

B.Com

Department of Commerce
Regulations for B.Com
(Effective from the academic year 2019-2020 onwards)

Introduction:

The Department of Commerce came into being along with the inception of the College in the year 1991. The Department stretched itself by incorporating Post Graduate Programmes during the year 2002-03 by starting M.Com along with Research Programme leading to M.Phil and Ph.D Programmes.

Objective:

The knowledge in Commerce enables the student to understand and participate in the modern business and economic world. It also enriches them for subsequent studies and to achieve success in their professional career at domestic and global level.

Eligibility: UG Programme

A pass in Higher Secondary Examination conducted by Government or an equivalent examination, preferably with Accountancy and Commerce as subjects of study.

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject.

Vision:

Empowering Youth towards Universal Excellence.

Mission:

To empower our students by providing continuous learning environment so as to enrich them in professional, ethical, moral and social aspects that add values to their future career and community as a whole.

Programme Educational Objectives

The Graduates will be able to

1. Have complete knowledge of Finance, Accounting, Information Technology, Business Law and other
2. equip with professionals, Inter Personal and Entrepreneurial Skill
3. Gear up with updated knowledge in implementing Business practice

4. Evaluate Environmental factors that influence Business Operations
5. Prepare for Post Graduates studies and to achieve success in their Professional Careers

Programme Specific Outcomes

1. Students shall experience problem solving skills related to Accounting, Costing & Analyzed Financial Statement of Companies
2. Reveal Knowledge of forms of Organisation and key areas of Marketing and apply Laws pertaining to Business
3. Demonstrate Knowledge of key concepts in Entrepreneurship, Direct & Indirect Taxes

Bachelor of Commerce (B.Com)
Scheme of Examination (CBCS and OBE Pattern)
For the Candidates admitted from the Academic Year 2019-2020 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01/ 19LAHI01/ 19LAMY01/ 19LAFR01	Language –I	5	3	30	70	100	3
II	19ENG001	English-I	5	3	30	70	100	3
III	19BCM101	Core 1:Principles of Accountancy	6	3	30	70	100	4
III	19BCM102	Core 2: Business Organisation	6	3	30	70	100	4
III	19BCMID1	IDC 1: Business Economics	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I : Environmental studies #	2	3	-	50	50	2
Total			30				550	20
SEMESTER II								
I	19LATA02/ 19LAHI02/ 19LAMY02/ 19LAFR02	Language –II	5	3	30	70	100	3
II	19ENG002	English – II	5	3	30	70	100	3
III	19BCM201	Core 3: Financial Accounting	6	3	30	70	100	4
III	19BCM202	Core 4 : Principles of Banking and Insurance	6	3	30	70	100	4
III	19BCMID2	IDC 2 : Practical –I Computer Applications in Business – MS Office	6	3	40	60	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	3	-	50	50	2
Total			30				550	20
SEMESTER III								
III	19BCM301	Core 5: Corporate Accounting	5	3	30	70	100	4
III	19BCM302	Core 6: E. Commerce	5	3	30	70	100	4

III	19BCM303	Core 7 : Commercial Law	5	3	30	70	100	4
III	19BCM304	Core 8: Practical II – Computerized Accounting with Tally	5	3	30	70	100	4
III	19BCMID3	IDC 3 : Business Mathematics	5	3	30	70	100	4
IV	19BCMSB1 19BCMSB2	SBC I #	3	3	-	-	75	3
IV	19BTA001/ 19ATA001/ 19BCMED1	EDC I : Basic Tamil I /Advanced Tamil I / Web Designing #	2	3	-	50	50	2
		Total	30				625	25
SEMESTER IV								
III	19BCM401	Core 9 : Higher Corporate Accounting	5	3	30	70	100	4
III	19BCM402	Core 10: Company Law and Secretarial Practice	5	3	30	70	100	4
III	19BCM403	Core 11:Corporate Communication	5	3	30	70	100	4
III	19BCM404	Core 12: Principles of Marketing	5	3	40	60	100	4
III	19BCMID4	IDC 4 : Business Statistics	5	3	30	70	100	4
IV	19BCMSB3/4	SBC II#	3	3	-	-	75	3
IV	19BTA002/ 19ATA001/ 19EDC002	EDC II : Basic Tamil II/Advanced Tamil II/ Communicative English #	2	3	—	50	50	2
V	19NSS001/ 19NCC001/ 19SPT001/ 19EXT001	NCC/NSS/Sports/ Extension Activities @	—	—	50	—	50	2
		Total	30				675	27
SEMESTER V								
III	19BCM501	Core 13: Cost Accounting	5	3	30	70	100	4
III	19BCM502	Core 14: Management Principles and Practices	5	3	30	70	100	4
III	19BCM503	Core 15: Income Tax Law and Practice	5	3	30	70	100	4
III	19BCM504	Core 16: Principles of Auditing	5	3	30	70	100	4
III	19BCM505	Core 17: Entrepreneurial Development	5	3	30	70	100	4
III	19BCME01/ 19BCME02/ 19BCM E03	Elective I	5	3	30	70	100	4
III	19BCMPR1	Institutional Training	-	-	-	-	-	-

		Total	30			600	24	
SEMESTER VI								
III	19BCM601	Core 18: Management Accounting	5	3	30	70	100	4
III	19BCM602	Core 19: Business Finance	5	3	30	70	100	4
III	19BCM603	Core 20: Marketing Research	5	3	30	70	100	4
III	19BCME04 19BCME05/ 19BCME06	Elective II	5	3	30	70	100	4
III	19BCME07/ 19BCME09/ 19BCME08	Elective III	5	3	30	70	100	4
III	19BCMPR2	Project and Viva Voce	-	3	50	50	100	4
		Total	25				600	24
Total							3600	140

No Continuous Internal Assessment (CIA) , only Comprehensive Examination (CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course , EDC – Extra disciplinary Course , SBC –Skilled Based Course

List of Skill Based Courses		
SBC I	19BCMSB1	Industrial Law
	19BCMSB2	Cyber Law
SBC II	19BCMSB3	Service Marketing
	19BCMSB4	Indirect Taxation

List of Elective Courses		
Elective I	19BCME01	Human Resource Management
	19BCME02	Customer Relationship Management
	19BCME03	Organizational Behaviour
Elective II	19BCME04	Retail Marketing
	19BCME05	Business Environment
	19BCME06	Working Capital Management
Elective III	19BCME07	International Financial Reporting Standards
	19BCME08	Indian Capital Market
	19BCME09	Brand Management

List of Extra Disciplinary Courses		
EDC I	19BTA001	Basic Tamil
	19ATA001	Advanced Tamil
	19BCMED1	Web Designing
EDC II	19BTA002	Basic Tamil II
	19ATA002	Advanced Tamil II
	19EDC002	Communicative English

List of Additional Credit Papers

Sem	Code	Subject Title	Marks	Credits
III	19BCMAC1	Principles of International Trade	100	2
IV	19BCMAC2	Supply Chain Management	100	2
V	19BCMAC3	Digital Finance	100	2

Summary of the Programme

Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – IDC	4	19	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Skill Based Course	2	6	190
V Extension Activities	-	2	50
Total	38	140	3600

Regulations for B.Com
(Effective from the Academic Year 2019-2020 onwards)

1. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

2. Ratio of Comprehensive Examination, Pre- Model and Model Examinations Marks for B.Com Degree Courses

Part	Internal Assessment	External Assessment	Total Marks
I (Languages)	30	70	100
II (English)	30	70	100
III(Core, IDC)	30	70	100
IV (SBC)	-	75	75
IV (EDC/Foundation Course)	-	50	50
V (NCC/NSS/Sports/Ext. Activity)	50	-	50

3. Distribution of Internal Mark for Theory

S.No	CIA	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

4. Break up for Internal Marks

S. No	Internal Marks	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

5. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
Total		30

6. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

7. Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

8. Distribution of Comprehensive Examination Mark for Practical:

MAXIMUM MARKS : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I a) Algorithm b) Coding c) Execution	5 10 10 TOTAL (25)
3	Program – II a) Algorithm b) Coding c) Execution	5 10 10 TOTAL (25)
Total		60

9. Project Work Mark Distribution

Particulars	IA	CE	Total
Project Work (UG)	50	50	100
Project Work (PG)	100	100	200
Project Work(M.Sc(CS)/M.Sc(ECS)	150	100	250
Project Work (M.Com/MIB)	50	100	150

10. Internal and External Marks for Project Work

S.No	Internal Marks	Distribution of Marks
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1	INTERNAL Review –I Review –II Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL Presentation Viva	30 20 Total (50)
Total		100

11. Internal and External Marks for Project Work (Maximum 250)

S.No	Internal Marks	Distribution of Marks
1	INTERNAL Three Project Reviews Report	75 75 Total (150)
2	EXTERNAL Presentation Viva	50 50 Total (100)
Total		250

The distribution of Marks among the various components for IA and CE for Theory, Practical and Project Work is given in detail in the respective Schemes of Examination and Regulation of the different UG and PG Courses, duly passed in their respective Board of Study.

12. Pattern of Question Paper

For Pre model Test, Model and Comprehensive Examination under – Graduate and Post-Graduate Courses.

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 75 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×5=25)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice

Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries four marks	Internal Choice
Section – C	(5×5=25)	Each question carries eight marks	Internal Choice
Maximum Marks : 100 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries two mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries seven mark	Internal Choice
Section – C	(5×10=50)	Each question carries fifteen mark	Internal Choice

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g 11. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

13. Conduct of Practical Examinations:

Practical Examination shall be conducted with one internal examiner and one External Examiner and the Question paper for Practical Examination shall be set by both Internal and External Examiners

14. Certificate Course

In the Academic Year 2019-20 We are introducing Certificate Course on III and IV semester as an interdisciplinary course. The Course title is as follows

List of Certificate Courses

S.No	Sem	Subject Title
1	III	Advertisement and Sales Promotion
2		Practical Banking
3		Entrepreneurship
4	IV	E. Commerce
5		Office Management
6		Principles of Insurance

**B.Com Degree Examination – Syllabus for candidates admitted from the academic year
2021-2022 onwards**

FIRST SEMESTER

PART – III: CORE 1 - PRINCIPLES OF ACCOUNTANCY

Maximum CIA: 50

Maximum CE : 50

Total Hours : 72

Course Objective: To enable the students to learn Principles, Conventions and Concepts of Accounting.

