

B. Com.

Syllabus

AFFILIATED COLLEGES

Program Code: 2AA

2020 – 2021 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 - 982)

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The B.COM program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Students will able to understand the concepts of commerce.
PEO2	Programme aims to develop comprehensive professional skills which are required for commerce graduates.
PEO3	Students will develop an understanding of various commerce functions such as finance, accounting, financial analysis, project evaluation, and cost accounting
PEO4	Students will be able to prove the proficiency with the ability to engage exams like C.A, C.S and CMA
PEO5	Students can do commerce oriented research and consequence of this, they can become Professors in Colleges and Universities



Program Specific Outcomes (PSOs)	
After the successful completion of B.COM program, the students are expected to	
PSO1	To provide strong base on the course relevant to the area of commerce which helps to choose their career
PSO2	To enhance knowledge and skills among students which built confident to identify their career opportunities in multiple dimensions.
PSO3	Nurture the students in intellectual, personal, interpersonal and social skills with a focus on relevant professional career particularly, to maximize professional growth.
PSO4	Empower the students with necessary competencies and decision making skills to foster the innovative thinking to become an entrepreneur
PSO5	Strengthen the students to become expert in the field of communication with ethical consciousness.



Program Outcomes (POs)	
On successful completion of the B.COM program	
PO1	Build the wide range of knowledge in the areas of accounting concepts and techniques to meet the current and future requirement of the industry.
PO2	Develop the strong knowledge in the areas such as finance, taxation and laws relating to commerce helps to relate the conceptual and analytical skills in the field of auditing, finance etc.
PO3	Inculcate the students to nurture their skills in personal, interpersonal, intellectual and others skills to develop their professional career and growth.
PO4	Disseminate students to develop decision making and problem solving skills to undertake their own venture as a feasible career option.
PO5	Orient and motive the students to develop the needed knowledge in business and academics to develop their employability



BHARATHIAR UNIVERSITY : : COIMBATORE 641 046

Bachelor of Commerce Curriculum (Affiliated Colleges)

(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Language-I	4	6	-	25	75	100
	English-I	4	6	-	25	75	100
	Core I – Principles of Accountancy	4	5	-	25	75	100
	Core II–Business Organization & Office Management	4	5	-	25	75	100
	Allied Paper I – Agricultural Economic of India	4	6	-	25	75	100
	Environmental Studies #	2	2	-	-	50	50
	Total	22	30		125	425	550
SECOND SEMESTER							
	Language-II	4	6	-	25	75	100
	English-II	4	6	-	25	75	100
	Core III – Financial Accounting	4	5	-	25	75	100
	Core IV – Principles of Marketing	4	5	-	25	75	100
	Allied Paper II – Economic Analysis	4	6	-	25	75	100
	Value Education – Human Rights #		2	-	-	50	50
	Total	22	30		125	425	550
THIRD SEMESTER							
	Core V – Higher Financial Accounting	4	7		25	75	100
	Core VI – Commercial Law	4	6		25	75	100
	Core VII – Principles of Management	4	6		25	75	100
	Allied : III - Mathematics for Business	4	6		25	75	100
	Skill based Subject -1 : Business Application Software-I	3	3		20	55	75
	Tamil @ / Advanced Tamil # (or)Non-Major Elective–I Yoga for Human Excellence # / Women’s Rights # Constitution of India #	2	2		50		50
	Total	21	30				525

FOURTH SEMESTER							
	Core VIII – Corporate Accounting-I	4	5		25	75	100
	Core IX – Computer Applications in Business	4	4		25	75	100
	Core X – Company Law and Secretarial Practice	4	4		25	75	100
	Core XI – Executive Business Communication	3	3		20	55	75
	Core XII – Banking Theory	3	3		20	55	75
	Allied: IV: Statistics for Business	4	6		25	75	100
	Skill based Subject-2: Computer Applications (MS-Word and MS-Excel)-Practical –I	3	3		30	45	75
	Tamil @ / Advanced Tamil # (or) Non-major elective -II: General Awareness #	2	2		50		50
	Total	27	30				675
FIFTH SEMESTER							
	Core XIII –Corporate Accounting-II	4	6		25	75	100
	Core XIV – Banking Law and Practices	4	5		25	75	100
	Core XV – Cost Accounting	4	5		25	75	100
	Core XVI – Income Tax Law and Practice	4	6		25	75	100
	Elective –I:	4	5		25	75	100
	Skill based Subject-3: Business Application Software II	3	3		20	55	75
	Total	23	30		145	430	575
SIXTH SEMESTER							
	Core XVII – Management Accounting	4	6		25	75	100
	Core XVIII - Principles of Auditing	4	5		25	75	100
	Core XIX - Indirect Taxes	4	6		25	75	100
	Elective –II:	4	5		25	75	100
	Elective–III:	4	5		25	75	100
	Skill based Subject-4: Computer Applications: MS-PowerPoint, MS-Access and Tally 9.2	3	3		30	45	75
	Extension Activities @	2	-		50	-	50
	TOTAL	25	30		205	420	625
	GRAND TOTAL	140	180				3500

Online courses will be implemented from next academic year

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations.

List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Business Finance
	B	Brand Management
	C	Fundamentals of Insurance
Elective – II	A	Entrepreneurial Development
	B	Supply Chain Management
	C	Principles of Web Designing
Elective - III	A	Financial Markets
	B	Insurance Legislative Framework
	C	Project Work





First Semester

Course code	TITLE OF THE COURSE			L	T	P	C
Core -1	Principles of Accountancy			4			4
Pre-requisite	Basic knowledge in accountancy			Syllabus Version			
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. To enable the students to learn basic Principles of Accountancy. 2. To make the students skillfully to prepare and present the final accounts of sole trader. 3. To learn about various types of errors and calculation of depreciation in accounts. 4. To understand about bank reconciliation statement and accounting for professionals 5. To provide knowledge about consignment and joint ventures 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recalling Accounting Concepts and Conventions and use Accounting rules to record business transactions in the form of Journal, Ledger, subsidiary books and preparation of Trial Balance.						K1
2	Understanding the steps involved in locating errors and prepare them to understand the to preparation of final accounts for sole traders.						K2
3	Outline the concepts of Bills of exchange, Average due date and Account Current						K2
4	Examine the concepts of consignment and joint venture.						K4
5	Analyze the bank reconciliation statement, Receipts and payments, Income and expenditure and Balance sheet and accounting for professionals to enhance the knowledge.						K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create							
Unit:1	Title of the Unit (Capitalize each Word)					15-- hours	
Fundamentals of Book Keeping – Accounting Concepts and Conventions – Journal – Ledger – Subsidiary books – Trial balance.							
Unit:2	Title of the Unit (Capitalize each Word)					10-- hours	
Final accounts of a sole trader with adjustments – Errors and rectification							
Unit:3	Title of the Unit (Capitalize each Word)					15-- hours	
Bill of exchange- Accommodation bills – Average due date – Account current							
Unit:4	Title of the Unit (Capitalize each Word)					20-- hours	
Accounting for consignments and Joint ventures							
Unit:5	Title of the Unit (Capitalize each Word)					13-- hours	
Bank Reconciliation statement – Receipts and Payments and income and expenditure account and Balance sheet – Accounts of professionals.							

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		75-- hours
Text Book(s)		
1	N.Vinayakam, P.L.Mani, K.L.Nagarajan – Principles of Accountancy	
2	T.S.Grewal – Introduction to Accountancy- S.Chand & Company Ltd.,	
3	R.L.Gupta, V.K.Gupta, M.C.Shukla – Financial Accounting – Sultanchand & sons	
Reference Books		
1	K.L.Narang, S.N.Maheswari - Advanced Accountancy-Kalyani publishers	
2	A.Murthy -Financial Accounting – Margham Publishers	
3	A.Mukherjee, M.Hanif – Modern Accountancy. Vol.1- Tata McGraw Hill Companie	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	M	M	S	M
CO4	S	S	S	S	M
CO5	S	S	M	M	L

