demand analysis - Demand determinants – Demand distinctions- Law of demand-exceptions to law of demand– Elasticity of demand – Types, methods – Applications- Factors influencing elasticity of demand – Demand forecasting: Meaning-methods-advantages & disadvantages.						
Unit:3	Production Function			18- hours		
Production Function- Laws of returns-Law of variable proportions-Assumptions and Significance-Limitations. Cost and Revenue – Fixed cost – Variable cost-Total, Average and Marginal cost- Long run and short run costs curves-Revenue curves-Average and marginal revenue-Break Even Analysis– Economies of scale of production.						
Unit:4	Pricing and output decisions -different market situations			18- hours		
Pricing and output decisions in different market situations – Monopoly and Duopoly competition - Perfect and Imperfect - Pricing policies.						

Unit:5	Business cycle	18- hours
Business cycle – National income-Monetary and Fiscal Policy – Public finance- Industrial Sickness – causes –remedies.		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	Managerial Economics : Maheswari and Varshney, 2018	
2	Managerial Economics : P.L.Metha, 2016	
3	Managerial Economics : G.S.Gupta, 2015	
Books for References		
1	Managerial Economics : D.Gopalakrishnan, 2016	
2	Managerial Economics : B.M.Wali & Kalkundrikar, 2019	
3	Managerial Economics : S. Sankaran, 2019	
Related Online Contents		
1	https://youtu.be/n47SQ64MhYw	
2	https://www.yourarticlelibrary.com/notes/national-income-definition-concepts-and-methods-of-measuring-national-income/30801	
3	www.icaai.org	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	S	M
CO2	M	S	S	S	M
CO3	M	S	S	S	S
CO4	S	S	S	S	M
CO5	L	M	S	S	S

*S-Strong; M-Medium; L-Low

Course code	MARKETING MANAGEMENT			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding of the marketing and its applications in decision making is required			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Enable students to classify types of marketing and modern marketing concept. 2. Equip the learners on product planning, appraise pricing system and promotion in the markets. 3. Explain the various kinds of channels of distribution and function of middle man. 4. Enhance practical applications on advertising media. 5. Introduce the agricultural marketing and clarifying market research Vs marketing research 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recollect the marketing concepts, types and modern marketing concept.			K1			
2	Identify the macro and micro environments of a market and buyer behavior.			K2			
3	Locate the different types of products, product line, product mix and pricing decisions.			K3			
4	Evaluate the important of channels of distribution and promotional mix.			K4			
5	Acquire the knowledge to market the agricultural produce and about marketing research.			K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1							
Introduction						18- hours	
Market: Meaning-types. Marketing: Meaning-types (Relationship marketing-Digital marketing-Augmented marketing-Retail marketing-Event marketing-Green marketing- Demarketing-Remarketing-Social marketing -International Marketing)-importance marketing mix (4P's). Modern marketing concept: factors influencing the marketing concept – marketing system-marketing functions. Marketing Management: Meaning -Definition - Nature- Principles – Importance- Functions -Problems - Differences between Sales Management and Marketing Management.							
Unit:2							
Product						18- hours	
Product: Meaning- features-classifications- Product policies: Product Planning and Development-Product Line-Product Mix-Product Branding-Product Packaging – Labeling: meaning-features-importance. Product Life Cycle: Meaning-importance-PLC Chart. Pricing: Objectives-kinds of pricing policy-factors influencing the pricing policy.							
Unit:3							
Channels of Distribution						18- hours	
Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel-middlemen in distribution-Kinds – Functions - Elimination of Middlemen - Arguments in favour of and against.							

Unit:4	Promotional Mix	18- hours
Promotional Mix: Meaning-importance. Advertising: Meaning-methods-media-advertising copy-qualities of a good advertising copy-evaluation of advertisements. Personal selling: Meaning-importance-duties-qualities of an effective salesman. Sales promotion: Meaning & importance.		
Unit:5	Marketing Information and Research	18- hours
Marketing Information and Research: Meaning-Importance- Components of marketing research-Market Research Vs Marketing Research. Advantages of Marketing Research. Agricultural Marketing: meaning-features –defects. Regulated market: meaning-features & importance.		
Unit:6	Contemporary Issues	
Online assignment , Group dissuasion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	Marketing Management : C.B.Mamoria and Joshi, 2017	
2	Marketing management : Dr.C.B. Gupta and Dr.N. Rajan Nair, 2019	
3	Marketing Management : Philip Kotler, 2017	
Books for References		
1	Modern Marketing : R.S.N.Pillai & Bagavathi, 2016	
2	Fundamentals of Marketing : William J.Stanton, 2018	
3	Marketing Management : Dr. Radha, 2018	
Related Online Contents		
1	www.managementstudyguide.com	
2	www.yourarticlelibrary.com	
3	www.pondiuni.edu.in	
4		
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	S	M	M	M
CO3	M	M	S	S	L
CO4	M	M	M	M	M
CO5	S	S	S	S	L

*S-Strong; M-Medium; L-Low

Course code	DATABASE MANAGEMENT SYSTEM			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic knowledge in DBMS is needed in UG level			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Be familiar with the fundamental elements of relational database management systems. 2. Develop the concepts of relational data model, entity-relationship model, relational database design, and relational algebra. 3. Lay an idea to improve the database design by normalization. 4. Introduce hierarchical approach and program communication block. 5. Acquire knowledge in Network Approach DBTG, Data Structure and Data manipulation. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Describe the fundamental elements of relational database management systems			K2			
2	Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and sql.			K1			
3	Convert the er-model to relational tables, populate relational database and formulate sql queries on data.			K3			
4	Evaluate the hierarchical approach and program communication block			K5			
5	Be familiar with basic database knowledge in Network Approach, DBTG Data manipulation.			K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Database System			18- hours			
Database System Architecture Basic concepts: Data system, operational data, data independence, Architecture for a database system, Distributed databases. Storage Structures : Representation of Data. Data Structures and corresponding operators: Introduction, Relation Approach, Hierarchical Approach, Network approach.							
Unit:2	Relational Approach			18- hours			
Relational Approach : Relational Data Structure : relation, Domain, attributes, keys. Relational Algebra : Introduction, Traditional set operation. Attribute names for derived relations, special relational operations.							
Unit:3	Embedded SQL			18- hours			
Embedded SQL : Introduction – Operations not involving cursors involving cursors – Dynamic statements. Query by Example – Retrieval operations, Built-in functions, update operations, QBE Dictionary. Normalization: Functional dependency, First, Second, third normal forms, Relations with more than one candidate key, Good and bad decomposition.							
Unit:4	Hierarchical Approach			18- hours			
Hierarchical Approach: IMS data structure. Physical database, Database description, Hierarchical sequence. External level of IMS : Logical Databases, the program communication block. IMS Data manipulation : Defining the program communication Block : DL/I Examples.							

Unit:5	Network Approach	18- hours
Network Approach : Architecture of DBTG system. DBTG Data Structure : The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	Database Systems concepts by Abraham Silberschatz, Henry F Korth, 2018	
2	An Introduction to Database System – Bipin C Desai, 2016	
3	An Introduction to Database System – C.J.Dates, 2018	
Books for References		
1	Database Management Systems: Raghu Ramakrishnan, 2019	
2	Principles of Database Systems” by J. D. Ullman Book Review: 2014	
Related Online Contents		
1	https://youtu.be/DWnJaqRyfr4	
2	https://youtu.be/P8n_rwPzdBc	
3	https://youtu.be/7U2flvYGrOM	
4	https://youtu.be/DhlpnSbSuJE	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	M	M	S	M	S
CO3	M	S	S	M	M
CO4	M	M	S	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code		COMPUTER APPLICATIONS PRACTICALS I – MS OFFICE AND ORACLE	L	T	P	C
Core/Elective/Supportive		CORE			4	4
Pre-requisite		Practical exposes in application software using ms-office is required.	Syllabus Version		2021-22	
Course Programme:						
M.S.OFFICE						
<p>1. Type a document (like-Speech of a chairman in AGM, Budget speech of finance minister) and perform the following:</p> <ul style="list-style-type: none"> • Right align and bold face • Center align and italics • Justify and center alignment • Also insert footnote and end note for the same. • Change a paragraph into two column paragraph • Insert page number at the bottom • Insert date, time and heading in the header section. 						
<p>2. Using mail merge, send an invitation /notice (by creating the invitation/notice) for the following situation (at least 5 addresses to be entered) (Any one of the following)</p> <p>a) For opening a new branch b) Inauguration of ATM c) Informing about new scheme or offer</p>						
<p>3. Preparation of Table using MS word – Sales Analysis for a period of five years for three products</p>						
<p>4. Using EXCEL prepare a table for (any one of the following)</p> <p>a) Employees payroll b) Sales data c) Students marks and perform the following functions (Total, Average, Percentage, conditional sum and show the results in chart)</p>						
<p>5. Prepare an Excel sheet and apply the following statistical functions to analyze the data (Any one of the following)</p> <p>a) Mean, Median, Mode d) Capital Budgeting Techniques i) Pay Bank Period b) Standard Deviation e) Depreciation Technique ii) NPV c) Time Series f) Ratios g) Break even Analysis iii) ARR</p>						
<p>6. Prepare a questionnaire for a research problem by using MS WORD – use word art, Reference, borders and shading and insert a table relevant to your research problem.</p>						
<p>7. Prepare a PowerPoint presentation for (any one of the following)</p> <p>a) Product Advertisement Break Even Analysis b) Company Advertisement Sales Projections c) Annual General Meeting (Minimum 5 slides)</p>						

Requirements

1. Using Hyperlink to all slides
2. Different animation effect for text and pictures
3. Fully automatic – timing – 2 minutes

8. Using Access prepare a table for (any one of the following)

- a) Pay Roll
- b) Student record
- c) Sales data
- d) Address database of customers –

Requirements

(By using Design view/ Wizard view)

1. One of the fields should be Primary Key
2. Apply sort option to display records (at least three different method of sorting)
3. Generate reports by using different queries.