Unit I (15 Hours)

Introduction to Accounting - Scope – Accounting Concepts and Conventions – Indian Accounting Standards (AS 1, AS 6, AS 14, AS 22, AS 27) - Double Entry Book Keeping - Journal, Ledger, Subsidiary books, Preparation of Trial Balance - Rectification of Errors- Preparation of Final accounts with simple adjustments.

Unit II (15 Hours)

Depreciation – Meaning – Objectives- Causes – Methods of Calculating Depreciation – Straight Line Method – Diminishing Balance Method - Annuity Method – Sinking Fund Method.

Unit III (14 Hours)

Bills of Exchange (excluding Accommodation Bills) - Average Due Date - Account Current.

Unit IV (14 Hours)

Bank Reconciliation Statement-Accounting for Non- Profit Organizations: Receipts and Payments Account, Income and Expenditure Account and Balance sheet.

Unit V (14 Hours)

Single entry - Meaning, Features, Defects, Difference between Single entry and Double entry Systems –Methods-Statement of Affairs and conversion

Course Outcomes:

- Understand the various Concepts and Conventions of Accounting and interpret the financial result of Gross Profit, Net Profit and the actual financial position (Assets and Liabilities of the Company).
- Knowledge on the various methods of depreciation and its causes, Straight line method, Diminishing Balance method, Annuity method, Sinking fund method calculation
- Knowledge on Bill of Exchange and Average due date from the collection of cash from Debtors and Payment to Creditors
- Interpret Bank Pass Book and Cash Book Maintenance and interpret the financial position of nonprofit organization.
- Understand the concepts of single entry system and its methods.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H					H		
CO2	H					H		
CO3	M					M		
CO4				M		M		
CO5	H					M		

Text Book

1. Reddy T.S and Murthy.A, Financial Accounting, 5th Edition, Margham Publications, 2016, Chennai.

Reference Books

1. Tulsian.P.C, Financial Accounting, 2nd Edition, Tata Mc Graw Hill, 2016, New Delhi.
2. Grewal.T.S, Introduction to Accountancy, 9th Edition, S.Chand and Company Ltd., 2016, New Delhi.

B.Com Degree Examination – Syllabus for Candidates admitted from the academic year 2021-2022 onwards**FIRST SEMESTER****PART III - CORE 2 – BUSINESS ORGANISATION****Maximum CIA: 50****Maximum CE :50****Total Hours : 72**

Course Objectives: To enable the students to gain fundamental knowledge in Commerce and various Business Organisation.

Unit I (15 Hours)

Commerce: Meaning – Features - Importance –Functions -Nature and Scope – Trade – Types- Differences between trade, business and commerce. Business – objectives - Evolution – Barter system – Ethics in business - Social responsibilities of business.

Unit II (14 Hours)

Forms of Business organizations: Sole trader- Features – Partnership-Definition – Features – Advantages – Disadvantages – Partnership deed – Kinds of partner – Company – types – formation – Co-operative enterprises – Public Utilities.

Unit III (14 Hours)

Chamber of Commerce: Need –Features –objectives - Functions –Importance - Benefits -Role for economic development –International chamber of commerce –ICC Arbitration –FICCI – Trade Associations – Trade Unions –Difference between trade association and chamber of commerce.

Unit IV (14 Hours)

Introduction to International Trade - Difference between Domestic and International Trade – Features, Need, Importance of International Trade – Challenges of International Trade – Causes – Imports and Exports – Merits and Demerits of Imports and Exports.

Unit V (15 Hours)

Trade Agreements – GATT – WTO – International Monetary System – Evolution – Current Monetary Systems – IMF – World Bank.

Course Outcome

CO1: Understand the basics concepts of Commerce

CO2: Learn the various forms of Business Organisation

CO3: Describe trade association and Chamber of Commerce and its functions

CO 4: Understand the basics of International Trade and its importance

CO5: Gain knowledge on International Trade Agreements and Monetary System.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H					H	
CO2			H				H	
CO3			M				H	
CO4				M			M	
CO5				M			L	

Text Books

1. G. Prasad, “ Business organization”, Margham publication, 7th Edition 2016
2. Francis Cherunilam, International Business, PHI Learning Pvt Ltd, 2009.

Reference Books

1. P.C.Tulsian, Business Organization and Management, Pearson Publication, 5th Edition, New Delhi, 2010.
2. Dr.C.D.Balaji, International Trade, Margham Publications, Chennai, 2018

**B.Com Degree Examination – Syllabus for candidates admitted from the academic year
2021– 2022 onwards**

FIRST SEMESTER

PART III – IDC 1- BUSINESS ECONOMICS

Maximum CIA: 50

Maximum CE : 50

Total Hours: 72

Course Objective: To enable the students to absorb concepts and inculcate the knowledge of Economics and to understand the basic problems in an economy.

Unit I (15 Hours)

Introduction to Economics: Definition –Nature and Scope of Economics –Decision Making in Business – Demand – Meaning-Determinants –Law of Demand-Elasticity of Demand – Inflation – Deflation.

Unit II (15 Hours)

Introduction to Supply-Equilibrium –Utility-Law of Diminishing Marginal Utility– Equi-marginal utility-Production-Factors of Production-Law of Variable Proportion>Returns to Scale.

Unit III (14 Hours)

Introduction to Market structure: Types of Competition –Perfect Competition-Monopoly-Monopolistic Competition-Oligopoly.

Unit IV (14 Hours)

Introduction to Economic Growth and Development-Characteristics of Under developed Countries – Determinants – Obstacles-Indian Agriculture and its Role in Indian Economic Development.

Unit V (14 Hours)

Introduction to growth of population – Population Policy-Higher Education and its need –Health –Infrastructure-Technology and Economic Development.

Course Outcomes

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

CO1: Define and pinpoint the concepts of Economics

CO2: Understand the Supply concepts and Law of Diminishing Marginal Utility, Equi-marginal utility and Production, Law of Variable Proportion, Returns to Scale.

CO3: Distinguish the types of Competition in Market Structure such as Perfect, Monopoly, Monopolistic and Oligopoly competitions

CO 4: Describe the important commencement of Economic Growth and Development, Characteristics of Under developed Countries and Role of Agriculture in Indian Economic Development

CO5: Educate the growth of population and Population Policy, Higher Education and its necessity, Health, Infrastructure, Technology and its role in Economic Development.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L						L	
CO2				M			L	
CO3					M		L	
CO4					M		L	
CO5				L			L	

Text Book

1.Sundharam K.P.M. and Sundaram .E.N,Business Economics,4th Edition Sultan Chand and sons.2007,New Delhi.

Reference Books

1.Ahuja.H.L.Business economics 6thEdition,S.Chand& Company Ltd., 2007,New Delhi.

2.RuddarDatt,K.P.M. Sundharam, Indian Economy, S.Chand Company Ltd, latest edition, Ram nagar, New Delhi.

**B.Com Degree Examination – Syllabus for candidates admitted from the academic year
2021-2022 onwards**

SECOND SEMESTER

PART III: CORE 3- FINANCIAL ACCOUNTING

Maximum CIA: 50

Maximum CE: 50

Total Hours: 72

Course Objective : To enable the students to learn Principles, Conventions and Concepts of Accounting.

Unit I (15 Hours)

Hire Purchase and Installment System – Branch accounts: Dependent Branch – Independent Branch (excluding Foreign Branch) – Department Accounts.

Unit II (15 Hours)

Consignment – Valuation of unsold Stock – Normal Loss – Abnormal Loss –Joint Venture (Excluding Memorandum of Joint Venture Account)

Unit III (15Hours)

Admission and Retirement of Partner – Treatment of Goodwill – Revaluation of Assets and Liabilities – Calculation of Gaining and Solvency Ratio – Death of a Partner –Settlement to executor.

Unit IV (14 Hours)

Dissolution – Insolvency of Partners – Garner Vs Murray – Preparation of Deficiency A/C

Unit V (14 Hours)

Conversion of Partnership into Company – Insolvency A/c – Preparation of Statement of Affairs – Deficiency A/c

Course Outcome

CO1: To understand the Accounting treatment for Hire Purchase and Installment system and to know the accounting procedure for Branch and Departmental Accounting.

CO2: To understand the Accounting treatment of consignment in the books of Consignor and Consignee and identify the value of unsold stock, normal loss and abnormal loss

CO 3: Interpret the financial result at the time of admission and retirement/death and explain different accounting policies, understand the need for revaluation of assets and construe the meaning and factors affecting goodwill demonstrate the various methods of settling the claim of retiring partner and the related accounting treatment

CO 4: Discuss the case Garner Vs Murray and solve problems relating to insolvency of partners.

CO5: Demonstrate the various list in the preparation of statement of affairs when an individual is insolvent & list out the items for deficiency account

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H					H		
CO2	H					H		
CO3			H			H		
CO4			M			H		
CO5	H					H		

Text Book

1. Reddy T.S and Murthy.A, Financial Accounting, 5th Edition, Margham Publications, 2016, Chennai.

Reference Books

1. S.P Jain & K.L Narang , Advanced Accounting, 2nd Edition, Kalyani Publishers, 2016, Chennai.
2. Grewal.T.S, Introduction to Accountancy, 9th Edition, S.Chand and Company Ltd., 2016, New Delhi

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2021– 22 onwards

SECOND SEMESTER

PART III – CORE 4 PRINCIPLES OF BANKING AND INSURANCE

Maximum CIA : 50

Maximum CE : 50

Total Hours: 60

Course Objective

To impart the knowledge on the theory and practice of Banking and to understand about Insurance.

Unit I (12 Hours)

Banker and Customer- Definition-Relation between Banker and Customer-Paying and Collecting Banker-Rights and Responsibilities – Commercial Banks –Evolution - Functions of Modern Commercial Banks – Branch Banking – CRM In Banking – Multinational Banking – Customer Service.

Unit II (12 Hours)

Opening of a New Account — Types of Accounts – Fixed Deposit and its implications – Savings Account – Current Account – Recurring Deposit – Special Type of Customers – Minor – Lunatic – Drunkards – Joint Accounts – Partnership Account – Public Limited Account – Closure of Accounts – Ombudsmen Scheme.