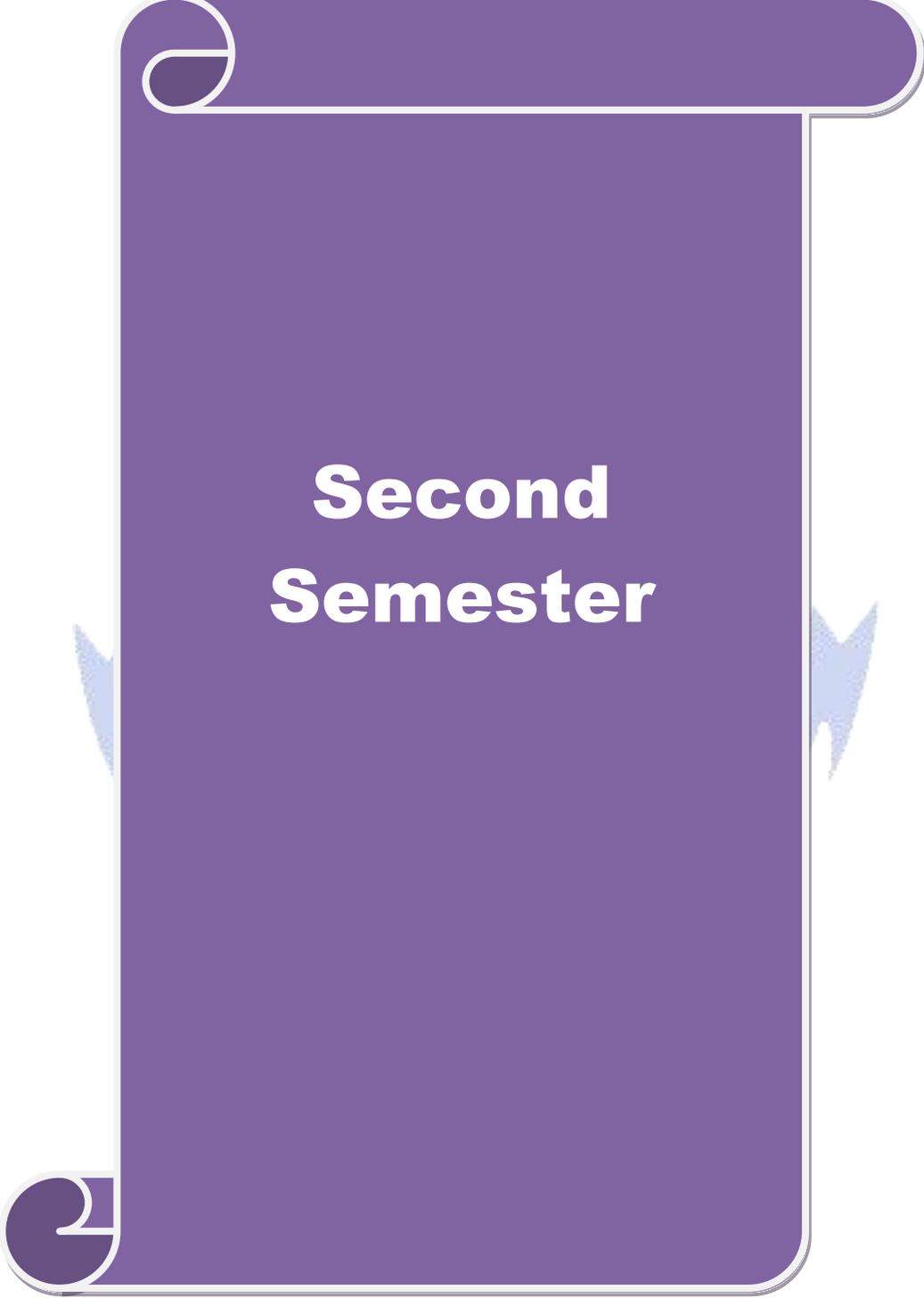
*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 2	Business organization and office management	4			4
Pre-requisite	Basic knowledge in management	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand different forms of organization To understand various factors affecting business organization and functioning of stock exchange To provide insight about office functioning, data processing system and EDP 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understanding the concepts of business and its forms of organizations involved in sole trader, partnership firms, companies and co-operative societies and public enterprise.				K2
2	Analyzing the business factors which are involved in sources of finance.				K4
3	Explaining the functioning of stock exchanges SEBI, DEMAT of shares.				K2
4	Remembering office functions, layout and accommodation.				K1
5	Outlining office equipments and EDP.				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Nature and scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms, Companies and Co-operative Societies – Public Enterprise.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Location of Business – Factors influencing location, localization of industries- Size of forms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Relative Merits and Demerits.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Stock Exchange - Functions – Procedure of Trading – Functions of SEBI – DEMAT of shares- Trade Association-Chamber of Commerce.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Office – Its functions and significance – Office layout and office accommodation – Filing and Indexing					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Office machines and equipments – Data Processing Systems – EDP –Uses and Limitations – Office Furniture.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		75-- hours
Text Book(s)		
1	Y.K.Bhushan – Business Organisation and Management – Sultanchand & sons	
2	Shukla - Business Organisation and Management – S.Chand & Company Ltd.,	
3	Saksena – Business Administration and Management – Sahitya Bhavan	
Reference Books		
1	Singh.B.P & Chopra - Business Organisation and Management – Dhanpat Rai & sons	
2	R.K.Chopra – Office Management – Himalaya Publishing House	
3	J.C.Deneyer - Office Management	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	M
CO5	S	S	M	M	L

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



**Second
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 3	Financial Accounting	4			4
Pre-requisite	Basic knowledge in accounting	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To explore various methods of calculating and recording depreciation To provide understanding about royalties and investment accounts To offer an idea about single entry system of accounts To promote knowledge about department and branch accounting To facilitate knowledge about hire purchase and installment system of accounting 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Describing the concepts based on depreciation and its methods in books of accounts.				K1
2	Outline about the nature of Investment and Royal excluding Sublease.				K2
3	Identifying the essential characteristics of single entry system.				K3
4	Applying the basic concepts of departmental and branch accounting.				K4
5	Familiarize the procedure relating to hire purchase and installment in books of accounts				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Accounting for Depreciation –need for and significance of depreciation, methods of providing depreciation- Reserves and Provision.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Investment accounts – Royalty excluding Sublease					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Single Entry system-meaning and features-Statement of affairs method and Conversion method					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Departmental accounts – transfers at cost or selling price –Branch excluding foreign branches					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Hire purchase and instalment systems including Hire Purchasing Trading account- Goods on sale or Return					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	Advanced Accountancy - R.L.Gupta & M.Radhasamy
2	Advanced Accountancy - S.P.Jain & K.L.Narang
Reference Books	
1	Advanced Accountancy - M.C.Shukla & T.S.Grewal
2	Finanacial Accounting - T.S.Reddy & A.Murthy
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	M	S	S	M
CO3	S	M	M	S	M
CO4	S	S	S	S	M
CO5	S	M	M	M	L