DBMS

9) Create a table - use name Software with the fields and insert the values:

Field name Field type Field size

Programmer name character 15

Title character 20

Language used character 15

Software cost number 10 with 2 decimal places

Development cost number 10

Software sold number 3

Queries:

- a) Display the details of software developed by “PRAKASH”.
- b) Display the details of the packages whose software cost exceeds “2000”.
- c) Display the details of the software that are developed in “C++”.
- d) What is the price of costliest software developed in “C”.
- e) Display the details of the programmer whose language used is same as “Suresh”.

10) Create a table Company with the following fields and inserts the values:

Field name Field type Field size

Company name character 15

Proprietor character 15

Address character 25

Supplier name character 15

No of employees number 4

GP percent number 6 with 2 decimal places

Queries:

- a) Display all the records of the company which are in the ascending order of GP percent
- b) Display the name of the company whose supplier name is “Telco”.
- c) Display the details of the company whose GP percent is greater than 20 and order by GP percent
- d) Display the detail of the company having the employee ranging from 300 to1000
- e) Display the name of the company whose supplier is same as like Tata’s.

11) Create a table named Student with the following fields and insert the values:

Field name Field type Field size

Student Name character 15

Gender character 6

Roll No. character 10

Department Name character 15

Address character 25

Percentage number 4 with 2 decimal places

Queries:

- a) Calculate the average percentage of the students.
- b) Display the names of the students whose percentage is greater than 80
- c) Display the details of the student who got the highest percentage.
- d) Display the details of the students whose percentage is between 50 and 70.
- e) Display the details of the students whose percentage is greater than the percentage of Roll No = 12CA01

12) Create the table PRODUCT with the following fields and insert the values:

Field name Field type Field size

Product no number 6

Product name character 15

Unit of measure character 15

Quantity number 6 with 2 decimal places

Total amount number 8 with 2 decimal places

Queries:

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

13. Create the table PAYROLL with the following fields and insert the values:

Field name Field type Field size

Employee no number 8

Employee name character 8

Department character 10

Basic pay number 8 with 2 decimal places

HRA number 6 with 2 decimal places

DA number 6 with 2 decimal places

PF number 6 with 2 decimal places

Net pay number 8 with 2 decimal places

Queries;

- a) Update the records to calculate the net pay.
- b) Arrange the records of employees in ascending order of their net pay
- c) Display the details of the employees whose department is: sales"
- d) Select the details of employees whose $HRA \geq 1000$ and $DA \leq 900$
- e) Select the records in descending order



Second Semester

Course code	CORPORATE ACCOUNTING			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Broad knowledge in accounting entries			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Develop the conceptual framework of corporate accounting. 2. Make the students to learn procedure relating to preparation of company final accounts. 3. Educate the students to prepare of statement of affairs and liquidator's final statement. 4. Impart the knowledge relating to banking and insurance companies. 5. Offer the ideas about Human resource accounting, Government accounting, Responsibility accounting and Environmental Accounting. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Comprehend the accounting provisions in the Companies Act relating to preparation of final accounts of a company.			K1			
2	Prepare accounts relating to Amalgamation, Absorption and Alteration of share capital.			K2			
3	Prepare accounts at the time of liquidation of companies.			K3			
4	Develop the knowledge on various accounting aspects pertaining to valuation of shares, holding company accounts and banking and insurance companies			K3			
5	Be familiar with the theoretical framework of Human resource accounting, Government accounting, Responsibility accounting and Environmental Accounting			K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Final accounts			18- hours			
Preparation of Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation – Managerial remuneration – Issue of Bonus shares – Preparation of Balance Sheet.							
Unit:2	Amalgamation			18- hours			
Amalgamation as Merger- Amalgamation as Purchase -Calculation of Purchase Consideration under various methods - Accounting treatment as per AS 14 in the books of Transferee Company. Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).							
Unit:3	Liquidation of companies			18- hours			
Liquidation of companies: Meaning-causes-Preparation of Statement of Affairs and Liquidator's final statement. Holding company accounts excluding inter-company holdings: Preparation of Consolidated Balance sheet only.							
Unit:4	Banking companies and Insurance Companies			18- hours			
Accounts of Banking companies and Insurance Companies (Life and Fire Insurance only).							

Unit:5	Inflation accounting	18- hours
Inflation accounting – Human resource accounting-Principles of Government accounting – Responsibility accounting-Environmental Accounting.		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	Advanced Accounting : M.C. Shukla & T.S.Grewa, 2018	
2	Advanced Accounting : R.L.Gupta, 2016	
Books for References		
1	Advanced Accounting : Jain & Narang, 2019	
2	Arulanandam & Raman, “ Advanced accounting”, Himalaya Publishing House, Mumbai, 2016	
3	S.P. Iyengar, “ Advanced accounting”, Himalaya Publishing House, Mumbai, 2018	
Related Online Contents		
1	www.icai.org	
2	www.icsi.edu	
3	www.caclubindia.com	
4		
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	M	S	M	S
CO3	S	S	S	S	M
CO4	M	M	S	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	HUMAN RESOURCES MANAGEMENT		L	T	P	C
Core/Elective/Supportive	CORE		4			4
Pre-requisite	Understanding of effective interpersonal skills of employees in the organization		Syllabus Version		2021-22	
Course Objectives:						
<p>The main objectives of this course are to:</p> <ol style="list-style-type: none"> 1. Explain the importance of human resources and their effective management in organizations. 2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs. 3. Outline the current theory and practice of recruitment and selection. 4. Describe appropriate implementation, monitoring and assessment procedures of training. 5. Explain the importance of the performance management system in enhancing employee performance. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Explain human resources planning, Dealing with surplus and deficient man power.				K1	
2	Describe the meanings of terminology and tools used in managing employees effectively.				K2	
3	Prepare a selection strategy for a specific job.				K2 & K3	
4	Gain knowledge in develop, analyze and apply advanced training strategies and specifications for the delivery of training programs.				K4	
5	Compare and contrast the different techniques involved in the performance appraisal process, for example, the giving and receiving of feedback				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18- hours	
Human Resource Management –Definition-Objectives-Functions-Evolution and growth of HRM-Qualities of good HR Manager-Changing roles of a HR Manager-Problems and challenges of a HR Manager-Planning the Human resources-Objectives –Steps in human resources planning –Dealing with surplus and deficient man power-job analysis-Job description-Job specification.						
Unit:2	Recruitment and Selection				18- hours	
Recruitment and Selection-Procurement process-Placement-Induction-Objectives of recruitment-sources-Internal and External recruitment –Application blank-Testing-Interviews-Types.						
Unit:3	Training and Development				18- hours	
Training and Development-Principles of Training-Assessment of training needs-On the Job training methods-Off the job training methods-Evolution of effectiveness of training programmes.						
Unit:4	Discipline				18- hours	
Discipline-Meaning-Causes of indiscipline-Acts of indiscipline-Procedure for Disciplinary Action-Organization conflict-Conflict in organizational behaviours-Individual aspect of conflict-Organizational conflict-Management of conflict.						

Unit:5	Performance Appraisal	18- hours
Performance Appraisal-Process-Methods of performance appraisal-Appraisal counseling-Motivation process-Theories of Motivation-Managing grievances and discipline.		
Unit:6	Contemporary Issue	
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	L.M.Prasad.Human Resource Management, Sultan Chand & Sons, New Delhi, 2018	
2	C.B.Memoria,Personnel Management,Himalaya Publishing House, 2018	
Books for References		
1	P.C.Tirupathi,Personnel Management & Industrial Relations,Sultan Chand & Sons,New Delhi, 2016	
2	S.S.Khanka,Human Resource Management,S.CHAND,New Delhi, 2016	
3	Keith Darvis, Human Behaviours at work,McGraw Hill Higher Education, 2018	
Related Online Contents		
1	https://youtu.be/A2HFusWQIeE	
2	https://youtu.be/Z3lOca6YVSc	
3	https://youtu.be/EwOtrqEO8wA	
4	https://youtu.be/AHMSNngmwYk	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	M	S	M	S
CO3	S	S	S	S	M
CO4	M	M	S	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	BUSINESS RESEARCH METHODS			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic knowledge in research and statistical tools is needed			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Develop an idea about various research designs and techniques. 2. Understand sampling techniques of research and its applications. 3. Emphasis the learners in application of appropriate tools in research. 4. Make the learners to understand the significance of testing of hypothesis. 5. Lay a foundation to become familiar in style of preparing research report. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues			K1 & K2			
2	Organize and conduct research in a more appropriate sampling method manner.			K2			
3	Develop necessary critical thinking skills in order to evaluate different statistical tools used in research.			K2 & K3			
4	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process by testing hypothesis.			K4			
5	Write a research report and thesis.			K5 & K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction			18- hours			
Business Research: Meaning – Scope - Significance –challenges-types-process– Qualities a good researcher –Ethics in research- Research problems: Identification-Selection. Hypothesis – Research design.							
Unit:2	Sampling design			18- hours			
Sampling design: Meaning-Sampling frame- Sampling and Non-Sampling Errors- Type I Error and Type II Error in research- Level of Significance- determination of sample size Methods of sampling. Census: merits and demerits - Census Vs Sampling. Pilot study –Pre test. Primary and Secondary data: Meaning-sources-merits-demerits. Methods of data collection: Observation-Interview-Survey- Email-Schedule and Questionnaire. Levels of measurement: Nominal-Ordinal- Interval Ratio. Scaling techniques: Rating scales- Attitude scales – Likert’s Scale-Guttsman scale-Thurston scale.							
Unit:3	Statistical tools			18- hours			
Statistical tools used in research-Measures of Central tendency – Standard deviation – Correlation – simple, partial and multiple correlation –Auto correlation – Regression models – Ordinary Least Square methods – Multiple regression.							
Unit:4	Testing of Hypothesis			18- hours			
Testing of Hypothesis- Parametric test: ‘Z’ test: Test for differences between proportions, difference between Means of two samples-differences between two Standard deviations and testing the correlation co-efficient -‘t’ test: To Test the significant of the mean of a random							