Unit III (12 Hours)

Negotiable Instruments – Meaning – Characteristics – Types – Bills Of Exchange – Essentials – Promissory Note – Essentials – Cheques –Drawing of a cheque- Crossing of Cheques- Marking of Cheques –Types of Cheque- Essentials – Endorsements –Types –Online Bank Transactions- NEFT-IMPS-RTGS

Unit IV (12 Hours)

Insurance-Meaning-Need- Principles -Contract of Insurance(Indemnity, Guarantee, Subrogation)- -Classifications of Insurance-IRDA Act 1938-Constitutions of IRDA-Objectives- Indian Companies Act 2013-Role of Insurance in Economic Development-Privatisation of Insurance.

Unit V (12 Hours)

General Insurance Business act 1973- Role of GIC- Recent Developments- Procedures -Motor Vehicle Act 1988-Fire Insurance - Marine Insurance Act– Essentials –Types -Reinsurance – Concepts – Types - Double Insurance.

Course Outcome

CO1: To Understand the conceptual framework of Banking

CO2: Classify and demonstrate the types of Customers and deposits

CO3: Explains the basic concepts of Cheque, Endorsement and Electronic payment method

CO4: Understand IRDA Act

CO5: Classify the types of Insurance.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L							
CO2			L					
CO3			M				L	
CO4	H						M	
CO5	H						H	

Text Books :

1. Gordon and Natarajan , Banking theory law and practice, Himalaya publishing house,New Delhi.Revised Edition 2016.
2. Principles and Practises of Insurance, , Himalaya publishing house,New Delhi.Revised Edition 2017

Reference Book:

1. N.C . Majumdar , Fundamentals of Modern Banking , New central book agency (P) Ltd, New Delhi, 2010.
2. Dr.P.Periyasamy, Principles and Practice of Insurance, Himalaya publishing house,New Delhi.Revised Edition 2015

B.Com Degree Examination – Syllabus for candidates admitted from the academic Year 2020-21 onwards**SECOND SEMESTER****PART III – IDC 2 – PRACTICAL I – COMPUTER APPLICATIONS IN BUSINESS****Maximum CIA: 50****Maximum CE :50****Total Hours: 72****Course Objective:**

Enabling the students to acquire practical knowledge to be successful in Ms Office

I – MS WORD

1. Prepare Chairman's Speech/ Auditors Report Minutes/ Agenda and Perform the following Operations: Bold- Underline- Font Size- Style- Background Color- Text Color- Line Spacing- Spell Check- Alignment- Header and Footer- Inserting Pages and Page Numbers- Find and Replace.
2. Prepare an Invitation for the College Function Using Text Boxes and Clip arts.
3. Prepare Class Time Table and Perform the Following Operations Inserting the Table- Data Entry- Alignment of Rows and Columns- Inserting and Deleting the Rows and Columns and Change of Table Format.
4. Prepare Shareholders Meeting Letter for 10 Members Using Mail Merge Operation.
5. Prepare Bio- Data by Using Wizard/ Templates.

II – MS EXCEL

1. Prepare Mark List of Your Class (Minimum of 5 Subjects) and Perform the following Operations: Data Entry- Total- Average- Result and Ranking by Using Arithmetic and Logical functions and sorting.
2. Prepare Statement of Bank Customer's Account Showing Simple and Compound Interest Calculations for 10 different Customers using Mathematical and Logical functions.
3. Prepare a Result Analysis chart with subject details, staff details and pass percentage details.

III – MS POWERPOINT

1. Design a Presentation slides for a Product of Your Choice.
2. Design a Presentation Slides for Organization details for 5 levels of hierarchy of a Company by using Organization chart.
3. Design a presentation slides for the Seminar/Lecture Presentation using Animation effects and perform the following operations: Creation of different Slides- Changing Background Color – Font Color Word Art.

IV MS ACCESS

1. Prepare a Payroll for Employee database of an Organization with the following details: Employee Id- Employee Name- Date of Birth- Department and Designation- Date of Appointment- Calculation of Basic Pay- Dearness Allowance- and House Rent Allowance and other deductions (if any) and perform queries for different categories.
2. Create Mailing Labels for Student's Database which should include at least three tables must have at least two fields with the following details-Roll Number- Name- Course-Year- College Name- University- Address- Phone Number.
3. Gather Price- Quantity and other descriptions for five products and enter in the Access Table and create an invoice in form design view.
4. Prepare a Report based on Invoice details such as product number, quantity, price etc., for five products.

Course Outcomes

CO1: On the successful completion of the course, students will be able to get knowledge about MS office.

CO2: To introduce the students about basics of MS-Office, practical knowledge exposure to MS-Word in preparation of invitations, bio-data

CO3: To provide practical knowledge about MS-Excel regarding result analysis, arithmetic operations

CO4: To provide practical knowledge of MS- Power Point related to preparation of slides, different layouts and options

CO5: To provide practical knowledge exposure MS-Access

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H					L		
CO2		H					L	
CO3			M			M		
CO4					H			L
CO5				H			L	

Text Book

1. R.K.Taxali, PC Software, 1st edition Tata MC Graw Hill , 2005, (Last Edition).

Reference Books

1. Ashok Kisor, Tally 9, 2nd Edition BPB Publication, 2001, New Delhi.
2. Dinesh Veerma, Computer Basics and PC Software, Gullybaba Publishing House, 2012

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART III - CORE 5 - CORPORATE ACCOUNTING**

Maximum CIA: 30

Maximum CE : 70

Total Hours: 60

Course Objective:

To enable the students understand the preparation of accounts of companies.

Unit I (12 Hours)

Issue of Shares – Various kinds – Under subscription and over subscription- Issue of Share at Discount and Premium - Pro rata allotment - Forfeiture of Shares – Reissue of Forfeited Shares – Bonus Shares and Right Issues

Unit II (12 Hours)

Profits prior to Incorporation – Preparation of Final Accounts of Companies – (including Managerial Remuneration Calculation).

Unit III (12 Hours)

Redemption of Preference shares - Underwriting of shares – Types of Underwriting – Marked and Unmarked Application – Complete Underwriting – Partial Underwriting - Firm underwriting

Unit IV (12 Hours)

Issue of Debentures – Distinction between Shares and Debentures - Par, Premium and Discount Rating - Redemption of Debentures.

Unit V (12 Hours)

Liquidation of Companies – Preparation of Statement of affairs and Deficiency account - Valuation of Goodwill and Shares.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Course Outcome:

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

CO 1: Acquire the conceptual knowledge of the fundamentals of corporate accounting and to understand the features of Shares

CO 2: Develop an understanding about redemption of Shares and Debenture and its types

CO 3: Understand the concepts and standards underlying the accounting procedures for issue of Debentures

CO 4: To provide knowledge about accounting procedures of Liquidation and Goodwill

CO 5: To give an exposure to the company final accounts

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	H					H		
CO 2			M			M		
CO 3				M			M	
CO 4								
CO 5	M						L	

Text Books

1. T.S. Reddy, A. Murthy, Corporate Accounting , Revised Edition, Margham Publication, New Delhi, 2015

Reference Books

1. Gupta R.L, Radhaswamy .M ,Corporate Accounts, 13th Revised Edition, Sultan Chand and Co., New Delhi, 2006.
2. Shukla M.C , Grewal T.S., Gupta S.L., Advanced Accountancy, 12th Edition, S. Chand and Co., New Delhi, 2005.

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART III – CORE 6 – E-COMMERCE**

Maximum CIA: 30

Maximum CE : 70

Total Hours: 60

Course Objective: To enable the students to have knowledge in electronic commerce

Unit I (12 Hours)

Electronic Commerce-Meaning-Introduction to E-Commerce-Goals of E-Commerce-Technical Components of E-Commerce-Advantages and Disadvantages of E-Commerce- Electronic Commerce and Electronic Business- C2C,C2G,G2G, B2G, B2P, B2A, P2P, B2A, C2A, B2B, B2C

Unit II (12 Hours)

The Internet - Domain Names and Internet Organization (.edu ,.com, .mil,.gov, .net etc.-Types of Network -World Wide Web–Benefits of Website- -Target email, Banner Exchange, Shopping Bots– Social Networking.

Unit III (12 Hours)

Planning for Electronic Commerce--Linking objectives to business strategies-Measuring cost objectives-Comparing benefits to Costs -Strategies for developing electronic commerce web sites- E-marketing-E-Advertising-E-commerce sites- Designs.

Unit IV (12 Hours)

Internet Marketing-The PROS and CONS of online shopping-Internet marketing techniques- - The E-cycle of Internet marketing-Personalization E-commerce - Electronic Data Exchange-Introduction-Concepts –Applications -Advantages and Disadvantages -EDI model

Unit V (12 Hours)

E -Payment System -Benefits –Components-Credit Card System –Electronic Fund Transfer-Paperless bill -Modern Payment Cash- Electronic Cash-Internet Security-Secure Transaction- - Privacy on Internet-Corporate Email privacy – Privacy Law.

Course Outcome:

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

CO 1: Discuss modern computing infrastructures from the perspective of the internet and organizations

CO 2: Have the knowledge of different types of networks

CO 3: Discuss and explain theoretical and practical issues of conducting business over the internet and the Web of specific tools, techniques and methods in e-business.

CO 4: Understand the concepts of EDI and its model

CO 5: To expose the knowledge about the technologies used in E payment system

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M					M		
CO 2	H							
CO 3			M				L	
CO 4							L	
CO 5				M				

Text Book:

1.Dr. K. Abirami Devi, Dr. M. Alagammai, E-Commerce, Margham Publications , Chennai, Reprint 2015.

Reference Books:

1. P.T.Joseph, S.J, “E-Commerce- An Indian Perspective”, 4th Edition, PHI Publishers, New Delhi, 2016

2.David Whitley, E - Commerce: Strategy, Technologies and Applications, Tata McGrawHill, New Delhi, 2001.

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART III - CORE 7 – COMMERCIAL LAW**

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Course Objective:

On the successful completion of this paper, the students should be well versed in the basic provisions regarding legal framework governing the business world.

Unit I (12 Hours)

Sources of Law – Law of Contract – Nature – Kinds – Essentials of Valid Contract – Offer – Acceptance – Intention to create Legal relations – Consideration – Capacity to Contract.