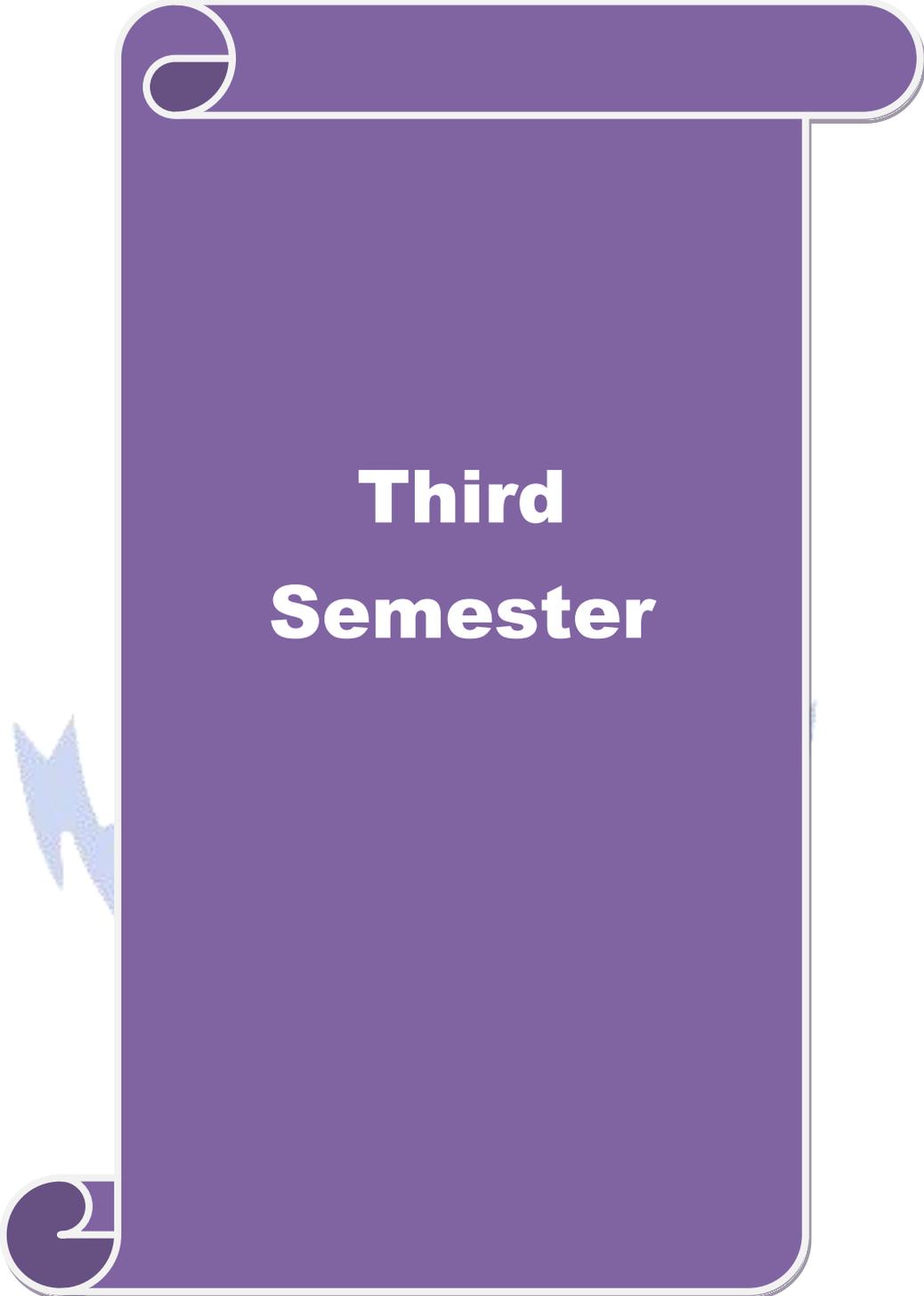
*S-Strong; M-Medium; L-Low

Course code		TITLE OF THE COURSE	L	T	P	C
Core- 4		Principles of Marketing	4			4 4
Pre-requisite		Basic knowledge in marketing	Syllabus Version			
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To conceptualize an idea about marketing and related terms 2. To provide insight about various forms and types of marketing 3. To analyze various components of marketing channels 4. To understand various concepts relating to consumer behavior 5. To introduce the components of marketing mix 6. To understand the importance of retailing in today's context 7. To understand emerging marketing trends and regulatory mechanisms 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Defining the various concepts and terms related to marketing					K1
2	Explaining about various marketing functions					K2
3	Understanding terms of consumer behaviour and examined about different concepts related to consumers.					K2
4	Identifying the marketing mix and its elements					K1
5	Understanding different provisions related to trends in emerging markets.					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Title of the Unit (Capitalize each Word)					15-- hours
Marketing –Definition of market and marketing–Importance of marketing –Modern Marketing concept-Global Marketing –E-marketing –Tele marketing- Marketing Ethics -Career Opportunities in Marketing						
Unit:2	Title of the Unit (Capitalize each Word)					15-- hours
Marketing functions-Buying –Selling –Transportation –Storage – Financing –Risk Bearing – Standardisation – Market Information						
Unit:3	Title of the Unit (Capitalize each Word)					15-- hours
Consumer Behaviour –meaning –Need for studying consumer behaviour-Factors influencing consumer behaviour-Market segmentation – Customer Relations Marketing						
Unit:4	Title of the Unit (Capitalize each Word)					15-- hours
Marketing Mix – Product mix –Meaning of Product –Product life cycle –Branding-labelling- Price Mix-Importance-Pricing objectives - Pricing strategies –Personal selling and Sales Promotion - Place mix-Importance of channels of distribution –Functions of middlemen – Importance of retailing in today's context						

Unit:5	Title of the Unit (Capitalize each Word)	13-- hours
Marketing and Government –Bureau of Indian Standards –Agmark –Consumerism – Consumer Protecting – Rights of consumers- Green Marketing –Forward Trading in Commodities		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		75-- hours
Text Book(s)		
1	Marketing Management - Rajan Sexena	
2	Principles of Marketing - Philip Kotler & Gary Armstrong	
3	Marketing Management - V.S. Ramasamy and Namakumari	
Reference Books		
1	Marketing -William G.Zikmund & Michael D’Amico	
2	Marketing - R.S.N.Pillai & Bagavathi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	M
CO3	S	S	S	M	M
CO4	S	S	M	M	M
CO5	S	S	S	S	M

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



**Third
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 5	Higher financial accounting	4			4
Pre-requisite	Basic knowledge in accounting	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide insight about maintaining partnership accounts To promote understanding about maintaining books of accounts at the time of retirement To offer understanding about dissolution and insolvency of partnership To facilitate knowledge about individual insolvency and claims To promote knowledge about human resource and inflation accounting 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understanding the basic concepts of partner and procedures related to calculation of ratios.				K2
2	Acquiring the principle at the time of retirement in the books of partner				K1
3	Analyzing dissolution and insolvency of firms and individuals.				K4
4	Evaluate the insolvency or loss of individuals or firms.				K5
5	Examine the concepts based on voyage, Human resource and inflation accounting.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Introduction- Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.					
Unit:2	Title of the Unit (Capitalize each Word)	20-- hours			
Retirement of Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only - Settlement of Accounts - Retiring Partner’s Loan Account with equal Installments only.					
Unit:3	Title of the Unit (Capitalize each Word)	20-- hours			
Dissolution - Insolvency of Partners- Garner Vs Murray- Insolvency of all Partners - Deficiency A/c - .Piecemeal Distribution - Proportionate Capital Method only.					
Unit:4	Title of the Unit (Capitalize each Word)	20-- hours			
Insolvency of Individuals and Firms – Fire Claims : Normal Loss – Abnormal Loss					
Unit:5	Title of the Unit (Capitalize each Word)	23-- hours			
Voyage Accounts - Human Resources Accounting and Inflation Accounting (Theory only).					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					

	Total Lecture hours	105-- hours
Text Book(s)		
1	S.P. Jain & K.L. Narang, “Advanced Accounting”, Kalyani Publications, NewDelhi.	
2	Reddy & Murthy, “Financial Accounting”, Margham Publicatuions, Chennai, 2004.	
3	Dr. M. A. Arulanandam, Dr. K.S. Raman, “Advanced Accountancy Part-I”, Himalaya Publication, New Delhi.	
Reference Books		
1	Gupta R.L. & Radhaswamy M.,”Corporate Accounts “, Theory Method and Application - 13th Revised Edition 2006, Sultan Chand & Co., New Delhi .	
2	Shukla M.C., Grewal T.S. & Gupta S.L., “Advanced Accountancy”, S. Chand & Co., NewDelhi.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	L
CO3	S	S	S	S	M
CO4	S	M	M	S	M
CO5	S	S	M	S	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 6	Commercial law	4			4
Pre-requisite	Basic knowledge in commerce activities	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about basics of business contract To create knowledge about the regulations of agency system To understand the rules of indemnity and guarantee To offer knowledge about the sale and transfer of goods and the applicable laws and regulations 					
Expected Course Outcomes:					
1	Assessing the various elements related business law and contract				K5
2	Interpreting different type of contract and its features				K2
3	Explain about the agency system related to creation and termination of agency				K5
4	Compare between rights and duties of indemnity , guarantee				K5
5	Examine the distinct between sale and agreement to sell and its features				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Law – Meaning and objects – Mercantile law, meaning – Sources of contracts – Classification of contracts – Essentials of a valid contract – Offer, acceptance, legality of object and consideration – Void agreement.					
Unit:2	Title of the Unit (Capitalize each Word)	20-- hours			
Capacity to contract – Free consent – Quasi contracts – Contingent contracts – Performance of contract – Discharge of contract – Remedies for breach of contract.					
Unit:3	Title of the Unit (Capitalize each Word)	20-- hours			
Contract of Agency – Creation of Agency – Personal liability of an Agent – Agency by ratification– Conditions and effects – Termination of Agency.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Contract of indemnity and guarantee – Rights and Liabilities of surety – Discharge of surety – Bailment – Rights and Duties of bailor and bailee – Pledge by non-owners.					
Unit:5	Title of the Unit (Capitalize each Word)	18-- hours			
Law of sale of goods – Distinction between sale and agreement to sell – Conditions and warranties to sell – Conditions and Warranties – Transfer of Ownership – Transfer of title by Non-owners – Performance of contract of sale – Rights and Duties of buyer – Rights of unpaid seller.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		90-- hours
Text Book(s)		
1	N.D.Kapoor----- Business Laws – Sulthan Chand & Sons	
2	R.S.N. Pillai and Bagavathy-----Business Laws- S.Chand & Co	
Reference Books		
1	M.C.Kuchhal---- Mercantile Law---Vikas Publications	
2	K.R.Bulchandani----Business Law----Himalaya Publishing House	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M