sample, Difference between means of two samples (Independent and paired Samples) testing. Anova: One way ANOVA -Two way ANOVA. Non-parametric test: Chi-square Test - Mann Whitney 'U' Test- Kruskalwallis 'H' Test.		
Unit:5	Interpretation	18- hours
Interpretation: Meaning-Significance. Report writing: Significance – Layout of research report-mechanics of writing a Research report – Precautions to be followed in Research Report- Types of reports- footnotes and bibliography writing; checking plagiarism.		
Unit:6	Contemporary Issues	
Online assignment , Group discussion and seminar		
Total Lecture hours		90- hours
Books for Study		
1	Business Research Methods : Emory, 2017	
2	Business Research Methods : Rummel & Ballaine, 2018	
3	Statistical Methods : S.P. Gupta, 2016	
Books for References		
1	Research Methodology : C.R. Kothari, 2019	
2	Methodology of Research in Social science: Krishnaswami O.R, Ranganathan K, 2019	
3	Research methodology: Paneerselvam, 2019	
Related Online Contents		
1	www.managementstudyguide.com	
2	www.pondiuni.edu.in .	
3	www.modares.ac.ir	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	M	S	M	S
CO3	S	S	M	S	M
CO4	M	S	S	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	OBJECT ORIENTED PROGRAMMING WITH C++			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Hands on training in C programming is needed			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
1. Introduce the elements of object oriented programming and structure of C++ program.							
2. Explain programming fundamentals, including statement and control flow and recursion.							
3. Describe operator overloading, rules for overloading operators and data conversion, inheritance							
4. Apply the concepts of class, method, constructor, instance, data abstraction, function abstraction, inheritance, overriding, overloading, and polymorphism.							
5. Clarify virtual functions and polymorphism.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Outline the essential features and elements of the C++ programming language.			K1 & K2			
2	Understand concepts of inheritance and polymorphism.			K2			
3	Understand the difference between function overloading and function overriding			K2 & K3			
4	Analyze, write, debug and test basic C++ codes using the approaches introduced in the course.			K3 & K4			
5	Incorporate exception handling in object-oriented programs.			K5 & K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction			18- hours			
Evaluation of Programming Paradigm – Elements of Object oriented programming - Data Encapsulation and Abstraction classes – Inheritance – Derived classes – Polymorphism – Operator overloading – Friend functions – Polymorphism – virtual functions – Merits and demerits of OOP – Popular OOP languages – C++ at a glance – Applications of C++ - C++ statements – structure of C++ program.							
Unit:2	Data types			18- hours			
Data types – character set – Token, Identifiers and Keywords – variables – operators and expressions –Control flow – IF, IF. . Else, Nested If.. Else, For loop, While..loop, do..while loop, break statement, switch statement, continue statement and go to statement. Arrays – operations on arrays – Multidimensional arrays – strings – string manipulations. Functions – Function components – Library functions – Inline functions.							
Unit:3	Classes and objects			18- hours			
Classes and objects – Class specification – class objects – Accessing class members – defining member functions – Data Hiding – Friend functions and friend classes. Constructor – parameterized constructors – destructors – constructor overloading – order of constructor and destructor – copy constructor.							

Unit:4	Operator overloading	18- hours
Operator overloading – over loadable operators – Rules for overloading operators – Data conversion. Inheritance – Forms of inheritance – single, multiple, multi level, hierarchal and hybrid inheritance – when to use inheritance – Benefits of Inheritance.		
Unit:5	Virtual functions and Polymorphism	18- hours
Virtual functions and Polymorphism – need for virtual functions – Pointers to derived class objects – Pure virtual functions – Abstract classes – Rules for Virtual functions – Data file operations – Opening of file – closing of file – stream state member functions – reading/writing a character from a file – structure and file operations – classes and file operations.		
Unit:6	Contemporary Issue	90- hours
Online assignment , Group discussion and seminar		
	Total Lecture hours	90- hours
Books for Study		
1	E.Balagurusamy, “Object Oriented Programming with C++”, TataMcGraw Hill Publishing Company Ltd. 2016	
2	D.Ravichandran, “Programming with C++”, TataMcGraw Hill Publishing Company Ltd. 2016	
Books for References		
1	K.R.Venugopal, Raj kumar, T.Ravishanker., “Mastering C++”, TataMcGraw-Hill publishing CompanyLtd 2012	
Related Online Contents		
1	https://youtu.be/cgVVZMfLjEI	
2	https://youtu.be/Aze8Jt9TkVk	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	M	M	S	M	S
CO3	S	S	M	S	M
CO4	M	M	M	M	S
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code		COMPUTER APPLICATIONS PRACTICALS-II : TALLY & C++ TALLY	L	T	P	C
Core/Elective/Supportive					4	4
Pre-requisite		Hands on training in tally and C programming in UG level	Syllabus Version		2021-22	
TALLY						
1. By using Tally - Create Voucher & ledger with adjustments (Using F11 and F12 keys)						
2. Prepare Trial Balance, Profit & Loss A/C and Balance Sheet (With minimum of any 5 adjustments)						
3. Prepare Inventory statement using (Calculate Inventory by using all methods) a) FIFO b) LIFO c) Simple Average method d) Weighted Average Method.						
4. Prepare a fund flow statement and give your opinion.						
5. Prepare a cash flow statement and present your view.						
6. Analyze the performance of an organization by using Ratio (Minimum 5 Ratios are essential).						
C++						
7. Pay Roll calculation (Using simple program)						
8. Find out EOQ, Minimum Level, Maximum Level, Re-order level (Using simple program)						
9. Write a c++ program to calculate working capital using class and objects (member function should write inside and outside the class)						
10. Program to calculate contribution, P/v Ratio, BEP and Margin of safety using Functions.						
11. Calculate Simple Interest and compound interest using inline functions.						
12. Calculate Depreciation – by using constructors and Destructors						
13. Write a C++ program to calculate the sum and product of two complex numbers using operator overloading.						
14. Write a c++ program to prepare cost sheet using inheritance.						

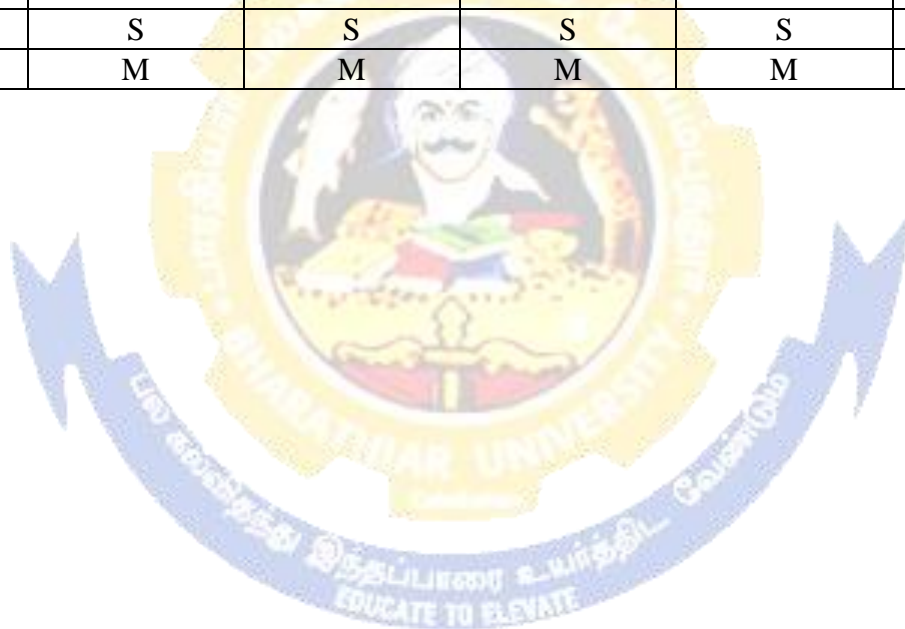


Third Semester

Course code	COST AND MANAGEMENT ACCOUNTING		L	T	P	C
Core/Elective/Supportive	CORE		4		-	4
Pre-requisite	Basic knowledge in cost sheet and ratio analysis		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Be familiar with the components of cost.						
2. give an insight into methods of cost.						
3. Understand the budgeting and budgetary control.						
4. Be aware of the funds flow and cash flow statements.						
5. Give an insight into financial statement analysis.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the components of cost				K1	
2	Classify and compare the methods of cost				K2	
3	Construct different types of budget				K3	
4	Apply different cost variances and solve the adverse situations				K3&K6	
5	Analyze the financial statements of a company				K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction		18 hrs			
Cost Accounting – Meaning – Definition – Difference between Financial and Cost Accounting – Importance of Cost Accounting – Relationship between Cost and management Accounting – Methods of Costing – Elements of Cost – Cost Concepts – preparation of Cost Sheet – Material Control – Fixation of Stock levels – E.O.Q - Pricing of material issues – inventory Control.						
Unit:2	Labour Cost		18 hours			
Labour Cost – Methods of Wage payment – Incentive Systems – idle time – over-time – labour Turnover – Causes of Labour Turnover – overheads – allocation and absorption of overheads.						
Unit:3	Ratio Analysis		18 hours			
Nature and Scope of Management accounting – Meaning – Objectives – Importance – limitations – Financial Statement Analysis – Ratio Analysis – Uses and limitations of Ratios.						
Unit:4	Financial Statement Analysis		18 hours			
Funds Flow and Cash Flow statements, Working Capital Management						
Unit:5	Budgeting		18 hours			
Cost – Volume – Profit Analysis – marginal costing – Break Even Analysis – Managerial application of Marginal Costing – significance – limitations – Budgeting and Budgetary Control – Preparation of Budgets – Material Procurement – Production – Sales – Flexible and Cash budgets.						
			Total Lecture hours		90 hours	

Books for Study	
1	N.K. Prasad, principles & Practice of Cost accounting, Book Syndicate.2018
2	Bierman & Drebing, Managerial Accounting, Macmillong.2016
3	L.M. Pandey, Managerial Accounting, Vikas Pub House.2015
Books for References	
1	Advanced Cost Accounting, Jarn & Narang, Kalyani Pub.2016
2	Management Accounting and Financial control, S.N.Maheswari, Sultan Chand.2013
3	Hobert N. Aanthony, Management Accounting – Text and Cases, Irwin.2019
Related Online Contents	
1	https://www.youtube.com/watch?v=Paecdg2_fb4