Unit II (12Hours)

Free Consent – Mistake – Misrepresentation – Fraud – Coercion and Undue influence – Lawful Object – Agreement not declared Void – Legal formalities

Unit III (12 Hours)

Contingent Contract – Performance of Contract – Remedies for Breach of Contract – Quasi Contract – Discharge of Contract

Unit IV (12 Hours)

Special Contracts – Indemnity and Guarantee – Rights and Liabilities of Surety – Discharge of Surety – Agency – Bailment and Pledge.

Unit V (12 Hours)

Law relating to Sale of Goods Act 1930 – Rights of Unpaid Seller – Caveat Emptor – Auction Sale – Condition and Warranties to Sale – Performance of Contract of Sale – Rights and Duties of Buyer.

Course Outcome:

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

CO 1:To state the law relating to Indian Contract Act and define the concept of contract

CO 2:To understand the different elements of contract, performance of contract and different modes of discharge of contract

CO 3:Explain the principles of law that apply to performance of contract

CO 4:To explain the concept of special contracts

CO 5:Analyse the Law relating to Sales

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	H					M		
CO 2			L				H	
CO 3				M				
CO 4							M	
CO 5								

Text Book

1. N.D.Kapoor, Business Law, 5th Revised Edition, Sultan Chand and Sons, New Delhi, 2014.

Reference Books

1. S.Kathiresan. V. Radha, Commercial Law, Prasanna Publication, Chennai, 2002.
2. N.Premadevi, Business Law, Sri Vishnu Publication, Chennai, 2003
3. Noshirvan. H. Jhabvala, Sale of Goods Act & The IPA, Jamnadas & Co, Mumbai,2000

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART III – CORE 8 – PRACTICAL II – COMPUTERIZED ACCOUNTING WITH TALLY**

Maximum CIA : 40

Maximum CE : 60

Total Hours : 60

Course Objective: To enable the students to have a practical knowledge in Tally

1. Introduction of Tally – History of Tally version– Features and configuration– company creation - Tally Short keys.
2. Ledger creation - Group creation – Accounting voucher.
3. Receivables and payables management.
4. Bank Reconciliation statement - Cheque printing.
5. Calculation of Interest - Interest Payable – Interest receivable –Inventory statement.
6. Preparation of Invoice.
7. Preparation of Stock summary – Creation of Stock group – Creation of stock category - Unit of measurement – Stock item creation.
8. Go down management creation – Inventory vouchers.
9. Preparation of final Accounts.
10. Ratio analysis.
11. **Introduction to GST** - Getting Started with GST (Goods)
12. Recording Advanced Entries (Goods)
13. GST Adjustment and Return Filing
14. Getting Started with GST (Services)
15. Recording Advanced Entries (Services)

Course Outcomes

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

CO 1: Develop the students to learn to create company, enter accounting voucher entries.

CO 2: Practically know about preparation of financial statement by using Tally ERP

CO 3: Able to reconcile bank statement, accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

CO 4: Understand the concepts of GST and making entries

CO 5: To understand the various rates of service tax applicable to GST (service) and its entries

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1				M		H		
CO 2			M			M		
CO 3					L		L	
CO 4								
CO 5		L						

Text Book

2. R.K.Taxali, PC Software, 1st Edition Tata MC Graw Hill , 2005, (Last Edition).
3. Nitya Tax Associates, Basics of GST, 1st Edition Taxmann's , 2016

Reference Books

1. Ashok Kisor, Tally 9, 2nd Edition BPB Publication, 20011,New Delhi.
2. Dinesh Veerma, Computer Basics and PC Software, Gullybaba Publishing House, 2012

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER
PART IV: SBC I- INDUSTRIAL LAW**

Maximum CE: 75

Total Hours: 36

Course Objective : After completion of this Course the Students shall be through knowledge in Industrial Legislations.

Unit I (7 Hours)

Factories Act 1948 – Provisions relating to Health, Safety and Welfare – Employment of Child and Young Men – Adult Workers – Women Workers.

Unit II (7 Hours)

The Minimum Wage Act 1948 – Workmen’s Compensation Act 1923 – Employers Liability & Non-Liability. Partial , Permanent and Total Disablement – Accusation Diseases – Provident Fund Act – Online E Portal.

Unit III (8 Hours)

Payment of Bonus Act 1965-Meaning of Gross Profit- Computation of available and allocable Surplus – Eligibility for Bonus – Minimum & Maximum Bonus – Exemption – Applicability of the Act – Employees State Insurance Act of 1948 – Definition –Medical Board – Purpose for which Funds can be spent – Benefits.

Unit IV (6 Hours)

Industrial Disputes Act 1947 – Provision relating to Strike, Lockout and Retrenchment. Layoff – closure – Machinery to solve dispute.

Unit V (8 Hours)

Trade Unions Act 1926 – Definitions registration - Rights and Privileges – Cancellations of Registration – Political Fund – Payment of Wages Act 1926 – Permissible Deductions – Time and Mode of Payment.

Course Outcomes

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

CO 1:Knowledge about Factories act and its Provisions.

CO 2:Understand about Industrial Disputes Act and it’s relating Issues.

CO 3:Analyze Provisions relating to Trade Unions.

CO 4:Insight about Bonus Act and Employee Insurance Act and its Purpose.

CO 5:Enlightenment of Minimum wages act and Provisions in Workmen’s Compensation.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	H					H		
CO 2			L					
CO 3							M	
CO 4		L						
CO 5				M				

Text Book

1. N.D.Kapoor , Industrial Laws, Sulthan Chand and Sons Publications, 2013

Reference Books

1. P.K. Pathi, Labour and Industrial Law, Prentice Hall India Learning Pvt., Ltd, 2nd Edition, 2012
2. S.S.Srivatsava, Industrial Relations and Labour Laws, Vikas Publishing House, 6th Edition, 2011

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER
PART IV : SBC II - CYBER LAW**

Maximum CE :75

Total Hours: 36

Course Objectives :

After the successful completion of the course the student shall gain knowledge on various Cyber Acts and its practical applications.

Unit I (7 Hours)

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

Unit II (7 Hours)

Security Aspects: Introduction-Technical Aspects of Encryption-Digital Signature-Data Security. Intellectual Property Aspects: WIPO-GII-ECMS-Indian Copy rights Act on Soft Proprietary Works-Indian Patents Act on Soft Proprietary works.

Unit III (8 Hours)

Evidence Aspects: Evidence as part of the Law of Procedures –Applicability of the Law of Evidence on Electronic Records-The Indian Evidence Act 1872.Criminal Aspect: Computer Crime-Factors influencing Computer Crime- Strategy for prevention of Computer Crime Amendments to Indian Penal Code 1860.

Unit IV (7 Hours)

Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India

Unit V (7 Hours)

The Information Technology Act 2000-Definitions-Authentication of Electronic Records Electronic Governance-Digital Signature Certificates.

Course Outcome:

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

CO1:Describe laws governing cyberspace and analyze the role of Internet Governance in framing policies for Internet security.

CO2:Discuss about Security Aspects and Intellectual Aspects.

CO3:Elucidate Evidence aspects and Criminal Aspects.

CO4:Knowledge about Global Trends in EDI in India.

CO5:Understand about Information Technology Act.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1						M		
CO 2		L					L	
CO 3				M				
CO 4						L		
CO 5		M						

Text Book

1. The Indian Cyber Law : Suresh T.Viswanathan, Bharat Law House, New Delhi

Reference Books

1. Pavan Duggal, Text Book on Cyber Law, Universal Law Publishing Co.,2nd Edition, 2016
2. Dr.P.Rizwan Ahmed, Cyber Law, Margham Publication, 2016

B.Com Degree Examination – Syllabus – for candidates admitted from the academic year 2019– 2020 onwards**FOURTH SEMESTER****PART III – CORE 9- HIGHER CORPORATE ACCOUNTING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective :

To enable the students understand the preparation of accounts of companies.

Unit I (12 Hours)

Amalgamation– Types of Amalgamation– Purchase Considerations – Absorptions and Reconstruction of Companies (Both Internal and External Reconstruction)

Unit II (12 Hours)

Holding Company Account – Consolidation Of Balance Sheet with Treatment of Mutual Owings ,Contingent Liability, Unrealised Profit, Revaluation of Assets, Bonus Issues and Payment of Dividend (Inter Company Holdings Excluded)

Unit III (12 Hours)

Statement of Accounts for Electricity Companies – Treatment of Repairs and Renewals –Final accounts of Electricity Companies

Unit IV (12 Hours)

Accounts of Banking Companies –Preparation of Profit and Loss Account and Balance Sheet (New Format) – Guidelines of RBI – Preparation of Final Accounts– Classification of Bank Advances.

Unit V

Accounts of Insurance Companies –Life Insurance – General Insurance (Both Marine and Fire Insurance Claims)

Note: Distribution of Marks: Theory 20% and Problems 80%

Course Outcome:

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

CO 1: Understand the corporate practice in Amalgamation and Absorptions.

CO 2: Develop the skills in preparation of consolidated Balance Sheet of Holding Company and Subsidiary company.

CO 3: Accounting Provisions relating to Electricity Company.

CO 4: Acquaint with the legal formats and special items and adjustments pertaining to Banking companies.

CO 5: To Know the Legal Procedures of Insurance company Accounts.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	H					H		
CO 2		M					M	
CO 3					L			
CO 4			M					
CO 5				L				

Text Books:

1. T.S.Reddy and A.Murthy, Corporate Accounting ,Revised Edition , Margham Publication, NewDelhi,2015
2. Jain.S.P and Narang.K.L, Advanced Accounting, 14th Edition, Kalyani Publications, NewDelhi, 2008.

Reference Books:

1. Gupta.R.L, Radhaswamy.M, Corporate Accounts,13th Revised Edition Sultan Chand & Co., New Delhi, 2006.
2. Shukla.M.C, Grewal.T.S, Gupta.S.L, Advance Acconutancy, 12th Edition, Sultan Chand & Co., New Delhi, 2005.

B.Com Degree Examination – Syllabus – for candidates admitted from the academic year 2019– 2020 onwards**FOURTH SEMESTER****PART III – CORE 10- COMPANY LAW AND SECRETARIAL PRACTICE**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective :

To enable the student to have a thorough knowledge on Company Law and Secretarial Practice

Unit-I (12 Hours)

Company - Introduction- Types of Company - Characteristics - Lifting of Corporate Veil – Salient Features of Companies Act 2013 - Incorporation of Company – Memorandum and Articles of Association-Meaning- Provisions (including TIN) - Differences – Registrar - Promoter of the Company – Duties and Legal Status of Promoter .