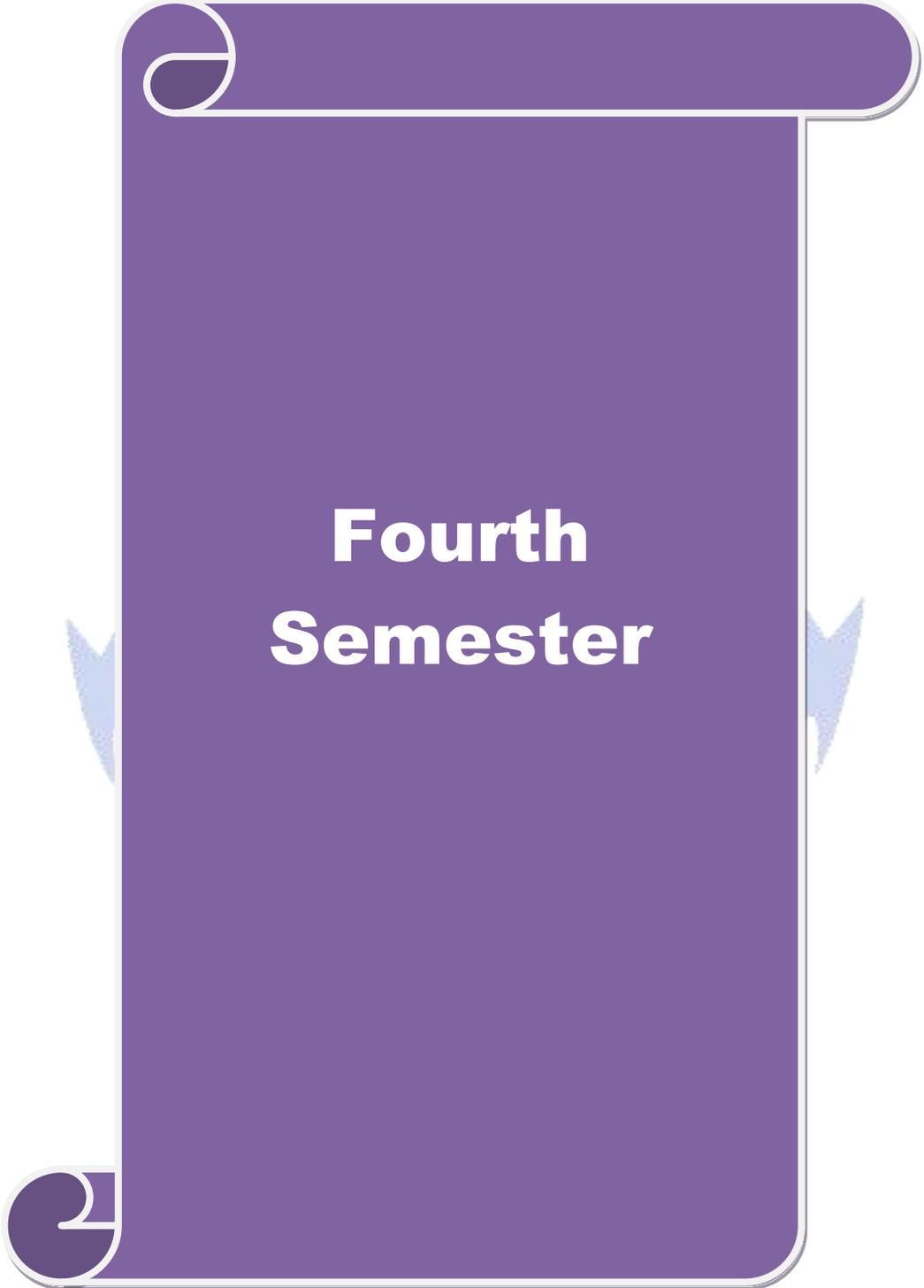
*S-Strong; M-Medium; L-Low

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 7	Principles of management	4			4
Pre-requisite	Basic knowledge in management	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide understanding about basic terminologies of management To explore the fundamental principles, process and steps in management including planning To develop knowledge about organizing function in business To explore the concept of motivation in organizational context To generate ideas about effective communication in the business 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Explaining the concepts based on management and its features				K2
2	Summarizing the principles and importance of planning				K2
3	Interpreting various concepts based on organization and its element				K2
4	Examining the determinants of behaviour and motivation theories				K4
5	Understanding the need and techniques of communication in management				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Definition of Management – Management and Administration – Nature and Scope of Management - Functions of Management - Contribution of F.W. Taylor – Heniry Fayol – Mary Parker Follet – Mc Gregor and Peter F. Drucker.					
Unit:2	Title of the Unit (Capitalize each Word)	18-- hours			
Planning – Meaning – Nature and Importance of Planning – Planning promises – Methods and Types of plans – Decision Making.					
Unit:3	Title of the Unit (Capitalize each Word)	17-- hours			
Organization – Meaning, Nature and Importance – Process of Organization – Principles of Sound Organization – Organization Structure – Span of Control – Organization Chart - Departmentation – Delegation and Decentralization – Authority relationship Line, Functional and Staff.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Motivation – Need – Determinants of behaviour – Maslow’s Theory of Motivation – Motivation Theories in Management – X, Y and Z theories – Leadership styles – MBO – Management by Exception.					
Unit:5	Title of the Unit (Capitalize each Word)	18-- hours			
Communication in Management – Co-Ordination – Need and Techniques – Control – Nature and process of Control – Techniques of Control.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		90-- hours
Text Book(s)		
1	The Principles of Management - Rustom S. Davan	
2	Business Organization and Management - Y. K. Bhushan	
3	Business Management - Chatterjee	
Reference Books		
1	Principles of Management - Koontz and O'Donald	
2	Business Management - Dinkar - Pagare	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	M	S	S
CO5	S	S	S	M	M

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



**Fourth
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 8	Corporate Accounting-1	4			4
Pre-requisite	Basic knowledge in company accounts	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To provide basic understanding about the accounts relating to shares and debentures 2. To analyze the final accounts of companies 3. To explore various methods for the valuation of goodwill 4. To assist preparation of books of accounts during liquidation of companies 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Explaining about the basic provisions towards issue of shares in market				K2
2	Understanding the concepts of debenture and its accounting				K2
3	Analyze the companies final accounts and Managerial Remuneration				K4
4	Estimating methods of goodwill and shares				K5
5	Examine various procedures related to liquidation of companies				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Issue of shares : Par , Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Right Issue - Underwriting					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Redemption of Preference Shares. Debentures – Issue – Redemption : Sinking Fund Method.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Final Accounts of Companies - Calculation of Managerial Remuneration.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Liquidation of Companies - Statement of Affairs -Deficiency a/c.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	S.P. Jain & K.L. Narang , “Advanced Accounting”, Kalyani Publications, New Delhi.
2	Gupta R.L. & Radhaswamy M. , ”Corporate Accounts “, Theory Method and Application-13 th Revised Edition 2006, Sultan Chand & Co., New Delhi.
3	Dr. M.A. Arulanandam, Dr. K.S. Raman , “Advanced Accountancy, Part-I”, Himalaya Publications, New Delhi.2003.
Reference Books	
1	Gupta R.L. & Radhaswamy M. , ”Corporate Accounts “, Theory Method and Application-13 th Revised Edition 2006, Sultan Chand & Co., New Delhi.
2	Shukla M.C., Grewal T.S. & Gupta S.L. , “Advanced Accountancy”, S. Chand & Co., New Delhi
3	Reddy & Murthy , “Financial Accounting”, Margham Publications, Chennai, 2004
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 9	Computer Applications in Business	4			4
Pre-requisite	Basic knowledge in computer	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
1. To introduce the concept of computer and its various parts.					
2. To explain the concept of data base management system and Management information system.					
3. To provide insight about networking and basics of internet					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the various concepts relating to computer and its various parts				K1
2	Understand the meaning of software's, operating system etc				K2
3	Understanding the meaning and utility of database management system				K2
4	Evaluate the various aspects of management information system				K5
5	Generating more ideas regarding the use of internet for business purpose				K6
1	Recall various terms of computer and its part				K1
2	Understand the meaning of software, operating system, programming language and its features				K2
3	Comparing Data Vs Information and its management system				K2
4	Understanding about various concepts of management information system				K2
5	Explain about networking and elements based on internet				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Computer : Introduction – Meaning – Characteristics – Generations – Types of Digital Computer – Components of Computer – Input, Storage and Output Devices – Uses of Computers in Modern Business.					
Unit:2	Title of the Unit (Capitalize each Word)	10-- hours			
Software: Meaning – Types of Software – Operating Systems: Meaning - Functions – Types - Programming Language – Compilers and Interpreters.					
Unit:3	Title of the Unit (Capitalize each Word)	10-- hours			
Database Processing: Data Vs. Information – Database Management Systems: Meaning - Components – Uses – Limitations – Types.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Management Information System: Meaning – Characteristics - Functional Management Information Systems: Financial – Accounting – Marketing- Production – Human resource – Business Process Outsourcing.					

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours
Networking – Meaning – Types - Internet : Meaning – Internet Basis - World Wide Web – Internet Access – Internet Addressing – Search Engines – Electronic Mail.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
	Total Lecture hours	60-- hours
Text Book(s)		
1	Fundamentals of Information Technology - Alexis Leon & Mathews Leon	
2	Information Technology for Management - Henry C. Lucas	
Reference Books		
1	Computers and Commonsense - Roger Hunt and John Shellery	
2	Management Information System - Dr. S.P. Rajagopalan	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 10	Company law and secretarial practice	4			4
Pre-requisite	Basic knowledge in law	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To develop a strong foundation regarding corporate laws and provisions 2. To provide knowledge about qualification and disqualification of directors and winding up procedures of the companies 3. To provide insights about corporate secretaryship and rules relating to company meetings. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Define the fundamentals of corporate law				K1
2	Identify the role, responsibilities, appointment and liabilities of corporate directors				K2
3	Analyzing various winding up procedures, regulations and formalities under law				K4
4	Examine the role of corporate secretaryship and specific conditions				K4
5	Outline corporate level meetings with regard to duties of company secretary, drafting correspondence, Notice, Agenda and Minutes				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Formation of Companies – promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Meaning – certification of Incorporation – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association - Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in prospectus – Kinds of Shares and Debentures.					
Unit:2	Title of the Unit (Capitalize each Word)	10-- hours			
Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director’s remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors					
Unit:3	Title of the Unit (Capitalize each Word)	10-- hours			
Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.					

Unit:5	Title of the Unit (Capitalize each Word)	8-- hours
Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices - Agenda Chairman’s speech – Writing of Minutes.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
	Total Lecture hours	60-- hours
Text Book(s)		
1	M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,	
2	M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,	
Reference Books		
1	N.D.Kapoor----Company Law----Sultan Chand & Sons	
2	M.C.Kuchhal---- Secretarial Practice----Vikas Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	M	M	S
CO3	S	M	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 11	Executive business communication	3			3
Pre-requisite	Basic knowledge in business communication	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
1. To provide information on effective business communication and techniques to respond to business queries.					
2. To provide knowledge about banking correspondence and company secretarial correspondence					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline the importance of effective business communication				K2
2	Understand the intricacies of responding to business related queries				K2
3	Categorizing effective correspondence with banks, insurance and agencies				K3
4	Examine effective response to company secretarial correspondence				K4
5	Analyze new innovative and effective ideas for business communication				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	8-- hours			
Business Communication : Meaning – Importance of Effective Business Communication- Modern Communication Methods – Business Letters : Need – Functions - Kinds - Essentials of Effective Business Letters - Layout.					
Unit:2	Title of the Unit (Capitalize each Word)	9-- hours			
Trade Enquiries - Orders and their Execution - Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.					
Unit:3	Title of the Unit (Capitalize each Word)	8-- hours			
Banking Correspondence - Insurance Correspondence - Agency Correspondence.					
Unit:4	Title of the Unit (Capitalize each Word)	7-- hours			
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)					
Unit:5	Title of the Unit (Capitalize each Word)	11-- hours			
Application Letters – Preparation of Resume - Interview: Meaning – Objectives and Techniques of various types of Interviews – Public Speech – Characteristics of a good speech – Business Report Presentations					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					45-- hours
Text Book(s)					