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	L	L
CO2	M	M	M	M	M
CO3	M	M	M	M	M
CO4	S	S	S	S	S
CO5	M	M	M	M	M



Course code	VISUAL BASIC			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding about computer and visual components.			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to enable the students to							
1. Introduce different forms of visual							
2. Explore different forms intrinsic controls							
3. Understand expert idea about visual variable and procedure.							
4. Gain expert knowledge about database.							
5. Describe different type of data report							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recall various form of visuals					K1	
2	Understand different type of intrinsic controls					K2	
3	Expert knowledge about visual variable and procedure.					K3&K4	
4	Analyze the method of database working.					K3&K4	
5	Evaluate different type of data report					K5&K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			18- hours			
First steps with Microsoft VB6: Integrated Development Environment - First program in VB - Introduction to forms: Common properties, methods and events.							
Unit:2	Intrinsic Controls			18- hours			
Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drivelist box, dir-list box and file list box controls and other controls, control arrays.							
Unit:3	Variables & Procedures			18- hours			
Variables & Procedures: Scope & Lifetime of variables, native datatypes, aggregate datatypes - Arrays-VB for application and VB libraries: Control flow, Working with numbers, Strings, Date and Time.							
Unit:4	Databases			18- hours			
Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, Processing data.							
Unit:5	Tables and Reports			18- hours			
Tables and Reports-Datagrid control, Flexgrid control, Data Report - Data Report Designer.							
			Total Lecture hours			90- hours	
Books for Study							
1	Visual Basic 6 Programming, Black Book-Steven Holzner, Dreamtech Press Publisher, New Delhi 2016						
2	Visual Basic 6 – How to Program, H.M.Deitel., P.J.Deital and T.R.Nieto 2015						
Books for References							
1	Programming Microsoft Visual Basic- Francesco Balenda, WP Publications and Distributors.2016						

2	Visual Basic 6-Gary Cronell, TataMcGraw Hill Publishing Compnay Ltd 2019
Related Online Contents	
1	https://www.youtube.com/watch?v=gcFHyVYdeFU
2	https://www.youtube.com/watch?v=3FkWddODLno
3	https://www.youtube.com/watch?v=dyrdG3ExZvA
Course Designed By:	

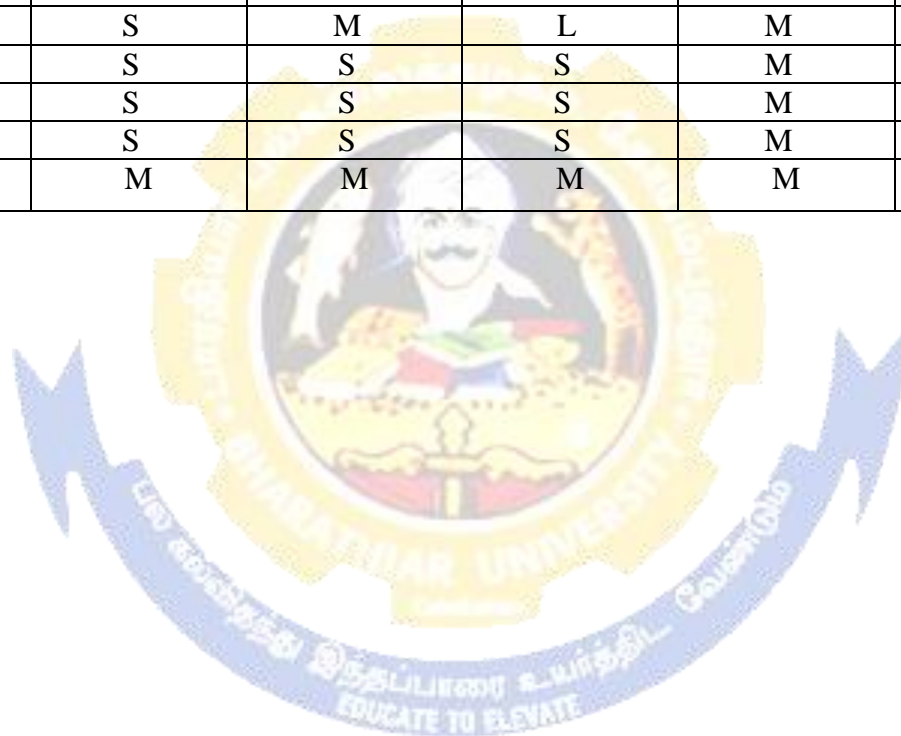
Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	L	L
CO2	M	M	M	M	M
CO3	M	M	M	M	M
CO4	S	S	S	S	S
CO5	M	M	M	M	M



Course code	FINANCIAL MANAGEMENT			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Understanding about finance, management and source of finance.			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to enable the students to							
1. Understand the concept and importance of financial management.							
2. Identify various sources of long-term and short-term finance.							
3. Understand various method and technique for calculating cost of capital.							
4. Know different types leverages used by the organization.							
5. Understand various dividend policies followed by organization.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recollect the concept and importance of financial management.			K1			
2	Have thorough knowledge about various sources of long-term and short-term finance.			K2			
3	Examine various method and technique for calculating cost of capital.			K3			
4	Examine different type leverage technique followed by a organization.			K4&K5			
5	Expert knowledge about various dividend policies.			K5&K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1 Introduction							
Financial Management - Meaning, Nature, scope and objectives–Role and functions of Financial Management–Financial decisions–relationship between Risk and Return–Sources of finance–Short-term and Long-term finance.							
Unit:2		Cost of Capital			18- hours		
Cost of Capital-Meaning and importance–Cost of Debt, Preference, Equity and Retained Earnings– Weighted Average Cost of capital–Capital budgeting–Techniques – ROI, Payback period and Discounted cash flow.							
Unit:3		Leverages			18- hours		
Leverages - Financial Leverage– Operating leverage–EBIT and EPS analysis–Theories of Capital Structure – Net income approach– Net operating income Approach. MM Hypothesis – Determinants of capital structure-Capitalization –Over and Under Capitalization- Merits and Demerits.							
Unit:4		Dividend Theories			18- hours		
Dividend Theories: Walter’s model – Gordon and MM’s models –Dividend policy -Forms of Dividend – Determinants of dividend policy.							
Unit:5		Working Capital Management			18- hours		
Working Capital Management–Cash Management–Receivables Management–Inventory Management – Determinants and Computation of Working Capital.							
					Total Lecture hours		90- hours
Books for Study							
1	Financial Management - Prasanna Chandra 2016						
2	Financial Management - I.M.Pandey, 2016						
3	Financial Management - Khan & Jain 2018						

Books for References	
1	Financial Management - S.N.Maheswari 2015
2	Principles of Managerial Finance - L.J.Gitman and Dr.M.Manickam 2016
3	Financial Management - Sharma and Shashi K.Gupta 2018
Related Online Contents	
1	https://www.youtube.com/watch?v=SkygyiP28Ho
2	https://www.youtube.com/watch?v=4i0jNDzCOE
3	https://www.youtube.com/watch?v=lEu8TrIjVV8
4	https://www.youtube.com/watch?v=wRRM0EWGBYU&t=6s
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	L	M	S
CO2	S	S	S	M	M
CO3	S	S	S	M	M
CO4	S	S	S	M	L
CO5	M	M	M	M	M



COMPUTER APPLICATIONS PRACTICAL III – VB

Practical List (Visual Basic)

Visual Basic

1. Write a VB program to use Menu Editor for adding a picture and also increase and decrease the height and width of the image box, option button & check box.
2. Write a VB program to prepare a pay slip.
3. Write a VB program to calculate depreciation.
4. Write a VB program to calculate Various Leverages.
5. Write a VB program to find the PV and FV by using Financial Functions.
6. Write a VB program to use MDI Form and include the image list control.
7. Write a VB program to find the currency conversion.
8. Program to compute cost of capital using Finance function.
9. Program to design advertisement copy using Image and Picture, File, Drive and Directory.
10. Program to prepare Capital Budget using Option Button and check box.
11. Design a form to link it with inventory management table from database.
12. Design a form using option button, combo box, and list box for preparing a supermarket bill.
13. Program to create customer database and prepare report using Flex Grid control and common control.
14. Program to create student database and prepare report using ADO control and common control.



Fourth Semester

Course code	INVESTMENT MANAGEMENT		L	T	P	C
Core/Elective/Supportive	CORE		4			4
Pre-requisite	Basic understanding about investment and portfolio management.		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Provide a general understanding about investment avenues and personal finance.						
2. Give a broader understanding about behavioral finance and how it equip to decide personal investment.						
3. Understand the characteristics of securities markets and the instruments traded therein.						
4. Give boarder understanding about fundamental and technical analysis.						
5. Analyze risk and return of securities and manage portfolios of investment.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall various investment avenues and personal finance.				K1	
2	Understand securities markets, regulation and its instruments				K2	
3	Examine fundamental analysis of an organization using financial data information.				K3&K4	
4	Examine technical analysis of an organization using financial data information.				K3&K4	
5	Evaluate risk return of securities in different investment proposal.				K5&K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction				18- hours	
Nature, Meaning and scope of Investment – Importance of Investment – Factors influencing Investment – Investment media – Features of investment Programme – Investment Process – Development of Financial system in India.						
Unit:2	Capital Market				18- hours	
Capital Market – New issue Market and stock exchange in India – B.S.E – N.S.E –Kinds of Trading activity – Listing of Securities – SEBI and its Role and guidelines.						
Unit:3	Fundamental and Technical Analysis				18- hours	
Fundamental and Technical Analysis – Security evaluation – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Portfolio Analysis.						
Unit:4	Investment Alternatives				18- hours	
Investment Alternatives – Investment in Bonds, Equity Shares, Preference shares, Government Securities – Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – The Post Office Savings Scheme – LIC.						
Unit:5	Portfolio Management				18- hours	
Portfolio Management – Nature, Scope – SEBI Guidelines to Portfolio Management – Port folio Investment Process – Elements of Portfolio Management – Portfolio Revision – Needs and Problems – Capital Asset Pricing Model(CAPM)						
					Total Lecture hours	90- hours
Books for Study						
1	Investment Management - Francis Cherunilam 2018					
2	Investment Management - Khan and Jain 2016					
3	Investment Management - Preeti Singh 2019					