Unit-II (12 Hours)

Appointment of Director – Fixation of Remuneration - Company Secretary – Legal position of Company Secretary- Appointment of Company Secretary – Procedure for Appointment of a Company Secretary - Role of a Company Secretary- Functions - Duties, Rights and Liabilities.

Unit-III (12 Hours)

Form of Memorandum and Articles- Procedures for Alteration of Memorandum of Association –Alteration of Articles of Association –Share Certificate-Contents -Rules relating to Issue of Share Certificate - Share Warrant - Procedure for Issuing Share Warrant.

Unit-IV (12 Hours)

Kinds of **Company Meetings** – Objects and Purpose of Meeting - Statutory Meeting - Annual General meeting - Extra ordinary General meeting - Board Meeting – Frequency of Board Meeting - Quorum-Powers of Chairman – Agenda – Writing of Minutes- Declaration of Dividend-Quasi- Corporate Governance - Judicial Bodies - National Company Law Tribunal (NALT) and National Company Law Appellate Tribunal (NCLAT)

Unit-V (12 Hours)

Meaning of Winding up – **Modes of Winding up** – Winding up by the Tribunal-Filing of Petition for Winding up - Contents of the Petition – Official Liquidator – Provisional Liquidator –Winding up Committee – Duties of Liquidator – Powers of the Official Liquidator.

Course Outcomes

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

CO 1: Understand the formation and kinds of companies.

CO 2: Knowledge about Appointing Company Secretary and his Role and Functions

CO 3: Acquire knowledge on basic documents in a company and various methods of raising of capital.

CO 4: Understand about Company Meetings and its Procedures.

CO 5: Describe Provisions relating to Winding up of Companies.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M					M		
CO 2		H					M	
CO 3	M							L
CO 4				H				
CO 5				L				

Text Books

1. Dr. G.K. Kapoor, Company Law (A Comprehensive Text Book on Companies Act, 2013), 18th Edition, Taxmann, New Delhi, 2019.

Reference Books

1. M.C.Kuchhal , Secretarial Practice ,18th edition Vikas Publishing House ,New Delhi, 2017
2. N.D.Kapoor , Elements of Company Law, 31st edition, Forward Book Depot Educational publishers, 2018.

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART III – CORE 11 – CORPORATE COMMUNICATION

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Course Objective:

To enable the student to have a complete knowledge in formal Business Communication.

Unit I (12 Hours)

Meaning of Communication – Objectives - Types – Functions – Importance – Principles of Effective Communication - Barriers – Modern Communication Method –Channels of Communication - Composition of Sentences - Structure of Business Letters.

Unit II (12 Hours)

Business Letters – Enquiries - Reply – Orders and Execution- Claims & Adjustments- Collection- Sales Letters – Bank Correspondence- Internal Business Communication – Memos, Circular and Notices

Unit III (12 Hours)

Overview of Corporate – Oral & Written Communication- Merits and Demerits- Communication for meetings –Meetings - Drafting of a Company Meetings- Kinds of Meetings- Preparing Agenda and Minutes - Non – Verbal Communication: Body Language, Kinetics, Proxemics, Para Language.

Unit IV (12 Hours)

Meaning of Reports – Types – Preparation- Structure & Organization of Reports- Reports by Individuals & Committees- Persuasive Communication: Publicity Material, News Letter, Notices, Leaflets, and Invitation.

Unit V (12 Hours)

Employment Communication - Application for Jobs - Preparation of Resume – Types of Interview- Modern forms of Communication – Fax, Email, Video Conferencing and their uses in Business.

Course Outcome:

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

CO1: To provide an overview of Prerequisites to Business Communication Modern methods.

CO 2: To develop Knowledge about Business Letters and Bank Correspondence.

CO 3: To use basic mechanics of Oral and Written Communication.

CO 4: To Describe Reports and Non - Verbal Communication.

CO5: To Understand Employment Communication and Modern Form of Communication.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M						M	
CO 2		L						
CO 3				L				
CO 4			M					
CO 5				M				L

Text Book

1. Dr. Kathiresan, Dr. Radha, Business Communication, 1st Edition, Prasanna Publication
Chennai , 2014.

Reference Books

1. Ramesh, M.S. and C.C.Pattanshetti, Business Communication, 1st Edition, R.Chand & Co,
New Delhi 2003 (Last Edition)
2. Meenakshi Raman, Business Communication, Oxford Publishers, 2012

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**FOURTH SEMESTER****PART III - CORE 12 - PRINCIPLES OF MARKETING**

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Course Objective:

On the successful completion of this paper the students should have acquired the basic knowledge of marketing and its functions.

Unit – I (12 Hours)

Introduction to **Market** - Meaning, Definition and Concept – Role and Importance of Market- Evolution of Marketing-Traditional and Modern Marketing concepts - Classification of Market- Marketing Function –Functions of Marketing Manager - Marketing Process.

Unit – II (12 Hours)

Marketing Mix - Product mix – Meaning of products – Product Life Cycle – Branding, Labeling - Price mix, Importance of Price – Pricing Objectives - Kinds of Pricing – Pricing Strategies

Unit – III (12 Hours)

Promotion - Advertisement – Personal Selling and Sale promotion - Distribution - Importance of Channels of Distribution – Meaning – Functions of Middlemen – Elimination of Middlemen.

Unit – IV (12 Hours)

Market Segmentation – Benefits – Bases – Requisites of Sound Market Segmentation – Market Segments and Marketing Mix – Buyer Behaviour – Significance – Buying Process – Steps in Online Buying Process – Buyer Behaviour Models.

Unit – V (12 Hours)

Recent Trends in Marketing – E-Marketing, Direct Marketing, Online Marketing, Market Research, AG-MARK-Green Marketing- Consumerism and Consumer rights – COPRA ACT.

Course Outcome:

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

CO 1: Define the core concepts of marketing and discuss the role of marketing in business and society.

CO 2: Identify the marketing mix elements and describe the components of market mix.

CO 3: Explain the modern marketing techniques and discuss how it is used to pursue new marketing opportunities

CO 4: Describe about Market segments and Buyer's Behavior.

CO 5: Study recent trends in Marketing.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M							
CO 2			M				H	
CO 3				L			M	
CO 4			L					L
CO 5					M			

Text Book

1. Philip Kotler, Gary Armstrong, Principles of Marketing, 14th Edition, Prentice Hall of India Pvt Ltd, 2015.

Reference Books

1. Gupta.C.B , Rajan Nair. N, Marketing Management, 11th Edition, Sultan Chand and Sons, New Delhi, 2014.
2. Varshney R.L and Gupta S.L, Marketing Management, 3rd Edition, Sultan Chand and Sons, 2013

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER
PART IV : SBC II- SERVICE MARKETING

Maximum CE :75
Total Hours: 36

Course Objective: On completion of this course, the students shall acquire knowledge about marketing various services.

Unit I (8 Hours)

Foundations of Service Marketing: Concept of Service- Nature and Classification of Service- Characteristics of Service- Importance of Services Marketing- Service Industry- Services Marketing Triangle- Environment for Services Marketing-PESTEL frame work

Unit II (8 Hours)

Services Market Segmentation: Target Market Selection- Approaches to Target Market- Positioning and Differentiation of Services- Positioning: process - Types- Determinants of Service Quality- Measuring Service Quality.

Unit III (7 Hours)

Services Marketing Mix: Need for expanding Marketing Mix- Service Product- Product Mix, Branding of Services, New Service Development- Service Pricing- Distribution of Services- Promotion .

Unit IV (6 Hours)

Applications of Service Marketing: Marketing of Hospitality, Travel and Tourism, Health Care, Financial Services, IT enabled Services, Education, Entertainment, Transport Services, E-Services.

Unit V (7 Hours)

Customer Relationship Marketing in Services: Evolution of Relationship Marketing- Types of Relationship Marketing- Classic, Special, Mega, Nano Relationships- Components of Buyer Seller Relationships- Methods used to develop Customer Relationships.

Course Outcome:

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

CO 1: Knowledge about Service Marketing Concepts.

CO 2: Understand about Market Segmentation and Approaches.

CO 3: Identify the marketing mix elements and describe the components of market mix.

CO 4: Study about Applications of Service Marketing.

CO 5: Know about CRM in Service Marketing.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M						M	
CO 2		L					L	
CO 3			M					
CO 4					L		H	
CO 5			L				L	

Text Book

1. Zeithaml, Valarie A and Bitner, Mary Jo, Services Marketing, Tata McGraw Hill, New Delhi, Latest edition.

Reference Books

1. Woodruffe, Helen: Services Marketing, Macmillan India, New Delhi, (latest edition).
2. Lovelock, Christopher H: Managing Services: Marketing Operations and Human Resources, Prentice Hall, New Jersey, (latest edition)

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER
PART IV: SBC II - INDIRECT TAXATION

Maximum CE :75
Total Hours: 36

Course Objective: The course enables the students to understand the concepts of indirect taxation and GST

Unit I (8 Hours)
Indirect Taxation – **Introduction and Concepts - GST** – Origin – Features – Objectives – Difference between Direct Tax and Indirect Tax - Benefits : Central Govt, State Govt, Individuals and Companies – Goods and Service Tax Network (GSTN).

Unit II (8 Hours)
GST Constitutional Amendment Bill 2016 - CGST Act – IGST Act – SGST Act – Difference between Previous Taxation and New GST in India – Provision of demand under GST

Unit III (7 Hours)
Types of GST in India: CGST, SGST, IGST – Categories GST Exemptions: Exempted, Essential, Standard and Special Goods & Services Categories.

Unit IV (6 Hours)
Authorities implementing GST - Registration Procedure – Penalties for Non Compliance – Self Assessment under GST – Goods and Service Tax System

Unit V (7 Hours)
Application of GST – Mechanism of GST – Applicable GST Rate – Levy of GST – Implementation of GST Bill: Benefits and Challenges

Course Outcome:

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

CO 1: Understand the basic principles underlying the Indirect Taxation Statutes.

CO 2: Identify and analyze the provisional Aspects of GST.