1	Rajendra Pal Korahill , “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.
2	Ramesh, MS, & C. C Pattanshetti , “Business Communication”, R.Chand&Co, New Delhi, 2003.
Reference Books	
1	Rodriquez M V , “Effective Business Communication Concept” Vikas Publishing Company,2003.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	M
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 12	Banking theory	3			3
Pre-requisite	Basic knowledge in banking activities	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the recent trends and innovations in banking sector 2. To elaborate the functioning and working of central banking system and commercial banks in India 3. To provide a glimpse about the working of Indian money market 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Illustrate the classification of commercial banks, functions and credit creation				K2
2	Outline the recent trade in banking				K2
3	Analyze the functions of central banks and its credit controlling measures				K4
4	Examine the concepts of Indian Money Market				K4
5	Explain the role of SBI Commercial banks and Development banks				K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	8-- hours			
Origin of banks-Definition of banking- Classification of banks- Banking System: Unit Banking – Branch Banking Universal Banking & Banking Markets – Functions of Modern commercial Banks - Balance Sheet of commercial Banks – Credit Creation by commercial Banks.					
Unit:2	Title of the Unit (Capitalize each Word)	9-- hours			
Recent Trades in Indian Banking – Automated teller Machines – Merchant Banking – Mutual Fund – Factoring Services – Customer Services – Credit Cards – E-banking – Privatization of commercial banks – Place of Private Sector Banks in India.					
Unit:3	Title of the Unit (Capitalize each Word)	8-- hours			
Central Banks – Functions – Credit Control Measures – Quantitative and Selective Credit control measures – Role of RBI in regulating and controlling banks.					
Unit:4	Title of the Unit (Capitalize each Word)	7-- hours			
Indian Money Market – Organized and Unorganized Part – Deficiencies of the Indian Money Market – Comparison with British and American Money Markets.					
Unit:5	Title of the Unit (Capitalize each Word)	11-- hours			
State Bank of India – Its special place in the banking scene – Commercial banks and rural financing – Regional Rural Banks - Place of Co-operative banks in the Indian Banking scene – Development banking – IDBI – ICICI.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					45-- hours

Text Book(s)	
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi. 3.
2	Banking Regulation Act, 1949.
3	Basu : Theory and Practice of Development Banking
Reference Books	
1	Reserve Bank of India, Report on currency and Finance 2003-2004.
2	Reddy & Appannah : Banking Theory and Practice
3	Natarajan & Gordon : Banking Theory and Practice
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

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



**Fifth
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 13	Corporate Accounting- II	4			4
Pre-requisite	Basic knowledge in Company Accounts	Syllabus Version			
Course Objectives:					
1. To understand the concept of mergers and acquisitions 2. To familiarize with holding company accounts 3. To prepare the final accounts of banking companies 4. To prepare the accounts of insurance companies 5. To assist the preparation of electricity companies accounts					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall various concepts and methods of preparing accounts under mergers and acquisitions				K1
2	Understand various methods of preparing holding company accounts				K2
3	Understand various methods of preparing and assessing final accounts of banking companies				K2
4	Analyze the final accounts of insurance companies				K4
5	Analyze the accounting statements of electricity companies				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Accounting for Mergers and Amalgamation – Absorption and External Reconstruction					
Unit:2	Title of the Unit (Capitalize each Word)	18-- hours			
Holding Company Accounts - Consolidation of Balance Sheets with treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus issue and payment of dividend (Inter Company Holdings excluded).					
Unit:3	Title of the Unit (Capitalize each Word)	17-- hours			
Banking Company Accounts - Preparation of Profit and Loss Account and Balance Sheet (New format only) - Rebate on Bills Discounted - Classification of Advances - Classification of Investments.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Insurance Company accounts: General Insurance and Life Insurance - Under IRDA 2000					
Unit:5	Title of the Unit (Capitalize each Word)	18-- hours			
Statements of Accounts for Electricity Companies – Treatment of Repairs and Renewals - Accounting Standards – Financial Reporting Practice (Theoretical Aspects)					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					

	Total Lecture hours	90-- hours
Text Book(s)		
1	S.P. Jain & K.L. Narang, "Advanced Accounting", Kalyani Publications, New Delhi. 5. Shukla M.C.	
2	Gupta R.L. & Radhaswamy M. ,"Corporate Accounts ", Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi	
3	Dr. M.A. Arulanandam, Dr. K.S. Raman, "Advanced Accountancy, Part-I", Himalaya Publications, New Delhi.2003.	
Reference Books		
1	Gupta R.L. & Radhaswamy M.,"Corporate Accounts ", Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., New Delhi.	
2	Grewal T.S.& Gupta S.L.,"Advanced Accountancy",S. Chand & Co., New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 14	Banking Law and Practices	4			4
Pre-requisite	Basic knowledge in Banking	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about the working of banking industry To understand the basic understanding of loan disbursement policies of banks To provide insights about various documents used in banking services 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Remembering the various terms and concepts used in banking industry				K1
2	Understanding the various process and activities of accounts in banks				K2
3	Outline various features of cheques for easy and simple banking				K2
4	Examine the various loans and advance related process in banks				K4
5	Classifying various kind of documents involved in banking services				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. Secrecy of customer Account.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Opening of account – special types of customer – types of deposit – Bank Pass book – collecting banker – paying banker – banker lien.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2	Basu : Theory and Practice of Development Banking
3	Reddy & Appannah : Banking Theory and Practice
Reference Books	
1	Natarajan & Gordon : Banking Theory and Practice
2	Banking Regulation Act, 1949.
3	Reserve Bank of India, Report on currency and Finance 2003-2004.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 15	Cost Accounting	4			4
Pre-requisite	Basic knowledge in Accounting	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the concept and various components of costing To assist preparation of accounts under process costing To familiarize with the techniques of operating costing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall various concepts of costing and costing methods				K1
2	Analyze the various elements of costing				K4
3	Explain the labour wage payment system				K2
4	Outline the cost under process costing system				K2
5	Examine about operational costing, contract costing and Reconciliation of Cost and Financial Statements.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management — Types and Methods of Cost – Elements of Cost Preparation of Cost Sheet and Tender.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – ABC analysis – Perpetual inventory – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Labour: System of wage payment – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – allocation and absorption of overhead.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (Excluding inter process profits and equivalent production).					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Operating Costing - Contract costing – Reconciliation of Cost and Financial accounts.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	S.P. Jain and KL. Narang , “Cost Accounting”, Kalyani Publishers, New Delhi.Edn.2005
2	R.S.N. Pillai and V. Bagavathi , “Cost Accounting”,S. Chand and Company Ltd., New Delhi.Edn.2004
3	S.P.Iyyangar, “Cost Accounting Principles and Practice”, Sultan Chand, New Delhi. 2005
Reference Books	
1	V.KSaxena & C.D.Vashist, “Cost Accounting”, Sultan Chand, New Delhi 2005
2	M.N.Arora, “Cost Accounting”, Sultan Chand, NewDelhi 2005.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	M
CO4	S	S	M	M	M
CO5	S	S	S	M	M