Books for References	
1	Investment Management - V.K.Bhalla 2016
2	Investment Management - Dr. R.P. Rustogi 2019
3	Investment Management - Radha and Panameshwaran 2019
4	Investment Management – Avadhanl 2018
Related Online Contents	
1	https://www.youtube.com/watch?v=jAOWf4Zef2E
2	https://www.youtube.com/watch?v=ope5Y3Mrsaw
3	https://www.youtube.com/watch?v=8TJQhQ2GZ0Y
4	https://www.youtube.com/watch?v=_fLlS50rf-k
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	L	M	S
CO3	S	M	S	M	S
CO4	S	S	S	L	M
CO5	S	M	S	M	S

*S-Strong; M-Medium; L-Low



Course code	DIRECT TAXES			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding of income tax practice and law			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Enable students to understand computation of taxable income of various entities. 2. Acquaint the students with the concepts of tax administration. 3. Impart deep knowledge about the latest provisions of income tax act. 4. Develop application and analytical skill of the provisions of income tax law for income tax planning and management. 5. Educate learners about procedure for assessment and e-filing. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Calculate computation of taxable income under various sources.			K4& K5			
2	Recollect the concept of tax administration and practices.			K1 & k2			
3	Acquire the knowledge about latest provision of income tax act.			K3			
4	Gain expert knowledge regarding the legitimate way of tax planning and management.			K6			
5	Able to pertain procedure for assessment and e-filing.			K3 & k6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction			18- hours			
Income Tax Act–Definition–Income–Agricultural Income–Assessee – Previous year–Assessment year–Residential status–Scope of Total Income–Capital and Revenue–Receipts and Expenditure– Exempted Incomes.							
Unit:2	Computation of Income			18- hours			
Computation of Income from Salaries and Income from House property.							
Unit:3	Computation of Profits and Gains			18- hours			
Computation of Profits and Gains of Business or profession – Calculation of Capital gain.							
Unit:4	Computation of Income from other sources			18- hours			
Computation of Income from other sources – Set-Off and Carry Forward of Losses - Deduction from Gross Total Income – Assessment of Individuals.							
Unit:5	Income Tax Authorities			18- hours			
Income Tax Authorities – Procedure for Assessment – Collection of Tax – Procedure of e-filing.							
			Total Lecture hours	90- hours			
Books for Study(s)							
1	Direct Taxes - B.B. Lal						
2	Income Tax Law & Practice - Gaur & Narang						
3	Income Tax Law & Practice - Dr.H.C.Mehorotra						

Books for References	
1	Tax Laws - Dingar Pagare
2	Income Tax - Bhagavathi Prasad
3	
Related Online Contents	
1	https://www.youtube.com/watch?v=2PTQ7zQ1hv8
2	https://www.youtube.com/watch?v=saOtcilW1FY
3	https://www.youtube.com/watch?v=Qgt8I3Pqg-Q
4	https://www.youtube.com/watch?v=lrEneCa7gFI
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	M	S	M	M	M
CO4	S	M	S	S	M
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low



Course code	JAVA PROGRAMMING AND HTML			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic knowledge on JAVA PROGRAMMING AND HTML			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Acquaint the students with the basic concepts of JAVA programing. 2. Understand the principles of creating an effective web page. 3. Understand object oriented programming concept. 4. Help the student to insert heading levels within a web page. 5. Train to create head and body section in HTML page. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	It help to understand the concept of Java and HTML			K2			
2	Be able to understand the difference between object oriented programming and procedural oriented language			K3			
3	To familiarize the students with language environment and to implement various concepts related to language.			K3			
4	It help the students to understand basic concept about control statements and treads.			K5			
5	Understand how to insert heading levels within a web page and insert ordered and unordered lists within a web page.			K2			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			18 Hours			
History of java-Java features-Java and internet-Java and www-Java language: Introduction – Simple java program structures-JVM							
Unit:2	Constants			18 Hours			
Constants-Variables-Data types-Arithmetic, relational, logical, assignment operators- if, if...else, else...if ladder-while, do, for-jumps in loops-Defining a class-Creating objects-Method declaration-fields declaration.							
Unit:3	Array			18 Hours			
One dimensional array-creating an array-Strings-Multiple Inheritance-Creating threads-Extending thread classes-Stooping and blocking a thread-Life cycle of a thread.							

Unit:4	HTML	18 Hours
HTML-History of HTML-HTML generation-HTML documents-Anchor tag-Hyperlinks Sample HTML documents		
Unit:5	Webpage Comment	18 Hours
Head and body section-Header section-Title-Prologue-Links- Colourful webpage Comment line-Sample HTML documents-Lists-Ordered lists-Unordered lists-Nested lists.		
Unit:6	Contemporary issues	
Online assignments, workshop, test		
	Total Lecture hours	90 Hours
Text Book(s)		
1	Programming with java-A primer- E.Balagurusamy, TMH Publications, 3rd Edition.	
2	World Wide Web design with HTML - C.Xavier TMH Publications, 2000.	
3		
Reference Books		
1	The Complete Reference Java2- Patrick Naughton and Herbert Schildt , 3rd Edition TMH Publications, 2000.	
2	Programming with java2- C.Xavier, Scitech Publications, 2000.	
3		
Related Online Contents		
1	https://www.youtube.com/watch?v=uWYPVz_i7W4	
2	https://www.youtube.com/watch?v=hBh_CC5y8-s	
3	https://www.youtube.com/watch?v=-G7bJVAIiEI	
4	https://www.oracle.com/topics/technologies/newtojava/programming-center.html#Training	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	L	M	S
CO3	S	M	S	M	S
CO4	S	S	S	L	M
CO5	S	M	S	M	S

*S-Strong; M-Medium; L-Low

Course code	PRINCIPLES AND PRACTICE OF INSURANCE			L	T	P	C
Core/Elective/Supportive	CORE			4			4
Pre-requisite	Basic understanding about the concept of insurance and types			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Give a comprehensive understanding on the general principles and concepts of insurance, insurance practices and procedures 2. Understand various types insurance and its policies. 3. Create awareness among students on the legal framework of insurance 4. Acquired knowledge in Health Insurance, group insurance products and Mediclaim policies 5. Be aware on IRDA Regulation act 2002 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Expert knowledge about general principles and concepts of insurance, insurance practices and procedures			K1&k2			
2	Examine various types of insurance and its functions.			K3&K4			
3	Discuss about legal framework about different insurance policies.			K5			
4	Awareness about differed health policies and group insurance			K5&K6			
5	Examine IRDA Regulation act.			K5&K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction			18- hours			
Introduction to Insurance – Meaning definition – Nature and functions – Types of Insurance – Role and importance of insurance - Principles of insurance classification of Insurance.							
Unit:2	Life Insurance			18- hours			
Life Insurance – Meaning – Kinds of policies and plans – Types of Life Insurance products – Annuity contracts and their uses – Role of L.I.C. of India							
Unit:3	Health Insurance			18- hours			
Health Insurance – Individual and group insurance products – Mediclaim policies – its benefits – Cattle Insurance – Personal accident insurance.							
Unit:4	General insurance			18- hours			
General insurance – Marine, Fire, Motor and Miscellaneous Insurance – Insurance marketing – Network and customer service.							
Unit:5	Claims and settlement			18- hours			
Claims and settlement – Legal aspects – Guidelines for settlement of claims – IRDA – Regulatory provisions under IRDA Act 1999 – Regulations 2000 – IRDA Regulations 2002 – Protection of policy holders interest.							
			Total Lecture hours	90- hours			
Books for Study							
1	Insurance Principles and Practices : M.N.Mishra 2015						
2	Principles and Practices of Insurance : P.Periasamy 2016						
3	Insurance Fundamentals, Environment : B.S.Bodla, M.C.Garg & K.P.Singh and Procedures 2019						

Books for References	
1	Principles of Insurance : N. Premarathy 2016
2	Fundamental of Life Insurance : Mishra 2017
3	Insurance -Theory and Practice : Tripathy 2018
4	Principles of Insurance and : Alka Mittal & S.L. Gupta Risk Management 2019
Related Online Contents	
1	https://www.youtube.com/watch?v=HGoiC04YZ74
2	https://www.youtube.com/watch?v=YMwpHhC_FFY
3	https://www.youtube.com/watch?v=cs2FB5k-En4
4	https://www.youtube.com/watch?v=hapKVJuQh-U
Course Designed By:	

Mapping with Programme Outcomes				
COs	PO1	PO2	PO3	PO4
CO1	S	M	L	M
CO2	S	M	S	M
CO3	S	S	S	M
CO4	S	M	S	M
CO5	S	M	L	S

*S-Strong; M-Medium; L-Low



Course code	INDUSTRIAL LAW		L	T	P	C
Core/Elective/Supportive	CORE		4			4
Pre-requisite	Basic understanding about business regulatory organization and their practice		Syllabus Version	2021-22		
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Acquire updated knowledge and develop understanding of the regulatory framework for business						
2. Gain expert knowledge about various industrial act						
3. Be aware on opportunities available in various legal compliances so as to enable them employable.						
4. Impart knowledge about current practice of industrial law.						
5. Train in calculation on payment of gratuity.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand updated regulatory framework followed by the companies.		K1&K2			
2	Examine various type of industrial act and its functions.		K3			
3	Analyze various opportunities available in various legal compliances so as to enable them employable.		K4&K5			
4	Create knowledge about current practice of industrial law		K6			
5	Able to calculate payment of gratuity.		K3&K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Factories Act		18- hours			
Factories Act 1948 – Provisions relating to health, Safety, Welfare – Employment of Child and young men – Audit workers – Women workers – The Child Labour (Prohibition and Regulation) Act 1986 – Child Labour Rules 1988.						
Unit:2	Trade Unions Act		18- hours			
Trade Unions Act 1926 – Definition – Registration – Rights and Privileges – Cancellation of registration - Political fund – Industrial Disputes Act 1947 – Provisions relating to strike, lockout, retrenchment, Layoff and closure – Machinery to solve disputes.						
Unit:3	Trade Unions Act		18- hours			
Payment of Bonus Act 1965 – Meaning of Gross Profit – Computation of available and allocable surplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability of the act – Payment of wages Act 1936 – permissible deductions – Time and Mode of payment – Minimum wages Act 1948 – The Tamilnadu Payment of subsistence Allowance Act 1981.						
Unit:4	Social security Legislation		18- hours			
Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board – Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneous Provisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PF Scheme – Employees Family pension scheme and Fund – Workmen’s compensation Act 1923 – Employer’s liability and Non-liability – Ways open to workmen for claiming compensation – Disability – Partial – Permanent – Total disablement – Accusation – Diseases.						