CO 3: Study about GST Types and Exemptions.

CO 4: Knowledge about Registration Procedures and Penalties.

CO 5: Describe Mechanism of GST Bill.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1				M		H		
CO 2			L					M
CO 3				M			L	
CO 4		H						H
CO 5					M			

Text Book

1. Bimal Jain and Isha Bansal, GST Law and Analysis with Conceptual Procedures, Young Global Publications, 2016

Reference Books

1. Jayaram Hiregange and Deepak Rao, India GST for Beginners, White Falcon Publishing, 2016
2. CA. Chitresh Gupta, An Insight into GST, GB Books, 2015.

All UG Degree Examination - Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards.

**THIRD SEMESTER
CERTIFICATE COURSE – ADVERTISING AND SALES PROMOTION**

Total Hours: 30

Course Objective:

To familiarize the student with the practice of promoting market for products through advertisements and sales promotion.

Unit I (6Hours)

Advertising – Origin and Development –Advertising- an element of Marketing mix- Objectives – Advertising and Salesmanship – Role and Importance – Planning for Advertisement communication process

Unit II (6 Hours)

Advertisement – Kinds of Advertisements– Economic and social affects of advertising – Advertising mix – Advertising budget and relevant decisions.

Unit III (6 Hours)

Advertising expencies -Role – Types of Advertising – Measuring the effectiveness of Advertisement - Managing agency -Evaluation of Advertising

Unit IV (6 Hours)

Sales Promotion – Objectives – Advantages - Tools and their effectiveness – Aggressive selling.

Unit V (6 Hours)

Sales promotion –Objectives- Planning, implementation Control-Consumer sales promotion-Trade sales promotion-Measuring the effectiveness of promotion company- Evaluation of Sales Promotion

Text Books:

1. S.A.Chunawalla ,Advertising and Sales Promotion Management, Himalaya Publishing House; Sixth Edition edition (2015)
2. Mr.PankhuriBhagat , Advertising & Sales Promotion ,SBPD Publishing House (2015)

Reference Books :

1. Mr. RituNarang ,Advertising, Selling & Promotion, Pearson Education(2020)

All UG Degree Examination - Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards.

**THIRD SEMESTER
CERTIFICATE COURSE – OFFICE MANAGEMENT**

Total Hours :30

Course Objective:

To prepare Students in managing the day-to-day activities related to administration activities in offices.

Unit I (6 Hours)

Office and office Management – meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office.

Unit II (6 Hours)

Filing and Indexing – Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.

Unit III (6 Hours)

Office forms– Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in office. Office Record Management – Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization- Office Automation

Unit IV (6 Hours)

Office Machines and equipments – Importance, objectives of office machines. Office Safety and Security – Meaning, importance of office Safety, safety hazards and steps to improve office safety. Security hazards and steps to improve office security.

Unit V (6 Hours)

Measurement of Office Work – Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing of office manuals.

Text Books

1. Chhabra, T.N., Modern Business Organisation, New Delhi, Dhanpat Rai & Sons.

Reference Books

- 1.P.K. Ghosh, "Office Management", Sultan Chand & Sons. New Delhi
- 2.R.K. Chopra, Office Management, Himalaya Publishing House

Bachelor of Commerce (B.Com)
Scheme of Examination (CBCS Pattern)
For the Candidates admitted from the Academic Year 2018-2019 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01/ 18LAHI01/ 15LAMY01/ 15LAFR01	Language –I : Tamil-I, Hindi-I, Malayalam-I, French-I	5	3	30	70	100	3
II	16ENG001	English-I	5	3	30	70	100	3
III	17BCM101	Core 1:Financial Accounting – I	6	3	30	70	100	4
III	18BCM102	Core 2: Essentials of Commerce	6	3	30	70	100	4
III	16BCMID1	IDC 1: Business Economics and Economic Development	6	3	30	70	100	4
IV	18UFCA01	Foundation Course I : Environmental studies #	2	3	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	16LATA02/ 18LAHI02/ 15LAMY02/ 15LAFR02	Language –II: Tamil-II, Hindi-II, Malayalam-II, French-II	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	17BCM201	Core 3: Financial Accounting -II	6	3	30	70	100	4
III	18BCM202	Core 4 : Principles of Banking and Insurance	6	3	30	70	100	4
III	17BCMID2	IDC 2 : Practical –I Computer Applications in Business – MS Office	6	3	40	60	100	4
IV	18UFCA02	Foundation Course II: Value Education #	2	3	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	18BCM301	Core 5: Corporate Accounting	5	3	30	70	100	4
III	17BCM302	Core 6: E. Commerce	5	3	30	70	100	4
III	15BCM303	Core 7 : Commercial Law	5	3	30	70	100	4

III	17BCM304	Core 8: Principles of Marketing	5	3	30	70	100	4
III	16BCMID3	IDC 3 : Business Mathematics	5	3	30	70	100	4
IV	17BCMAO1/O2	AOC I	3	3	-	-	75	3
IV	16BTA001/ 16ATA001/ 15BCMED1	EDC I : Basic Tamil I /Advanced Tamil I / Web Designing #	2	3	-	50	50	2
		Total	30				625	25
SEMESTER IV								
III	15BCM401	Core 9 : Higher Corporate Accounting	5	3	30	70	100	4
III	17BCM402	Core 10: Company Law and Secretarial Practice	5	3	30	70	100	4
III	16BCM403	Core 11:Corporate Communication	5	3	30	70	100	4
III	17BCM404	Core 12: Practical II – Computerized Accounting with Tally	5	3	40	60	100	4
III	16BCMID4	IDC 4 : Business Statistics	5	3	30	70	100	4
IV	17BCMAO3/O4	AOC II	3	3	-	-	75	3
IV	16BTA002/ 16ATA001/ 15EDC002	EDC II : Basic Tamil II/Advanced Tamil II/ Communicative English #	2	3	—	50	50	2
V	15NSS001/ 15NCC001/ 15SPT001/ 15EXT001	NCC/NSS/Sports and Extension Activities	—	—	50	—	50	2
		Total	30				675	27
SEMESTER V								
III	15BCM501	Core 13: Cost Accounting	5	3	30	70	100	4
III	15BCM502	Core 14: Management Principles and Practices	5	3	30	70	100	4
III	15BCM503	Core 15: Income Tax Law and Practice	5	3	30	70	100	4
III	15BCM504	Core 16: Principles of Auditing	5	3	30	70	100	4
III	15BCM505	Core 17: Entrepreneurial Development	5	3	30	70	100	4
III	15BCME01/ E02/E03	Elective I	5	3	30	70	100	4
III	15BCMPR1	Institutional Training	-	-	-	-	-	-
		Total	30				600	24
SEMESTER VI								
III	15BCM601	Core 18: Management Accounting	5	3	30	70	100	4

III	15BCM602	Core 19: Business Finance	5	3	30	70	100	4
III	15BCM603	Core 20: Marketing Research	5	3	30	70	100	4
III	17BCME04/05/ 15BCME06	Elective II	5	3	30	70	100	4
III	15BCME07/09/ 18BCME08	Elective III	5	3	30	70	100	4
III	15BCMPR2	Project and Viva Voce	-	3	50	50	100	4
Total			25				600	24
Total							3600	140

No Continuous Internal Assessment (CIA) , only Comprehensive Examination (CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course , EDC – Extra disciplinary Course , AOC –Application Oriented Course

List of Elective Papers			
Elective I	1	15BCME01	Human Resource Management
	2	15BCME02	Customer Relationship Management
	3	15BCME03	Organizational Behaviour
Elective II	1	17BCME04	Retail Marketing
	2	17BCME05	Business Environment
	3	15BCME06	Working Capital Management
Elective III	1	15BCME07	International Financial Reporting Standards
	2	18BCME08	Indian Capital Market
	3	15BCME09	Brand Management

List of AOC			
AOC I	1	17BCMAO1	Industrial Law
	2	17BCMAO2	Cyber Law
AOC II	1	17BCMAO3	Service Marketing
	2	17BCMAO4	Indirect Taxation

List of Additional Credit Papers

Sem	Code	Subject Title	Marks	Credits
III	14BCMAC1	Principles of International Trade	100	2
IV	18BCMAC2	Supply Chain Management	100	2
V	18BCMAC3	Service Marketing	100	2

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

FIFTH SEMESTER

PART-III: CORE 13 - COST ACCOUNTING

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: To enable the Student to have a thorough knowledge on the Cost Accounting Principles and the Methods of Accounting for Cost.

UNIT I (12 HOURS)

Cost Accounting – Definition – Meaning and Scope – Objectives and Importance of Cost Accounting - Concept and Classification – Costing: An Aid to Management – Types of Cost - Methods of Costing – Limitations of Cost Accounting - Cost Accounting vs. Financial Accounting – Cost Audit - **Preparation of Cost Sheet.**

UNIT II (12 HOURS)

Material Control: Need for Material Control – Levels of Material Control (Maximum, Minimum and Reorder Level) – Economic Order Quantity – ABC, VED Analysis, Perpetual Inventory System . Purchase and Stores Control - Pricing of Material Issue (FIFO, LIFO and Weighted Average Method).

UNIT III (12 HOURS)

Labour: Systems of Wage Payment (Time Rate, Piece Rate: Taylor’s Differential Piece Rate System, Merrick’s Multiple Piece Rate System, Gantt’s Task and Bonus Plans) – Over time and Idle time – Control over Idle time – Labour Turnover. Overhead – Classification of Overhead – Allocation and Absorption of Overhead.

UNIT IV (12 HOURS)

Process Costing – Features of Process Costing – Process Losses, Wastage, Scrap, Normal Process Loss – Abnormal Loss, Abnormal Gain (Including Inter Process Profit)

UNIT V (12 HOURS)

Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing – Break Even Analysis – Application of Marginal Costing in Business Decision Making.

NOTE : Distribution of Marks : Theory 20% and Problems 80%

TEXT BOOK

1. Jain.S.P and Narang.K.L , Cost Accounting, 12th Edition, Kalyani Publishers, 2012, New Delhi.

REFERENCE BOOKS

1. T.S.Reddy and Y.Hari Prasad Reddy, Cost Accounting, Margham Publications, Chennai, 2010.
2. Pillai.R.S.N and Bagavathi.V , Cost and Management Accounting, 15th Edition, S. Chand and Company (Reprint 2016).