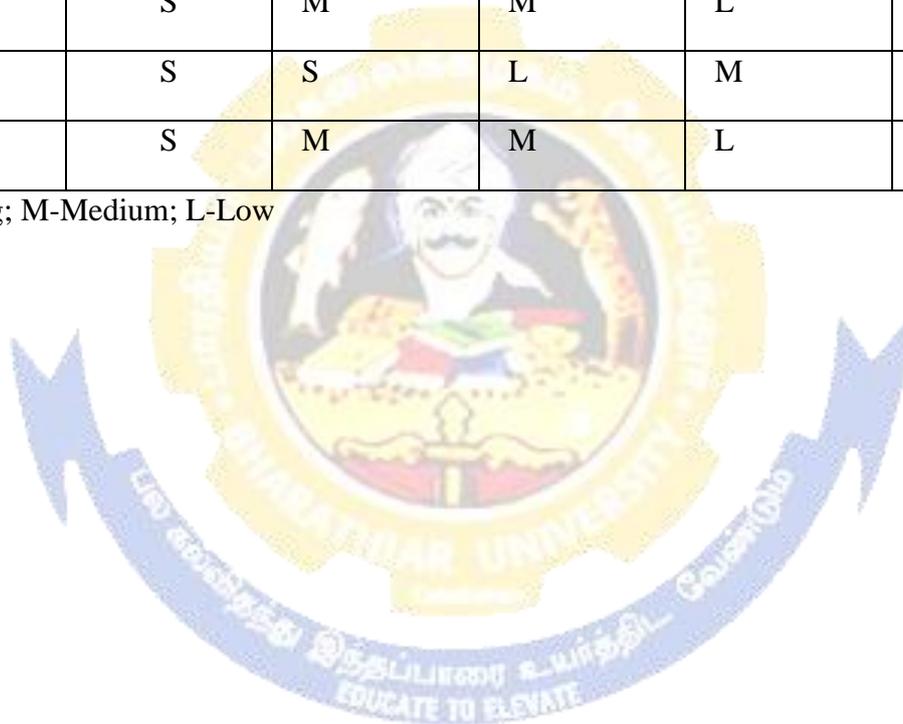
*S-Strong; M-Medium; L-Low

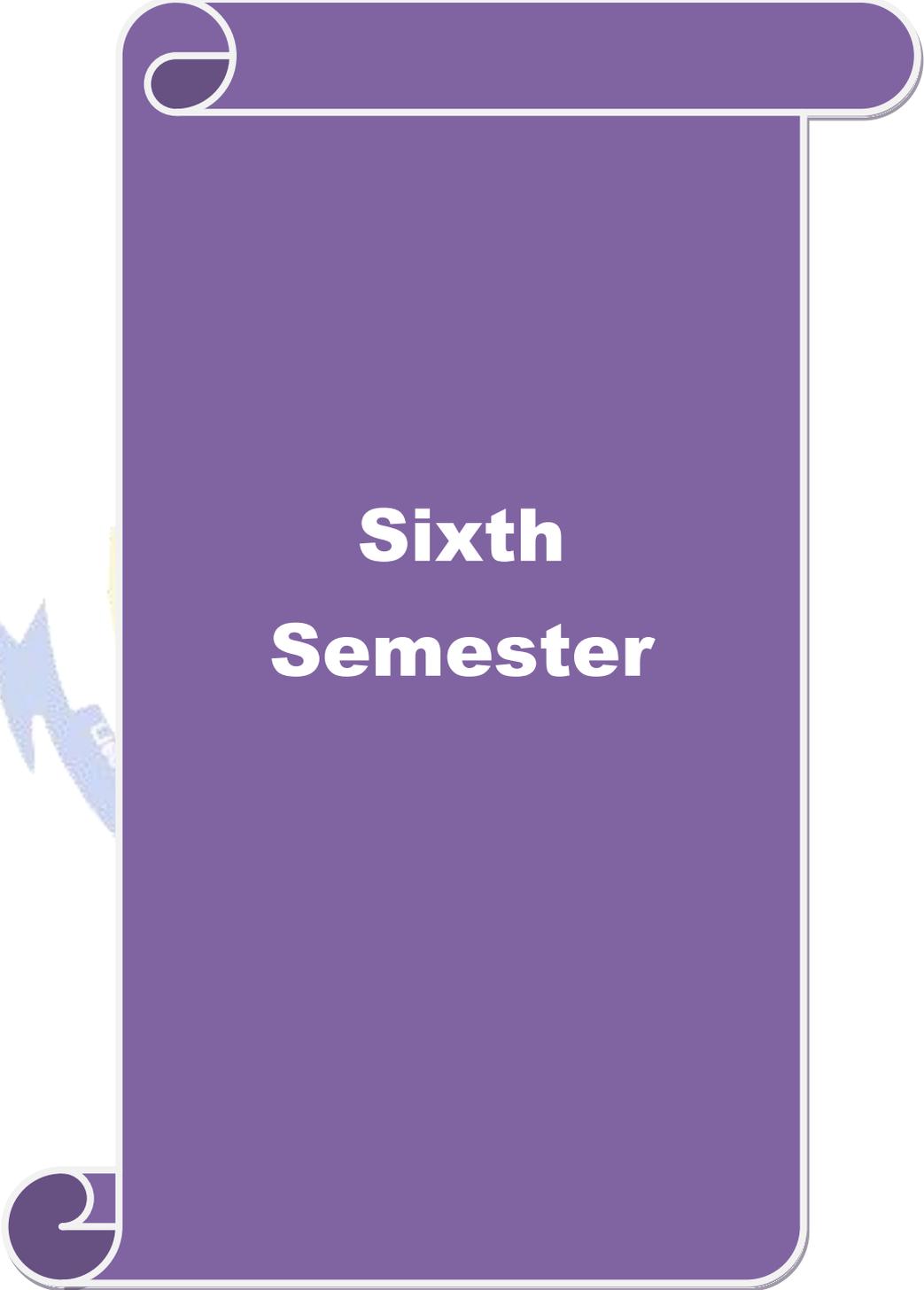
Course code	TITLE OF THE COURSE	L	T	P	C
Core- 16	Income tax law and practices	4			4
Pre-requisite	Basic knowledge in law	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the various concepts of income tax and related terminologies 2. To familiarize with calculation of income under different heads 3. To understand the process of set off and carry forward of losses while computing total income 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline the various terminologies related to income tax				K1
2	Understand the method of calculating and levying tax				K2
3	Apply the various tax laws and available provisions in tax computations				K3
4	Evaluate the set off and carry forward of losses while calculating personal income				K5
5	Analyze self-assessment of income and tax computation				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Income Tax Act – Definition of Income – Assessment year – Previous Year – Assessee – Scope of Income – Charge of Tax – Residential Status – Exempted Income.					
Unit:2	Title of the Unit (Capitalize each Word)	18-- hours			
Heads of Income: Income from Salaries – Income from House Property.					
Unit:3	Title of the Unit (Capitalize each Word)	17-- hours			
Profit and Gains of Business or Profession – Income from Other Sources.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Capital Gains – Deductions from Gross Total Income.					
Unit:5	Title of the Unit (Capitalize each Word)	18-- hours			
Set off and Carry forward of losses – Aggregation of Income- Computation of Tax liability – Assessment of Individuals.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours				90-- hours	
Text Book(s)					
1	Gaur and Narang, “Income Tax Law and Practice” Kalyani publishers New Delhi				
Reference Books					
1	Dr. HC Mehrotra, “Income-tax Law and Accounts” Sahithya Bhavan publishers				

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	L	L	L
CO2	S	S	L	M	M
CO3	S	M	M	L	L
CO4	S	S	L	M	M
CO5	S	M	M	L	L

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





**Sixth
Semester**

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 17	Management accounting	4			4
Pre-requisite	Basic knowledge in Accounting	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the various components of management accounting and related terms To understand analysis using ratio, working capital management and marginal costing To familiarize with budget preparation and budgetary control tools 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline the various concepts relating to management accounting				K2
2	Analyze financial statements using ratio analysis				K4
3	Evaluate the working capital management of companies				K5
4	Comparing various alternatives using marginal costing and decision making				K2
5	Analyze new budget and budgetary control for organizations				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Management Accounting – Meaning – Objectives and Scope – Relationship between Management Accounting , Cost Accounting and Financial Accounting.					
Unit:2	Title of the Unit (Capitalize each Word)	18-- hours			
Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.					
Unit:3	Title of the Unit (Capitalize each Word)	17-- hours			
Working Capital – Working capital requirements and its computation – Fund Flow Analysis and Cash Flow Analysis.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Marginal costing and Break Even Analysis – Managerial applications of marginal costing – Significance and limitations of marginal costing.					
Unit:5	Title of the Unit (Capitalize each Word)	18-- hours			
Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation of cash budget, sales budget, purchase budget, material budget, flexible budget.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
	Total Lecture hours	90-- hours			

Text Book(s)	
1	Dr. S.N. Maheswari. "Management Accounting", Sultan Chand & Sons, New Delhi, 2004. 2.. 3. 4.
2	Sharma and S.K.Gupta "Management Accounting", Kalyani Publishers, New Delhi, 2006
Reference Books	
1	. S.P. Jain and KL. Narang , "Cost and Management Accounting", Kalyani Publishers, New Delhi
2	S.K.Bhattacharya, "Accounting and Management", Vikas Publishing House.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 18	Principles of Auditing	4			4
Pre-requisite	Basic knowledge in auditing	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the various concepts of auditing and the procedure for the conduct of internal audit 2. To familiarize with the process of valuing assets and liabilities 3. To understand the process of auditing the joint stock companies and investigation mechanism 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Define the important concept and rules relating to auditing				K1
2	Outline the techniques and applicability of internal audit				K2
3	Analyze the valuation of assets and liabilities in business				K4
4	Analyze the accounts and auditing the joint stock companies				K4
5	Examine about investigation and auditing of computerized accounts				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Auditing– Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Programmes					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Internal Control – Internal Check and Internal Audit –Audit Note Book – Working Papers. Vouching – Voucher – Vouching of Cash Book – Vouching of Trading Transactions – Vouching of Impersonal Ledger.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Verification and Valuation of Assets and Liabilities – Auditor’s position regarding the valuation and verifications of Assets and Liabilities – Depreciation – Reserves and Provisions – Secret Reserves.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Audit of Joint Stock Companies – Qualification – Dis-qualifications – Various modes of Appointment of Company Auditor – Rights and Duties – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – Audit Report – Contents and Types.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Investigation – Objectives of Investigation – Audit of Computerised Accounts – Electronic Auditing – Investigation under the provisions of Companies Act.					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
	Total Lecture hours	75-- hours
Text Book(s)		
1	B.N. Tandon, “Practical Auditing”, S Chand Company Ltd	
Reference Books		
1	.R.M De Paula, “Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd,London	
2	Spicer and Pegler, “Auditing: Khatalia’s Auditing” 4. Kamal Gupta, “Auditing “ , Tata Mcgriall Publications	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