Unit:5	Payment of Gratuity Act	18- hours
The Payment of Gratuity Act 1972 – Gratuity – Scope and coverage – Definition – Payment of Gratuity – Compulsory Insurance – Protection of Gratuity – Environmental Protection Act – The Industrial Employment (Standing order) Act 1946.		
	Total Lecture hours	90- hours
Books for Study		
1	Industrial Law – N.D.Kapoor 2019	
2	Factory Laws applicable to Tamilnadu - S.Vaidyanathan, Madras Book Agency. 2018	
3	Industrial Law - S.MShukla and R.N.Saxena 2016	
Books for References		
1	Business and Industrial law - P.P.S.Gogna 2018	
2	The Child labour (Protection & Regulation) - Madras Book Agency Act 1986 2018	
3	The Tamil Nadu Payment of Subsistence - Madras Book Agency Athourance Act 1981	
4	The Environment (Protection) Act 1986 -Professional Book Publishers 2016	
5	Lab our Industrial Laws -P.K. Padhi 2019	
Related Online Contents		
1	https://www.youtube.com/watch?v=6snzm5cfCBw	
2	https://www.youtube.com/watch?v=1HaIGN7lflo	
3	https://www.youtube.com/watch?v=m1tmK2DQwj8	
4	https://www.youtube.com/watch?v=BWYh5hosin4	
Course Designed By:		

Mapping with Programme Outcomes				
COs	PO1	PO2	PO3	PO4
CO1	S	M	L	M
CO2	S	M	S	M
CO3	M	S	S	M
CO4	S	M	S	M
CO5	M	M	L	S

*S-Strong; M-Medium; L-Low



Elective

Course code	SERVICES MARKETING			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on service Marketing			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to enable the students to:							
<ol style="list-style-type: none"> 1. Understand the concepts of service marketing management. 2. Learn about service marketing process for different types of products and services. 3. Understand the tools used by marketing managers in decision situations. 4. Know more about marketing mix for selected marketing services. 5. Get insight in service quality. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Examine the nature of services, and distinguish between products and services					K2	
2	Identify the major elements needed to improve the marketing of services					K4	
3	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service					K4	
4	Examining the key marketing services and market segmentation					K4	
5	Evaluating service quality, measurement, causes and problems, principles guiding improving of quality					K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Introduction					18 hours	
Services: - Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services.							
Unit:2	Service Marketing					18 hours	
Service Marketing: - Concept – Significance – Customer's expectation in Service Marketing – Managing demand and supply in service business.							
Unit:3	Marketing Mix					18 hours	
Marketing Mix for Services – Marketing mix of selected services: - Personal care Marketing – Entertainment Marketing – Education Marketing – Communication Marketing – Electricity Marketing.							
Unit:4	Key Services					18- hours	
Key Services Marketing:- Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services - Market segmentation.							

Unit:5	Service Quality	16 hours
Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles guiding improving of service quality.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Services Marketing - P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala. 2017	
2	Services Marketing - S.M. Jha. 2010	
Books for References		
1	Services Marketing - Dr.S. Shajahan. 2018	
2	Services Marketing – Dr. P . Natarajan, 2019	
Related Online Contents		
1	https://youtu.be/GhFpvXsmBXY	
2	https://youtu.be/MnsVEKEqVoM	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	S	M	S	S
CO3	S	S	S	S	S
CO4	M	S	S	M	M
CO5	S	M	S	M	S

*S-Strong; M-Medium; L-Low

Course code	MARKETING OF FINANCIAL SERVICES			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on Financial Services			Syllabus Version		2021-22	
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Develop and expand knowledge in the overall marketing environment of financial service. 2. Understand the key issues and future trends that surround financial service marketing 3. Be familiar with the nature and scope of various types of financial services. 4. Know about various services related to insurances and its policies. 5. Referring various real estate industry about their classification and its mechanism. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand how marketing theory underpins the marketing of financial services			K2 & K6			
2	Appreciate how recent thinking in marketing and services marketing applies to financial services			K3			
3	Identify key issues for marketers of financial services			K4			
4	Interpretation of various reforms and types of insurance services related to life insurance			K2			
5	Discussing about the concepts based on real estate industry and their investment pattern in markets, securitization mechanism's merits in India.			K6			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Financial Market in India			18 hours			
Financial Market in India – Financial Sector Reforms – Money Market – Capital Market – Bond Market – Types of Bonds.							
Unit:2	Stock Exchanges			18 hours			
Stock Exchanges – Objectives of NSE – Bombay Stock Exchange (BSE) –OTCEI.							
Unit:3	Plastic cards			18 hours			
Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits of Plastic Cards – Disadvantages of Plastic Cards. Bancassurance – Benefits of Bancassurance – Distribution Channels in Bancassurance – Success of Bancassurance.							
Unit:4	Insurance Services			18- hours			
Insurance Services – Insurance Sector Reforms – Types of Insurance Companies – Need of Insurance – Types of Insurance Policies – Role of Life Insurance.							
Unit:5	Real Estate Industry			16 hours			
Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment – Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization – Advantages of Securitization – Securitization in India							

Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Financial Services - Nalini Prava Tripathy, 2017	
2	Financial Institutions and Markets - L.M.Bole 2010	
3		
Books for References		
1	Financial Markets & Institutions - Frederic S. Mishkin 2017	
2	Financial Markets & Institutions – Gordon and Natarajan, 2019	
Related Online Contents		
1	https://youtu.be/MsPgw4FodgE	
2	https://youtu.be/qSPDtYWIKVU	
3	https://youtu.be/-qvrRRTBYAk	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	M	M	S

*S-Strong; M-Medium; L-Low

Course code	MARKETING OF HEALTH SERVICES			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on health services			Syllabus Version	2021-22		
Course Objectives:							
The main objectives of this course are to enable the students to							
<ol style="list-style-type: none"> 1. Understand healthcare decision making 2. Develop skills in applying marketing strategies 3. Predict the environmental trends and opportunities in the health sector. 4. Comparing about various online health services related to clinical health care. 5. Assessing about various rights and legal aspects related to consumer protection and safety measures. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand and critically and effectively apply a number of tools available to marketing managers in healthcare sector					K2	
2	Appreciate and exercise critical judgment in implementing the marketing strategies in the health care sector					K5	
3	Analyse real-life situations and provide solutions to challenges					K6	
4	Assessing various online critical judgment in implementing the marketing strategies in the health care sector					K5	
5	Adapting various legal systems related to consumer rights & protection, promotion agencies and food nutrition's in India					K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Marketing plans for services					18 hours	
Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model.							
Unit:2	Hospital services					18 hours	
Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare Marketing Medicare – Thrust areas for Medicare services.							
Unit:3	Marketing Mix for Hospitals					18 hours	
Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix Strategic Marketing for Hospitals.							
Unit:4	Online Health Services					18 hours	
Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.							

Unit:5	Legal system	16 hours
Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Marketing Health Services : Richard .K. Thomas	
2	Service Marketing : S.M. Jha, 2017	
3	Changing Trends in Health & Nutrition : Sujata, K.Dass, 2016	
4	Teaching Today's Health : David J. Ans Paugh & Gene Ezell, 2015	
Books for References		
1	Marketing for Health services: A framework for communications, evaluation & Total Quality Management : Rod Sheaff, 2015	
2	Service Marketing : Helen Woodruffe, 2018	
3	Service Marketing : P.K. Sinha & S.C. Sahoo, 2016	
Related Online Contents		
1	www.courseerra.org	
2	www.edx.org	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	S	S	M
CO3	M	S	S	M	S
CO4	M	S	S	S	M
CO5	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	TRAVEL AND HOSPITALITY SERVICES			L	T	P	C
Core/Elective/Supportive	ELECTIVE			4			4
Pre-requisite	Basic knowledge on hospitality services			Syllabus Version		2021-22	
Course Objectives:							
<p>The main objectives of this course are to enable the students to :</p> <ol style="list-style-type: none"> 1. Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism 2. Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management 3. Identify the role of managers in the hospitality industry and to highlight their principal responsibilities. 4. Make understand the classification of hotels by physical characteristics. 5. Summarize hospitality services and behavioural profile of users related to hotel marketing in indian perspective. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Apply relevant technology for the production and management of travel and hospitality experiences.			K1			
2	Plan, lead, organize and control resources for effective and efficient travel and hospitality operations.			K2			
3	Create, apply, and evaluate marketing strategies for travel and hospitality destinations and organizations.			K3			
4	Discussing about various hospitality services and its classification of hotels by price level.			K6			
5	Examining the various behavioural profile of users and related to hotel marketing in indian perspective.			K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction			18 hours			
Tourism: Concept- Nature of Tourism: Significance of Tourism – Classification – Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism – Definitions of Tourist and Foreign Tourist – Elements of Tourism.							
Unit:2	Tourist Destination			18 hours			
India – A Tourist Destination- Tourism Marketing: the concept – users of Tourism Services – Product Planning and Development – Market Segmentation for Tourism – Marketing Information System for Tourism							
Unit:3	Marketing Mix for Tourism			18 hours			
Marketing Mix for Tourism – the Product Mix – Promotion Mix – Price Mix – the Place Mix – the people – Tourism Marketing in Indian Perspective.							