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**FIFTH SEMESTER****PART-III: CORE 14 - MANAGEMENT PRINCIPLES AND PRACTICES**

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: To enable the Student to have a thorough knowledge on the Management Principles and Practices in various disciplines

UNIT I (12 HOURS)

Management-Definition-Features-Management is Science or Art -Principles of Management-**Functions of Management**-Modern Management Theories.

UNIT II (12 HOURS)

Planning-Characteristics-Objectives-Types of Planning Policies-Meaning-Phases of Policy Making-Forecasting -Elements of Business Forecasting –Decision Making-Nature-Types of Decisions-Importance

UNIT III (12 HOURS)

Organization-Process-Importance-Forms of Organization- Departmentation-Bases of Departmentation-Authority-Declaration of authority-Centralization-Decentralization-Types of Decentralization

UNIT IV (12 HOURS)

Staffing-Importance-Process of Staffing-Human Resource Planning-Aim & Objectives-Process of Manpower Planning-Motivation-Theories of Motivation-Requirement of sound Motivational system-Approaches & Techniques behaves Motivation

UNIT V (12 HOURS)

Coordinating -Leadership-Meaning-Characteristics-Types of Leadership styles-Qualities of Leadership-Controlling-Control Process-Controlling Techniques-Social Responsibility of Business-Barriers.

TEXT BOOK

1. K.Sundar, Principles & Practice of Management, Vijay Nichole Publisher Pvt. Ltd, Chennai,2012

REFERENCE BOOKS

1. Dr. Kumkum Mukerjee , Principles of Management 2nd Edition, Mc-Graw Hill Publication 2009 (Last Edition).
2. P.Parthasarathy, Principles of Management, Vrinda Publication Pvt. Ltd, New Delhi 2012.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

FIFTH SEMESTER

PART-III: CORE 15 - INCOME TAX LAW AND PRACTICE

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: To familiarize the students with the basic Provisions of the Income Tax

UNIT I (12 HOURS)

Income Tax -Meaning – Tax Planning- Assessment year - Previous year- Assessee- Types of Assessee - Residential Status of Person - Exempted Income.

UNIT II (12 HOURS)

Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types - Perquisites- Types – Valuation of Rent Free Accommodation- Calculation of Income from Salary.

UNIT III (12 HOURS)

Income from House Property – Exempted Income from House Property – Different types Rental Value – Determination of Annual Rental Value – Calculation of Income from House Property Profits and Gains of Business or Profession – Computation of Business and Professional Income.

UNIT IV (12 HOURS)

Capital Gains – Types - Determination of Cost of Acquisition - Set-off and Carry Forward of Losses – Income from Other Sources - Deduction of Tax at Source.

UNIT V (12 HOURS)

Deductions to be made from Total Income - Assessment of Individuals - Computation of Tax Liability –E-Filing –Procedure.

NOTE: Distribution of Marks: Theory 40% and Problems 60%

TEXT BOOK

1. Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax Law and Practice ,44th Edition, Kalyani Publishers , 2017, New Delhi.

REFERENCE BOOKS

1. Hariharan.N, Income Tax, 10th Edition, Tata McGraw Hill, 2017, New Delhi.
2. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice, 16th Edition, Margam Publication, 2017 Chennai

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

FIFTH SEMESTER

PART-III: CORE 16 - PRINCIPLES OF AUDITING

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: On successful completion of this paper the Students will gain knowledge on Auditing Principles and Procedures.

UNIT I (12 HOURS)

Origin of Auditing – Definition – Scope – Objectives - Tax Audit – Compulsory Tax Audit – Certification for Claiming Exemption – Selective Tax Audit – Tax Consultancy - Management of Audit – Importance – Objectives – Limitations.

UNIT II (12HOURS)

Classification of Audit – Scope - Nature of Statutory Audit – Continuous Audit – Final Audit - Partial Audit - Balance Sheet Audit – Procedures of Balance Sheet Audit - Performance Audit.

UNIT III (12 HOURS)

Qualification of Auditor – Appointment of an Auditor – Duties - Rights and Liabilities of an Auditor - Audit Report – Kinds of Audit Report

UNIT IV (12 HOURS)

Audit plan- Developing an Audit Plan- Vouching – Meaning – Objectives, Importance of Voucher – Types of Vouchers.

UNIT V (12 HOURS)

Verification and Valuation of Assets and Liabilities – Audit Approach- EDP and Mechanical System- Audit with the Aid of Computers- Recent Trends in Auditing.

TEXT BOOK

1. Tandon.B.N, Practical Auditing , 8th Edition, S Chand Company Ltd, 2007(Last Edition), New Delhi.

REFERENCE BOOKS

1. Arun Jha,Auditing,3rd Edition, Taxmann Publications, 2016.
- 2.Ravinder Kumar, Virender Sharma, Auditing Principles and Practice, Prentice Hall India learning Pvt. Ltd., 2015

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

FIFTH SEMESTER

PART-III: CORE 17 - ENTREPRENEURIAL DEVELOPMENT

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objectives: To enable the Students to learn the fundamentals of being a good Entrepreneur and to acquire Knowledge about the Financial Institutions, Project Report, Incentives and Subsidies.

UNIT I (12 HOURS)

Concept of Entrepreneurship: Definition - Nature and Characteristics of Entrepreneurship – Function – Classifications - Development of Women Entrepreneur and Rural Entrepreneur – Self Employment - Problem of Women Entrepreneur – Theories of Entrepreneurship.

UNIT II (12 HOURS)

The Start-up Process, Project identification – Business Idea – Sources of Business Idea – Selection of the Product – Project formulation - Evaluation – Feasibility Analysis - Project Report.

UNIT III (12 HOURS)

Institutional Services to Entrepreneurs – DIC- SIDO- NSIC – SISI - SIDCO and KVIC, Institutional Finance to Entrepreneurs: IFCI – SFC – IDBI – ICICI - SIPCOT.(Inception to To- date)

UNIT IV (12 HOURS)

Incentives and Subsidies – Subsidized services – Subsidy for Market - Transport – Seed Capital Assistance - Taxation benefit to SSI - Role of Entrepreneur in Export Promotion and Import substitution.

UNIT V (12 HOURS)

Industrial Sickness- Symptoms- Remedies – Causes – Successful Entrepreneurs in India - Entrepreneurial Scenario in India.

TEXT BOOK

1.Poornima.M.Charantimath, Entrepreneurship Development and Small Business Enterprises,2nd Edition, Pearson Education India, 2013.

REFERENCE BOOKS

1.K.Ramachandran,Entrepreneur ship Development, MC Graw hill,2008.
2.Gordon.E,Natarajan.K,Entrepreneurship Development, Himalaya Publication,2014.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

FIFTH SEMESTER

PART- III: ELECTIVE – I – HUMAN RESOURCE MANAGEMENT

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: On the successful completion of this Course the Students shall gain knowledge of Human Resource Management.

UNIT I (12 HOURS)

Human Resource Management - Meaning – Concept – Human Resource Management as Profession – Importance – Objectives - Functions – Qualities and Role of HR Manager – Human Resource Planning - Concepts – Process -Needs – Effectiveness

UNIT II (12 HOURS)

Job Design – Factors – Mechanism - Job Enrichment -Job Analysis – Process - Methods – Job Description – Job Specification

UNIT III (12 HOURS)

Recruitment and Selection Process: Concepts of Recruitment – Process – Planning – Sources – Concepts of Selection – Selection Process – Types of Test – Selection Interview – Types of Interview – Steps in Interview Process – Placement and Induction

UNIT IV (12 HOURS)

Tanning and Development – Objectives - Concepts – Role – Methods – Evaluation – Career Concept - Planning - Process - Development – Career Development Programme .

UNIT V (12 HOURS)

Safety and Health Management – Safety Measures –Discipline Management – Grievance Management –Grievance Procedure – Collective bargaining – Concepts, Causes, Prevention of Industrial Disputes

TEXT BOOK

1. Rao V.S.P, Human Resource Management, 2nd Edition, Excel Books Publication, 2008(Last Edition), Mumbai.

REFERENCE BOOKS

1. K.Aswhathappa, Human Resource Management; Text and Cases, MC Graw Hill Education,2013.
2. Prasad .L.M, Human Resource Management, 2nd Edition, Sultan Chand & Co, 2014, New Delhi.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**FIFTH SEMESTER****PART – III: ELECTIVE I - CUSTOMER RELATIONSHIP MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: On the successful completion of the course the students shall understand relationship Marketing , Sales Force Automation and Database Marketing.

UNIT I (12 HOURS)

CRM – Overview and Evolution of the concept – CRM and Relationship marketing – CRM Strategy – Importance of Customer Divisibility in CRM.

UNIT II (12 HOURS)

Overview of Relationship Marketing – Basis of Building Relationship – Types of Relationship Marketing – Customer Life cycle.

UNIT III (12 HOURS)

Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – Core beliefs – CRM in India.

UNIT IV (12 HOURS)

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – Culture change – Alignment with customer Eco System – Vendor selection.

UNIT V (12 HOURS)

Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices in Marketing Technology – Indian scenario.

TEXT BOOK

1. Brian Paulen, Mathew Johnson, CRM Fundamentals, Apress publications,2011.

REFERENCE BOOK

1. Francis Buttle, Customer Relationship Management :2nd Edition, Concept and Technologies, Butter – Heimenann, 2011.
2. Paul Green Berg, Customer Relationship Management,4th Edition, Tata Mc Graw Hill, 2010, New Delhi.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**FIFTH SEMESTER****PART – III: ELECTIVE I- ORGANISATIONAL BEHAVIOUR**

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Objective : To enable the Students to learn Principles and Concepts of Organizational Behaviour.

UNIT I (12 HOURS)

Organizational Behaviour: History – Evolution – Nature and scope – Need for studying Organizational Behaviour – Contributing Disciplines – Management functions and its relevance to Organizational Behaviour.

UNIT II (12 HOURS)

Personality – Determinants of Personality – Types of Personalities – Theories of Personality – Personality influencing Organizational Behaviour. Perception – Process, Selection, Managerial Implications of Perception. Learning – Classical, Operant and Social Cognitive Approaches – Implication of Learning on Managerial performance.