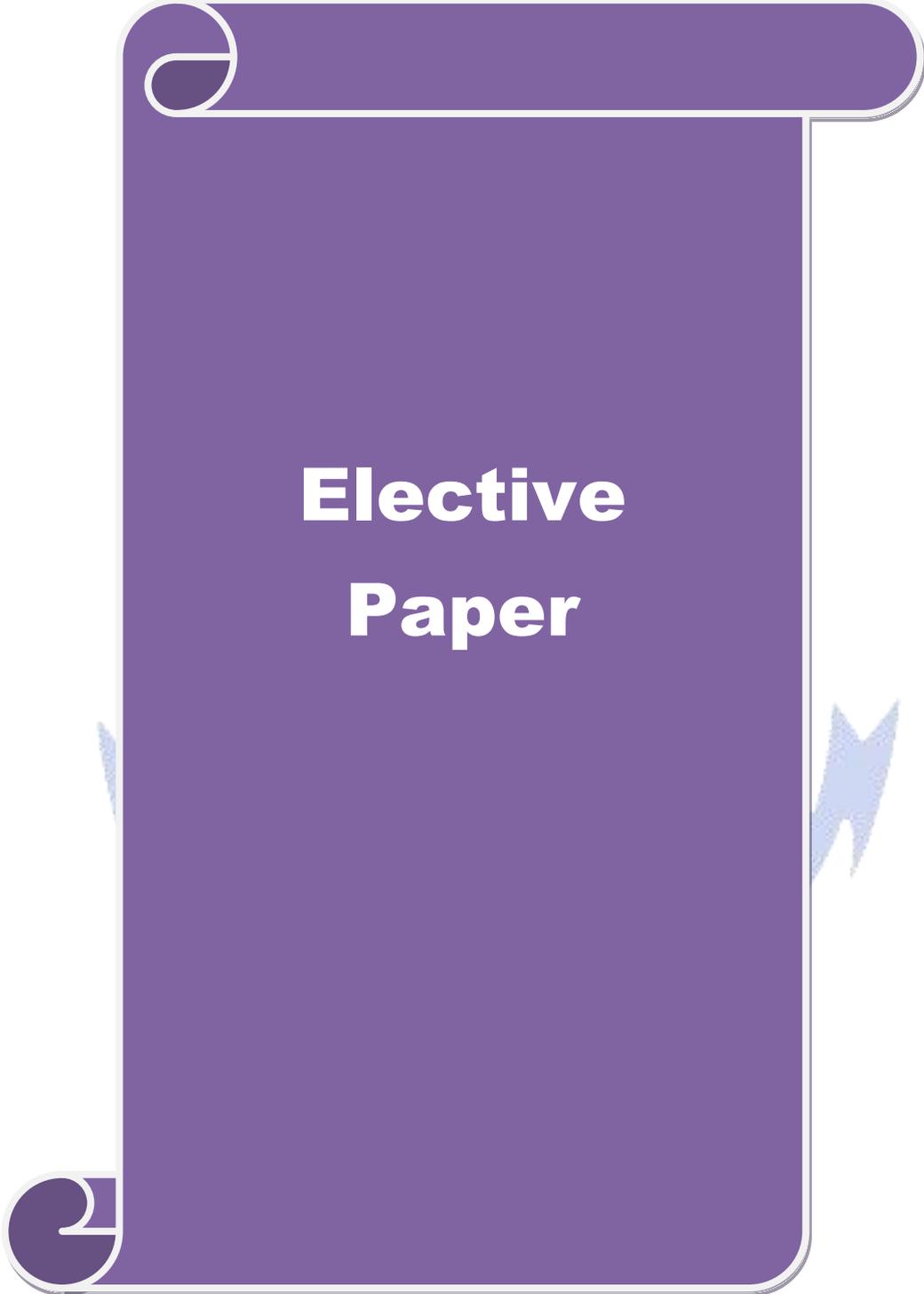
Mapping with programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	M
CO3	S	S	M	S	S
CO4	S	S	S	M	M
CO5	S	S	S	M	M

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

Course code	TITLE OF THE COURSE	L	T	P	C
Core- 19	Indirect taxes	4			4
Pre-requisite	Basic knowledge in tax	Syllabus Version			
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the applicability of indirect taxes in India 2. To familiarize with the calculation and execution of goods and service tax in India 3. To understand the working of custom law in India 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall various concepts relating to Indirect tax regime in India				K1
2	Analyze the concept and applicability of GST in businesses				K4
3	Compare the GST regime with other indirect tax laws prior to it				K2
4	Illustrate GST system in own business and other prototypes				K2
5	Examine the custom law and related duties and taxes				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	20-- hours			
Meaning of Tax and Taxation - Types of Taxes: Direct and Indirect Taxes - Features – Merits and Limitations - Comparison of Direct and Indirect taxes. Constitutional basis of Taxation in India- Methods of levying Indirect Taxes: Advoleram and Specific. Contribution of Indirect taxes to Government Revenues					
Unit:2	Title of the Unit (Capitalize each Word)	18-- hours			
Good and Services Tax in India - Introduction – Concept of GST - Need for GST - Advantages of GST. Structure of GST in India: Dual Concept – CGST- SGST- UTGST-IGST. Subsuming of Taxes- GST Rate Structure in India. GST Council: Structure and Functions.					
Unit:3	Title of the Unit (Capitalize each Word)	17-- hours			
Levy and Collection under CGST and SGST Acts: Meaning of important terms: Goods, Services, Supplier, Business, Manufacture, Casual Taxable Person, Aggregate Turnover, Input Tax and Output Tax. Taxable Event under GST: Concept of Supply - Time of supply - Value of Taxable supply. Composite and Mixed Supplies. Input Tax Credit: Meaning - Eligibility and Conditions for availing Input Tax Credit. Reverse Charge Mechanism under GST. Composition Levy: Meaning and Applicability.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Levy and Collection under Integrated Goods and Services Tax Act: Meaning of important terms: Integrated tax, Intermediary, Location of the Recipient and Supplier of Services, and Zero-rated Supply. Nature of Supply: Intra-State Supply and Inter-State Supply - Place of Supply of Goods or Services: Meaning and Determination. Procedures under GST: Procedure for Registration - Persons Liable for Registration - Compulsory Registration and Deemed Registration. E-Way Bill under GST: Meaning and Applicability. Filing of Returns: Types of GST Returns and their Due Dates.					

Unit:5	Title of the Unit (Capitalize each Word)	18-- hours
Introduction to Customs Laws in India: The Customs Act 1962 - The Customs Tariff Act 1975 - Basic Concepts - Taxable Event - Levy and Exemptions from Customs Duty - Types - Methods of Valuation- Abatement of Duty on Damaged or Deteriorated Goods - Customs Duty Draw Back.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		90-- hours
Text Book(s)		
1	Indirect Taxes Law and Practice - V.S.Datey. Taxmann Publications, New Delhi.	
2	Indirect Taxes: GST and Customs Laws - R.Parameswaran and P.Viswanathan, Kavin Publications, Coimbatore.	
Reference Books		
1	GST Law and Practice - S.S.Gupta, Taxmann Publications, New Delhi.	
2	Indirect Taxation - V.Balachandran. Sultan Chand & Co. New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping with programme outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	M	M	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M



Elective Paper

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 1	Business finance	4			4
Pre-requisite	Basic knowledge in finance	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the various concept relating to finance To familiarize with the basics of financial planning To analyze various sources and forms of finance To understand the various dimensions of capital market and their components To provide knowledge about capitalization and related theories 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline various concepts relating to finance				K2
2	List the various techniques of financial planning				K2
3	Analyze various sources and forms of finance				K4
4	Examine the various dimensions of capital market and their components				K4
5	List the capitalization concept and related theories for decision making				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Business Finance: Introduction – Meaning – Concepts - Scope – Function of Finance Traditional and Modern Concepts – Contents of Modern Finance Functions					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Financial Plan: Meaning - Concept – Objectives – Types – Steps – Significance – Fundamentals					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures and Fixed Deposits – Features – Advantages and Disadvantages- Lease Financing: Meaning – Features – Forms – Merits and Demerits.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Capital Structure – Cardinal Principles of Capital structure – Trading on Equity – Cost of Capital – Concept – Importance – Calculation of Individual and Composite Cost of Capital.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Capitalisation - Bases of Capitalisation – Cost Theory – Earning Theory – Over Capitalisation – Under Capitalisation : Symptoms – Causes – Remedies – Watered Stock – Watered Stock Vs. Over Capitalisation.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	Essentials of Business Finance - R.M. Sri Vatsava
2	Financial Management - Saravanavel
Reference Books	
1	Financial Management - L.Y. Pandey
2	Financial Management - M.Y. Khan and Jain
3	Financial Management - S.C. Kuchhal
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	M	L	S	S	S
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	S	S	M	S	M
CO5	M	S	M	M	M

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 2	Brand management	4			4
Pre-requisite	Basic knowledge in marketing	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the basic concepts of branding To compare and analyze brand positioning and brand image building To analyze the impact of brand on customer behavior To familiarize with brand rejuvenation and monitoring To provide insight on essential branding strategies 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the basic concepts of branding and related terms				K1
2	Compare brand image building and brand positioning strategies				K2
3	Analyze the impact of brand, brand loyalty and brand audit.				K4
4	Explain the brand rejuvenation and brand monitoring process				K4
5	Apply various strategies for brand building and monitoring				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Introduction- Basic understanding of brands – concepts and process – significance of a brand – brand mark and trade mark – different types of brands – family brand, individual brand, private brand – selecting a brand name – functions of a brand – branding decisions – influencing factors.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Brand Impact: Branding impact on buyers – competitors, Brand loyalty – loyalty programmes – brand equity – role of brand manager – Relationship with manufacturing - marketing- finance - purchase and R & D – brand audit					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Brand Rejuvenation: Brand rejuvenation and re-launch, brand development through acquisition takes over and merger – Monitoring brand performance over the product life cycle. Co-branding.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Brand Strategies: Designing and implementing branding strategies – Case studies					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	Kevin Lane Keller, “Strategic brand Management”, Person Education, New Delhi, 2003.
2	Lan Batey Asian Branding – “A great way to fly”, Prentice Hall of India, Singapore 2002
3	Jagdeep Kapoor, Brandex, Biztantra, New Delhi, 2005
Reference Books	
1	Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 1992
2	Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2000
3	S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	M	S
CO3	S	S	M	M	M
CO4	S	S	S	S	M
CO5	S	S	M	M	M