Unit:4	Hospitality Services	18- hours
Hospitality Services: Hotels – classification of Hotels by physical characteristics – classification of hotels by price level.		
		16 hours
Unit:5	Behavioural profile of users	
Behavioural profile of users – Market Information System for Hotels – Product Planning and Development – Marketing Mix for Hotels – Hotel Marketing in Indian Perspective.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
		90 hours
Total Lecture hours		
90 hours		
Books for Study		
1	Tourism and Travel Management – Bishwanath Ghosh, 2017	
2	International Tourism Management – A.K. Bhatia, 2016	
Books for References		
1	Services Marketing – S.M.Jha, 2014	
2	Services Marketing – Dr. P. Natarajan, 2019	
Related Online Contents		
1	https://youtu.be/MsPgw4FodgE	
2	https://youtu.be/qSPDtYWIKVU	
3	https://youtu.be/-qvrRRTBYAk	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	M
CO2	S	S	M	M	S
CO3	M	M	S	S	S
CO4	S	S	M	M	S
CO5	M	S	S	M	M

*S-Strong; M-Medium; L-Low

Course code	FINANCIAL MARKETS AND INSTITUTIONS		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on financial market and Institutions		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Understand the overview of Indian financial system and securities exchange board of India.						
2. Acquire knowledge in banking, small savings, provident funds, unit trust of India and mutual funds.						
3. Be aware on the non banking financial intermediaries and non bank statutory financial organizations.						
4. Explain investment information and credit rating agency of India Limited.						
5. Defining basic concepts related to financial institutions, money market institutions, and Investment Information and Credit Rating Agency of India Limited.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian Financial System and securities exchange board of India.		K1&K2			
2	Classify Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.		K2			
3	Explore activities of non-financial banking		K4			
4	Assessing about various investment information and credit rating agency		K5			
5	Identifying about various financial institutions and related to its working and functions		K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		18 hours			
Financial Markets – An Overview – Money Market – Call Money Market – Commercial Paper Market – Commercial Bill Market – Certificate of Deposit (CD) Market – Treasury Bill Market – Government or Gilt-edged Securities Market.						
Unit:2	Capital Market		18 hours			
Capital Market–An Overview – Capital Market Instruments – Capital Market Reforms – New Issue Market(NIM) – Dept Market – Foreign Exchange Market – Derivatives Market.						
Unit:3	Financial Services Institutions		18 hours			
Financial Services Institutions – Clearing corporation of India Limited (CCIL) – Credit Rating and Information Services of India Limited (CRISIL) – Discount and Finance House of India Limited (DFHIL).						
Unit:4	Investment Agency		18- hours			
Investment Information and Credit Rating Agency of India Limited (ICRA) – Over the Counter Exchange of India (OTCEI) – National Securities Depository Limited (NSDL) – Securities Trading Corporation of India Limited (STCI).						

Unit:5	Financial Institutions	16 hours
Financial Institutions – Money Market Institutions – Capital Market Institutions – National Housing Bank–Functions and working – Export-Import(EXIM) Bank of India – NABARD.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Co.,Ltd.2017	
2	Financial Instruments and Services, Nalini Prava Tripathy, Prentice Hall of India. 2016	
3	Financial Markets and Institutions, S. Gurusamy, Vijay Nicole Imprints (P) Ltd., 2018	
Books for References		
1	Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Co., Ltd. 2016	
2	Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons. 2015	
Related Online Contents		
1	https://youtu.be/pY3WeLwGT4s	
2	https://youtu.be/MsPgw4FodgE	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	S	M
CO3	M	S	S	S	M
CO4	S	S	S	M	S
CO5	M	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	INDIAN STOCK EXCHANGES		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on Indian stock exchange		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Understand the overview of Indian Financial System and securities exchange board of India.						
2. Acquire knowledge in banking, Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.						
3. Be aware on different platforms for trading of securities of various companies.						
4. Taught about E-commerce Act and Internet Stock Trading.						
5. Summarize about various concepts related internet stock trading features and SEBI functions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describe Indian stock exchanges and securities exchange board of India.		K1&K2			
2	Classify and regulate the trading transactions with proper rules and regulations.		K2			
3	Explore activities of the investors of stock exchange		K4			
4	Determining the securities contracts regulation act and important provisions related to SEBI functions workings.		K5			
5	Examining various basic concepts of internet stock trading features		K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		18 hours			
Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian Stock Exchanges-Origin and Growth - Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs. Brokers-Stock Exchange Dealings Trading of Securities.						
Unit:2	Stock Exchange Regulatory Framework		18 hours			
Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.						
Unit:3	Listing		18 hours			
Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.						
Unit:4	Securities Contracts		18- hours			
The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.						

Unit:5	Internet Stock Trading	16 hours
Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd, 2017	
2	Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited. 2016	
3	Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.2015	
Books for References		
1	. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited. 2016	
2	Financial Institutions and Markets – Gorden and Nataraj, 2019	
3		
Related Online Contents		
1	www.udemy.com	
2	https://youtu.be/-MveJRIDdgU	
3	www.nscindia.com	
Course Designed By:		

Mapping with Programme Outcomes					
Cos	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	M	S	S	M	M
CO3	S	S	M	M	S
CO4	M	M	S	S	M
CO5	M	M	S	S	M

*S-Strong; M-Medium; L-Low

Course code	FUTURES AND OPTIONS		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on Derivate market		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to:						
<ol style="list-style-type: none"> 1. Provide delegates with a good understanding of how the futures and options markets work, together with the functions of the clearing house. 2. Understand and value the basic derivatives and their applications in the financial risk management and investment. 3. Learn the theoretical underpinnings and the practical applications in real world of derivative securities. 4. Learn the theoretical underpinnings and the practical applications in real world of derivative securities. 5. Defining various types of pay off for buyer and identifying commodity markets 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Evaluating the concepts and market mechanics of different types of financial derivatives				K1&K2	
2	Analyze how financial derivatives are valued, based on the no-arbitrage and risk-neutral valuation approaches				K4	
3	Evaluate the instruments that can be used to implement risk management strategies.				K5	
4	Discovering various pay off for buyer of futures and other options like hedging and speculation.				K4	
5	Identifying the evolution of commodity markets and exchanges in india.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
Introduction to Derivatives – Definition of derivatives products – participants in derivatives market, economic forever of derivatives market.						
Unit:2	Index Derivatives				18 hours	
Index Derivatives – Index number – economic significance of index movements – types of Indices – desirable attributes of an index – Derivatives in Nifty and Sensex.						
Unit:3	Forward contracts				18 hours	
Forward contracts - Limitations of forward markets – futures – Distinction between Future and Forward contracts – Futures terminitory options – Options terminitory , Call options and Put option.						
Unit:4	Pay off for Buyer				18 hours	
Pay off for buyer (long futures) of futures – pay off for seller (short futures) of futures – Hedging, speculation and arbitrage – Options pay off – pay off profit for buyer of call options – pay off profit for writer of call options. Hedging and speculation in options.						

Unit:5	Commodity Markets	16 hours
Evolution of Commodity Markets – Commodity markets in India – Newyork Mercentile Exchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange, Chicago Mercantile Exchange.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	Financial Services and Markets : Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd, 2016	
2	Financial Services : M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited. 2017	
3	.Financial Services : Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons. 2018	
Books for References		
1	The Financial and Analysis of Capital : A.J. Merrett, Allen Ykes projects 2016	
2	Financial Management : P.V. Kulkarni & B.G. Sathya Prasad 2019	
3	Financial Management : M.Y. Khan & P.K. Jain 2018	
Related Online Contents		
1	www.udemy.com	
2	https://youtu.be/-MveJRIDdgU	
3	www.nscindia.com	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	M	M
CO3	M	S	S	M	S
CO4	M	M	S	S	M
CO5	M	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	FUNDAMENTAL AND TECHNICAL ANALYSIS		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on Derivate market		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Discovering various concepts based on investments and security analysis.						
2. Define technical analysis and contrast it with fundamental analysis.						
3. Explain the logic behind technical analysis and company analysis.						
4. Discuss the basic tools used by technical analysts.						
5. Explaining the concepts based on moving averages, charts and its related functions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examining various concepts related to investment and approaches to security valuation.		K4			
2	Outline the theoretical contexts of the fundamental and technical analysis		K2			
3	Summarize work on the basic tools used by technical analysts		K5			
4	Determining the various theory and technical analysis related meaning		K5			
5	Evaluate securities by measuring the intrinsic value of stock		K5			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction		18 hours			
Investment - meaning – importance – security analysis – risk and return – various approaches to security valuation.						
Unit:2	Fundamentals analysis		18 hours			
Fundamentals analysis – meaning – Market analysis – Indices of NSE and BSE						
Unit:3	Industry analysis		18 hours			
Industry analysis – meaning – methods - Company analysis – meaning – methods.						
Unit:4	Technical analysis		18 hours			
Technical analysis – meaning – Dow Theory – Elliot Wave Theory						
Unit:5	Moving Averages		16 hours			
Moving Averages – Charts – MACD -relative strengths.						
Unit:6	Contemporary Issue		2 hours			
Online assignment and online seminar						
			Total Lecture hours		90 hours	

Books for Study	
1	Investment analysis and portfolio management : Reily. 2016
2	Portfolio management : S.K. Baura. 2013
3	Modern portfolio theory and investment analysis : Elton and Gurbar. 2018
Books for References	
1	Securities analysis and portfolio management : Fischer and Jordan 2018
2	Investment :Jack Clark Francis & Richard w.Taylor. 2015
3	Investment management :V.K.Bhalla. 2016
Related Online Contents	
1	www.tradingcompus.in
2	Learn.tradimo.com
3	www.mooclist.com
Course Designed By:	

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	M	M	S	M	M
CO3	M	S	S	M	S
CO4	M	M	S	S	M
CO5	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	PRINCIPLES OF INTERNATIONAL TRADE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on International trade		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
1. Be familiar with the process of international and domestic trade procedures.						
2. Form a base of policy framework in international trading with special emphasis on India.						
3. Appraise them of the documentation procedures and its sanctity in international business.						
4. To know more about international investments and factors affecting international investments						
5. Summarize Multinational Corporation and about the Globalizations						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications				K2	
2	Apply the principle of comparative advantage and its formal expression and interpretation within different theoretical models				K3	
3	Simplify form the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory				K6	
4	Discussing about various international investments and its limitations, factors affected by investment Indian companies				K6	
5	Summarize concepts based on multinational corporation and about the globalizations				K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				18 hours	
The global Economy – Perspective on the theory of International Trade – The importance of International trade – Counter Trade – Forms of Counter Trade – Reasons for Growth of Counter Trade – Global Trade and Developing Countries.						
Unit:2	International commodity Agreements				18 hours	
International commodity Agreements – Quota agreements, Buffer stock Agreements – Carts – State Trading – Bilateral and Multilateral contracts. Gains from Trade – Terms of Trade – Factors influencing the terms of trade.						
Unit:3	Tariff				18 hours	
Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes – Export Subsidies – Arguments for free Trade – Arguments for protection – Demerits of protection – Trade barriers.						
Unit:4	International Investments				18 hours	
International Investments – Types of Foreign Investment – significance of Foreign Investments – Limitations and Dangerous of Foreign Capital – Factors affecting International Investment – Foreign Investment by Indian companies.						