UNIT III (12 HOURS)

Organizational Structure – Features – Types of organizational structure – Line, Staff and Functional – Departmentation. Organizational Change – Managing planned change – Resistance to change – Approaches to Managing Organizational Change.

UNIT IV (12 HOURS)

Organizational Development – Values – Interventions – Organizational Culture – Dynamics, Role and types of Culture and Corporate culture. Leadership – Functions – Leadership vs Management – Types – Theories (Trait, Managerial).

UNIT V (12 HOURS)

Communication – Communication Network. Stress – Nature, Sources, Effects, Influence of Personality, Managing Stress – Conflict – Management, Levels, Sources, Bases, Conflict resolution Strategies.

TEXT BOOK

1.LM Prasad, Organizational Behavior, Sultan Chand and sons, New Delhi 2014

REFERENCE BOOKS

1. Fred Luthans, Organizational Behaviour, 9th Edition, Tata McGraw – Hill Publishing Company Ltd, 2002, New Delhi.
2. Dr.C.B.Gupta, Organizational Behaviour,S.Chand, New Delhi, 2014.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**SIXTH SEMESTER****PART-III: CORE 18 - MANAGEMENT ACCOUNTING**

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective : To enable the Students understand the practical usage of Management Accounting

UNIT I (12 HOURS)

Management Accounting – Meaning and Definition – Nature and Scope – Functions – Objectives - Importance and Limitations of Management Accounting – Comparison of Management Accounting with Financial and Cost Accounting – Tools and Technique of Management Accounting

UNIT II (12 HOURS)

Financial Statement Analysis and Interpretation – Comparative Statement Analysis , Common Size Statement Analysis -Trend Analysis.

UNIT III (12 HOURS)

Ratio Analysis – Liquidity Ratios – Activity Ratios – Profitability Ratios – Solvency Ratios – Preparation of Balance Sheet.

UNIT IV (12 HOURS)

Working Capital Management- Meaning Definition- Determinants of Working Capital - Schedule of changes in Working Capital. Funds Flow Statement — Preparation of Funds Flow Statement. Cash Flow Statement - Preparation of Cash Flow Statement.

UNIT V (12 HOURS)

Budgeting and Budgetary Control – Definition – Importance, Essentials – Classification of Budgets –Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget, Master Budget- Zero Based Budgeting.

NOTE : Distribution of Marks : Theory 20% and Problems 80%

TEXT BOOK

1.Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, 2nd Revised Edition, Kalyani Publishers, 2014, New Delhi.

REFERENCE BOOKS

1. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions,14th Revised Edition, Sri Ram Publications, Trichy, 2010,
2. L.M Pandey, Management accounting, edition 3rd,Vikas publications,2010.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

SIXTH SEMESTER

PART-III: CORE 19 - BUSINESS FINANCE

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Objective : On successful completion of this paper, the Student should be well versed in the concept of Business Finance and its Applications.

UNIT I (12 HOURS)

Business Finance: Introduction – Meaning – Concepts – Objectives - Scope – **Financial Function** – Approaches – Organization of the Financial Function - Financial Decision - Risk- Return trade off – Functions of Financial Manager.

UNIT II (12 HOURS)

Financial Plan: Meaning – Objectives - Principles of Sound Financial Plan - Steps in Financial Planning - Estimation of Financial requirements of a firm - Limitations of Financial Planning

UNIT III (12 HOURS)

Capitalization: Meaning - Need - Bases of Capitalization – Over Capitalization – Under Capitalization - Causes – Effects - Remedies – Watered Stock – Watered Stock vs. Over Capitalisation.

UNIT IV (12 HOURS)

Capital Structure – Meaning and Importance –Theories of Capital Structure – Changes in Capitalization – Cost of Capital – Meaning – Concepts – Significance – Classification – Determination of Cost of Capital.

UNIT V (12 HOURS)

Sources and Forms of Finance: Equity Shares, Preference Shares, Bonds, Debentures – Features – Types - Advantages and Disadvantages - Difference Between Shares and Debentures - Lease Financing: Meaning – Features – Merits and Demerits.

TEXT BOOK

1. Shashi K. Gupta and Anuj Gupta, Business Finance , Kalyani Publishers , 2015, New Delhi

REFERENCE BOOKS

1. Pandey.I.M, Financial Management,11th reprint 2004, Vikas,Mumbai.

2. Khan.M.Y and Jain, Financial Management, 12th Edition, MC Graw hills,2014, New Delhi.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**SIXTH SEMESTER****PART-III: CORE 20– MARKETING RESEARCH**

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objectives: This paper is designed to acquaint Students with the application of Research Principles, Tools and Techniques.

UNIT-1 (13 HOURS)

Marketing Research – Objectives of Research – Significance of Research--Types of Research -- Applications, Limitations – Organizing the Marketing Research function – **The Research Process** – Criteria of Good Research - Technique involved in defining a Research Problem.

UNIT -II (13 HOURS)

Meaning of Research Design –Important Concepts relating to Research Design - Types of Research Design - Data Collection – Primary Data Collection – Questionnaire - Design – Interviewing - Secondary Data – Scaling Techniques – Sampling Designs.

UNIT -III (13 HOURS)

Data Processing -- Data Analysis – Testing Hypotheses – Simple Percentage Analysis – Chi-Square Test – Analysis of Variance (ANOVA) – Interpretation and Report writing.

UNIT -IV (10 HOURS)

Applications of MR – Sales Analysis and Forecasting, Product Development - Test Marketing, Advertising Research - Market Segmentation and Positioning.

UNIT -V (11 HOURS)

Industrial Marketing Research – Export Marketing Research – Ethical Considerations in Marketing Research – MR & IT – Online Research, Data warehousing and Data Mining – Marketing Information System

TEXT BOOK

1. C.R.Kothari., Research Methodology, 2nd Revised Edition, New Age International Publishers, New Delhi, 2014

REFERENCE BOOKS

1. Rajendran Nargundkar, Marketing Research, 2nd Reprint 2004, Tata McGraw Hill, 2003, New Delhi.
2. Donald R. Cooper & Pamela S. Schindler, Marketing Research, The McGraw Hill, New Delhi, 2013

B.Com Degree Examination – Syllabus for candidates admitted from the academic year 2017-18 onwards

SIXTH SEMESTER

PART – III: ELECTIVE I - RETAIL MARKETING

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Objective

To enable the students understand the ways that retailers use marketing tools and techniques to interact with their customers.

Unit-I (12 Hours)

Introduction to Retailing - Definition and Meaning- Characteristics–Functions- Role of retailing- Trends in Retailing- Types of Retailing–Forms of Retailing based on ownership– Non-Store Retailing- On-line sales- Service and Product Retailing-Retail theories–Wheel of Retailing.

Unit-II (12 Hours)

Retail Market segmentation- Need- Criteria- Dimensions of segmentation- Retail Market Mix: Elements of Mix- Designing the Mix to meet the Segment needs. Targeted Marketing Efforts- Criteria for Effective Segmentation- Dimensions of Segmentation- Limitations of Market Segmentation

Unit-III (12 Hours)

Retail store location and layout – Country/Region analysis – Trade area analysis – Site evaluation and selection-Store design and layout – Comprehensive store planning- Exterior design and layout – Interior store design and layout – Interior design elements.

Unit-IV (12 Hours)

Retail Pricing: Pricing Factors- Pricing Methods- Retail pricing strategies: Promotion Pricing – Competitive Pricing, Pricing strategies- Retail promotion strategies- Retail Advertisement-Marketing and Promotion- Criteria for selection of suppliers and Home Delivery.

Unit-V (12 Hours)

Globalisation and changing retail formats – Virtual store – E-tailing – International Retailing – Opportunities and challenges New Customized formats (Customized stores, Portable stores, Merchandise depots, Retail theatre, Service malls, Custom-made stores, Interactive kiosks, Shopping arcades)

Text Book:

1. Swapna Pradhan, Retail Management-A Strategic Approach, 2008, TMH.

References:

1. Barry Berman, Joel R. Evans, Retail Management, 2009, Pearson College Div
2. James Ogden & Denise Ogden, Integrated Retail Management, 2007, Biztantra.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2017-18 onwards**SIXTH SEMESTER****PART – III: ELECTIVE II - BUSINESS ENVIRONMENT**

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: The course shall enable the Student to gather knowledge about business related aspects which helps them in better decision making.

UNIT I (12 HOURS)

Business Environment- Introduction- **Types of Environment: Internal, External, Micro and Macro Environment.** Competitive structure of industries- Environmental Analysis and Strategic Management. Managing Diversity- Scope of the Business – Characteristics – Objective and Uses. Environmental Analysis- Process and Limitations.

UNIT II (12 HOURS)

Economic Environment – Nature – Economic factors – Growth Strategy – Basic Economic System – Economic Planning – Economic Policies – New Industrial Policy – FEMA , Monetary and Fiscal Policies – Liberalization – Privatisation and Globalisation of Indian Economy- Trends and Issues.

UNIT III (12 HOURS)

Socio-Cultural Environment- Nature and Impact of Culture on Business- Culture and Globalization – Social Responsibilities of Business - Social Audit -Business Ethics and Corporate Governance - Demographic Environment Population Size - Migration and Ethical Aspects.

UNIT IV (12 HOURS)

Political Environment – Functions- Economic Roles of Government – Government and Legal Environment. The Constitutional Environment- Rationale and Extent of State Intervention.

UNIT V (12 HOURS)

Nature and Technological Environment – Innovation – Technological Leadership and Followership , Sources of Technological Dynamics, Impact of Technology on Globalization – Transfer of Technology, Time Lags in Technology – Status of Technology in India- Management of Technology – Features and Impact of Technology.

TEXT BOOKS

1. Cherunilam Francis, Business Environment (Text and Cases) 25th Revised Edition, Himalaya Publishing House, 2014.

REFERENCE BOOKS

1. Dr.C.B.Gupta, Business Environment, Sultan Chand and Sons, 2013.
2. Faisal Ahmed, M.Absar Alam, Business Environment: India and Global Perspectives, Prentice-Hall of India Pvt. Ltd, 2014.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**SIXTH SEMESTER****PART – III: ELECTIVE – II- **WORKING CAPITAL MANAGEMENT****

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective : On the successful completion of this paper the Students shall gain knowledge about Working Capital.

UNIT I (12 HOURS)

Working Capital