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 3	Fundamentals of Insurance	4			4
Pre-requisite	Basic knowledge about insurance	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the basic concepts of insurance 2. To familiarize with the concept of working of agency 3. To understand various forms of underwriting 4. To provide knowledge about the formation of insurance companies 5. To acquaint with the basic principles of different types of insurance 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the different concepts of insurance and its working				K1
2	Explain the concept of agent and its working system				K2
3	Evaluate the functions of agents and various forms of underwriting				K5
4	Analyze the various actuarial aspects relating to insurance companies				K4
5	List the basic principles of insurance and various types of it.				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Introduction to insurance: Purpose and need of insurance: Insurance as a social security tool; insurance and economic development					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Procedures for Becoming an Agent: Pre- requisite for obtaining a license: Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Company Profile: Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Fundamental/Principles of life Insurance/Marine/Fire/Medical/General Insurance: Contract of various kinds; Insurance Interest					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
	Total Lecture hours	75-- hours
Text Book(s)		
1	Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi. .	
2	Insurance Regulatory Development Act 1999	
Reference Books		
1	Life Insurance Corporation Act 1956	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
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Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	M	S	S
CO3	S	S	M	M	M
CO4	S	M	M	S	M
CO5	S	M	M	S	S

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 4	Entrepreneurial development	4			4
Pre-requisite	Basic knowledge about entrepreneurship	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the basic concepts of entrepreneurship and related initiatives 2. To provide insights about the setting up of startups 3. To familiarize with the institutional services to entrepreneur 4. To provide knowledge about various financial support available to the entrepreneurs 5. To provide knowledge about various subsidies and incentives available for entrepreneurs 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the importance and role of entrepreneurship as an economic activity				K1
2	Explain the various process of setting up a startup				K2
3	Outline the various institutional services to entrepreneur				K2
4	Analyze the various financial institution available to support entrepreneurs				K4
5	List the various subsidies and incentives available for entrepreneurs				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship – function and type of entrepreneurship phases of EDP. Development of women entrepreneur & rural entrepreneur – including self employment of women council scheme.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
The start-up process, Project identification – selection of the product – project formulation evaluation – feasibility analysis, Project Report.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Institutional service to entrepreneur – DIC, SIDO, NSIC, SISI, SSIC, SIDCO – ITCOT, IIC, KUIC and commercial bank.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, THIC, SIDCS, LIC and GIC, UTI, SIPCOT – SIDBI commercial bank venture capital.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Incentives and subsidies – Subsidied services – subsidy for market. Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours

Text Book(s)	
1	Entrepreneurial Development – C.B.Gupta and N.P.Srinivasan
2	Fundamentals of Entrepreneurship and Small Business –Renu Arora & S.KI.Sood
Reference Books	
1	Entrepreneurial Development – S.S.Khanka 4. Entrepreneurial Development – P.Saravanavel
2	Entrepreneurial Development – S.G.Bhanushali
3	Entrepreneurial Development – Dr.N.Ramu
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 5	Supply chain management	4			4
Pre-requisite	Basic knowledge in marketing	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To understand the importance of supply chain management To provide insight about various strategies of supply chain management To understand the importance of strategic alliance in supply chain management To understand the process of procurement and outsourcing To acquaint knowledge about smart pricing strategies and customer value measures 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Recall the importance of supply chain management in the modern times				K1
2	Outline the various strategies in supply chain management				K2
3	Examine the concept of retailer supplier partnership				K4
4	Analyze the process of procurement, outsourcing and e-procurement				K4
5	List the ideas about smart pricing strategies and measuring customer values				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours					75-- hours
Text Book(s)					

1	Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2	Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill 32
Reference Books	
1	Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004).
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
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Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	S	S
CO4	S	S	M	S	M
CO5	S	S	M	M	M



Course code	TITLE OF THE COURSE	L	T	P	C
Elective 6	Principles of web designing	4			4
Pre-requisite	Basic knowledge about internet	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about working in HTML To understand the working of XML To understand the basic and advanced process of java scripting To provide insights about the CGI and server side scripting To provide knowledge about the various data base tools 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Outline the basic working in HTML and graphics				K2
2	Explain the working of XML				K2
3	Apply the basic and advanced process of java scripting				K3
4	Analyze the CGI and server side scripting				K4
5	Explain the various web database tools in web designing				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1					
Title of the Unit (Capitalize each Word)				15-- hours	
HTML & Graphics: HTML 4.0 Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, List Tags, Hyperlinks, Image & Image map, Table Tags, Form Tags, Frame Tags, Executable Content Tags. Image Maps, Advanced Graphics, Tables, Frames, forms & Style Sheets.					
Unit:2					
Title of the Unit (Capitalize each Word)				15-- hours	
XML: Introduction to XML, Problems with HTML & SGML. Types of XML Markup. Document Type Definitions, Linking, Using Style Sheets with XML, XML Summary					
Unit:3					
Title of the Unit (Capitalize each Word)				15-- hours	
Introduction to Java Scripting, Web Browser Object Model, Manipulating Windows & Frames with Java Script. Using Java Script to create smart forms. Cookies and State Maintenance: Maintaining State, Introduction to Cookies, Advantages and limitations of Cookies, Disadvantages of Cookies, How to Use Cookies, which Servers and Browsers support Cookies. Introduction to DHTML. Advanced Netscape DHTML, Advanced Microsoft DHTML & Cross browser DHTML					
Unit:4					
Title of the Unit (Capitalize each Word)				15-- hours	
CGI & Server side scripting, CGI & the WWW, Beyond HTML with CGI, How CGI works. CGI Server requirements for WINDOWS-NT & UNIX, CGI script structure, Standard CGI Environment Variables, CGI Libraries, Java Servlets, Server-Side					
Unit:5					
Title of the Unit (Capitalize each Word)				13-- hours	
Java Script.-Web Database Tools, ORACLE & MS-ACCESS, Database tools, PHP, Server Side includes. Visual Basic, Scripting Edition & Active Server Pages					

Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars - webinars		
Total Lecture hours		75-- hours
Text Book(s)		
1	Using HTML 4, XML & JAVA by Eric Ladd & Jim O'Donell (Platinum Edition) (PHI)	
Reference Books		
1	PERL & CGI by Elizabeth Castro (Pearson Education)	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	M	M



Course code	TITLE OF THE COURSE	L	T	P	C
Elective 7	Financial markets	4			4
Pre-requisite	Basic knowledge about financial market	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> 1. To understand the basic concepts of financial market 2. To analyze the working and components of corporate securities market 3. To evaluate the functioning of stock exchanges in India 4. To evaluate the role of banks and intermediaries in financial market 5. To provide insights about the new models and innovative trends in financing 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Define the basic concepts of financial market				K1
2	Analyze the working and components of corporate securities market				K4
3	Explain the functioning of stock exchanges in India				K4
4	Explain the role of banks and intermediaries in financial market				K4
5	Apply various trends and new modes in financing				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Financial Markets – Structure of Financial Markets – Financial Investment – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Classification and object of Indian Money Markets and Structure of Capital Markets.					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
Markets for Corporate Securities – New Issue Markets – Functions Issue Mechanism – Merchant Banking - Role and Functions of Merchant Bankers in India – Under writing.					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Banks as Financial Intermediaries – Commercial Banks Role in Financing – IDBI – IFCI – LIC – GIC – UTI – Mutual Funds – Investments Companies.					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
New Modes of Financing – Leasing as Source of Finance – Forms of leasing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance – Securitisation of assets – Mechanics of Securitisation Utility of Securitisation – Securitisation in India,					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					

	Total Lecture hours	75-- hours
Text Book(s)		
1	Essentials of Business Finance - R.M. Sri Vatsava	
2	Financial Management - Saravanavel	
3	Financial Management - M.Y. Khan and Jain	
4	Financial Management Theory and Practice - Prasanna Chandra	
Reference Books		
1	Financial Management - L.Y. Pandey	
2	Financial Management - S.C. Kuchhal	
3	Principles of Financial Management - S.N. Maheshwari	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1		
2		
4		
Course Designed By:		

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	M	M
CO5	S	S	M	M	M

Course code	TITLE OF THE COURSE	L	T	P	C
Elective 8	Insurance legislative framework	4			4
Pre-requisite	Basic knowledge in insurance	Syllabus Version		2020	
Course Objectives:					
The main objectives of this course are to:					
<ol style="list-style-type: none"> To provide knowledge about the basics of Insurance act To provide awareness about the provisions of LIC act To offer knowledge about insurance regulatory and development authority act To offer insights about consumer protection act To familiarize about the concept and working of ombudsman 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Illustrate the various aspects of insurance act				K2
2	Outline the various provisions of LIC act				K2
3	Explain the various provisions relating to insurance regulatory and development authority act				K4
4	Analyze the various provisions of consumer protection act				K4
5	Explain the role of ombudsman scheme				K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create					
Unit:1	Title of the Unit (Capitalize each Word)	15-- hours			
Insurance Act 1938					
Unit:2	Title of the Unit (Capitalize each Word)	15-- hours			
LIC Act 1956					
Unit:3	Title of the Unit (Capitalize each Word)	15-- hours			
Insurance Regulatory & Development Authority Act 1999					
Unit:4	Title of the Unit (Capitalize each Word)	15-- hours			
Consumer protection Act 1985 applicable to Insurance Companies					
Unit:5	Title of the Unit (Capitalize each Word)	13-- hours			
Ombudsman scheme					
Unit:6	Contemporary Issues	2 hours			
Expert lectures, online seminars - webinars					
Total Lecture hours				75-- hours	
Text Book(s)					
1	Mishra M. N: Insurance principles and practice; S Chand & co. New				
Reference Books					

1	Delhi Insurance Regulatory Development Acts 1999
2	Life Insurance Corporation Acts 1956
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	
2	
4	
Course Designed By:	

Mapping Course objectives and course outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	M	S
CO3	S	S	M	S	S
CO4	S	M	M	M	M
CO5	S	M	M	M	L