Unit:5	Multinational Corporation	16 hours
Multinational Corporation – Definition and Meaning – Importance of MNCS – benefits of MNCs – Criticism – Globalizations – Meaning – stages – Essential conditions for Globalization – Implications and Importance of Globalization – Benefits – Obstacles to Globalization in India – Factors favoring Globalization.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	International Trade – Theory and Evidence – By James R.Markusen, James R.Melvin, William H.Kaempfer & Keith E.Maskus. 2017	
2	International Trade and Export Management – Francis Cherunilam 2015	
Books for References		
1	International Business – Francis Cherunilam 2016	
2	International Business – P. Natarajan 2019	
3		
Related Online Contents		
1	http://epgp.inflibnet.ac.in.ahl.php?csrno=438 paper no and title P11. International business environment module number and title : MI.Globalization Module Tag: BSE_P11_M1	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	S	S	M	M	S
CO3	M	S	S	M	M
CO4	M	S	S	M	S
CO5	S	S	M	M	S

*S-Strong; M-Medium; L-Low

Course code	EXPORT AND IMPORT PROCEDURE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on EXIM		Syllabus Version		2021-22	
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Learn the export and import trade procedure 2. Know the functions of export and import promotion council 3. Learn the role of export and import consultancy like excise procedures 4. Give an understanding about the export and import warehousing laws and their regulations 5. Learn the custom practice while importing and documentation related to rules and regulations 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the export and import licensing procedure			K1		
2	Understand the functions of export and import promotion council			K2		
3	Analyse the knowledge about customs procedure			K4		
4	Evaluate the trading procedure			K5		
5	Apply the export and import procedure for the given project			K3		
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction			18 hours		
Exports – Recent measures to boost Country's Exports – Rules for successful exporting – Preliminaries for starting export business – Deemed exports and its benefits – Finance for Exports.						
Unit:2	Categories of exporters			18 hours		
Different Categories of exporters - Registration of Exports – Appointing Overseas agents – Obtaining an export license – Arranging finance for exports – Packing goods for exports – Marketing goods for export.						
Unit:3	Excise procedure			18 hours		
Excise procedure – Insuring goods against Marine risks – Preparing export documents – Institutional support for Exports – Compulsory quality control and pre-shipment Inspection – Labeling – Shipping and customs clearance of goods.						
Unit:4	Import Trade law in India			18 hours		
Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.						

Unit:5	Retirement of Import Documents	16 hours
Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	How to Export and How to Import – Nabhi publications 2017	
2	Export management – P.K. Khurana 2018	
3	Export Management – T.A.S. Balagobal 2019	
Books for References		
1	A Guide on Export Policy, Procedure and Documentation – M.I.Mahajan – Snow white publications 2015	
Related Online Contents		
1	https://youtu.be/O0zs6CH-IPc	
2	https://youtu.be/RyiWM0s_7K0	
3	https://youtu.be/gjP0mI7pkgk	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	M	S	S	S	M
CO3	M	M	S	S	S
CO4	S	S	M	S	S
CO5	S	M	S	S	M

*S-Strong; M-Medium; L-Low

Course code	INSTITUTIONS FACILITATING INTERNATIONAL TRADE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on international trade		Syllabus Version		2021-22	
Course Objectives:						
<p>The main objectives of this course are to enable the students to</p> <ol style="list-style-type: none"> 1. Reduce global poverty and improve people's living conditions and standards through facilitating internal trade institutions 2. Provide information about export promotion in India and related to its agencies. 3. Support sustainable economic, social and institutional development on international trade 4. Promote regional cooperation and integration on facilitating the international trade. 5. Assessing various international monetary fund and international development fund and its features. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.		K3& K6			
2	Understand the conditions of financial markets and its impact in facilitating the international trade		K4			
3	Identifying the awareness on the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments in facilitating institutions.		K3			
4	Examine international monetary fund and concepts its principles		K4			
5	Identifying various concepts based on international development association and features		K3			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Export promotion in India		18 hours			
Export promotion in India-Department of Commerce- Functional divisions- Advisory bodies Commodity organizations-Export promotion councils (EPCs)- Commodity Boards-Autonomous bodies- Service Institutions and organizations-Government trading organizations-State trading corporations- Major STC"s in India- State export –Promotion agencies-Impediments in export promotion.						
Unit:2	Role of RBI in export finance		18 hours			
Role of RBI in export finance –Role of commercial banks-Small Industrial Development Bank of India (SIDBI) - Objectives-Schemes-Export and Import bank of India (EXIM) - Objectives-Functions-Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.						
Unit:3	WTO		18 hours			
World Trade Organization – GATT – Objectives-Evolution of WTO-Functions-Principles of WTO- Organization structure- WTO agreements-GATS-TRIMS-TRIPS- Objectives of IPRS benefits- Limitations-Procedure of dispute settlement –WTO and anti dumping measures Evaluation of WTO- drawbacks/Criticisms.						

Unit:4	IMF	18 hours
International Monetary Fund (IMF)-Objectives- Organization and management- Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank- Purpose Organization structure- Guiding principle- Leading programs.		
Unit:5	IDA	16 hours
International Development Association (IDA)-Objectives-Memberships – Loan assistance International Financial Corporation (IFC)- Objectives-Main features- Asian Development Bank(ADB)- Objectives-UNCTAD-Functions-Basic principles- International trade centre.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	International Business (Text & cases) : Francis cherunilam. 2016	
2	International Marketing : Rakesh Mohan Joshi. 2015	
3	International Business (Text & cases) : P. Sudha Rao 2016	
Books for References		
1	International Business Environment : Francis cherunilam.2016	
2	Export Marketing : Achaya and Jain. 2013	
3	Export Marketing : B.S. Rathir & J.S. Rathir 2018	
Related Online Contents		
1	NPTEL	
2	SWAMYAM /MOOCs	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	M	M
CO3	S	S	S	M	S
CO4	S	S	M	M	S
CO5	S	M	M	S	M

*S-Strong; M-Medium; L-Low

Course code	INDIA'S INTERNATIONAL TRADE		L	T	P	C
Core/Elective/Supportive	ELECTIVE		4			4
Pre-requisite	Basic knowledge on export market		Syllabus Version	2021-22		
Course Objectives:						
The main objectives of this course are to enable the students to						
<ol style="list-style-type: none"> 1. Understand the international trade environment, strategies and management. 2. Apply concepts, principles and theories to international trade situations. 3. Be aware on the different thinking and viewpoints of diverse cultures. 4. Knowing more about import and export laws related to regulations. 5. Providing information about the global trades towards developing countries facing problems 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the basic difference between inter-regional and international trade		K2 & K6			
2	Apply the legal framework in the real life businesses related to foreign trade regulations in India.		K3			
3	Evaluate India's international trade performance about its objectives and principles.		K5			
4	Identifying various concepts related to imports related to law of protection their rights		K3			
5	Discovering more about global trades and developing countries and major problems faced by sectors.		K4			
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Development of Foreign Trade Policy		18 hours			
Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.						
Unit:2	Legal frame work of India's foreign trade		18 hours			
Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.						
Unit:3	India's export trade		18 hours			
India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.						
Unit:4	Imports		18- hours			
Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks						

Unit:5	Global trade and developing countries	16 hours
Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.		
Unit:6	Contemporary Issue	2 hours
Online assignment and online seminar		
Total Lecture hours		90 hours
Books for Study		
1	International Trade and Export Management - Francis cherunilam. 2015	
2	Export Management - T.A.S Balagopal 3. International Trade - M.L. Varma 2016	
Books for References		
1	Global Marketing Management : Keegan 2018	
Related Online Contents		
1	e-PG Pathshala : (Commerce : P.07, M.33)	
2	NPTEL : https://onlinecourses.nptel.ac.in	
Course Designed By:		

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	M
CO2	S	S	M	S	M
CO3	S	S	S	M	S
CO4	M	M	S	S	M
CO5	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course Designed By

Dr.M.Sumathy
Professor & Head
Department of Commerce
Bharathiar University , Coimbatore 641 046
sumathivenky2005@gmail.com



Annexure

BHARATHIAR UNIVERSITY
(A State University, Accredited with “A” Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)
Coimbatore - 641 046, India



MISSION

ELIGIBILITY FOR ADMISSION TO THE COURSE

“A Graduate in Commerce, B.Com. (Computer Applications), B.Com. (Information Technology), B.Com. (Professional Accounting), B.Com. (Finance), B.Com. (Banking and Insurance), B.Com. (International Business), B.Com. (Accounting & Taxation), B.Com. (Cost & Management Accounting), B.Com. (E-Com), B.Com. (Financial System), B.Com. (Foreign Trade), BBA, BBM, BBA. (CA), BBM. (CA), B.Com. (Corporate Secretaryship with CA), BCS, BCS. (CA), B.Com. Co-operation”

DURATION OF THE COURSE

The course shall extend over a period of two years comprising four Semesters, with two Semesters per year.

COURSE OF STUDY AND SCHEME OF EXAMINATION

The course of study and scheme of examination for the M.Com (Computer Applications) course shall consist of the following:

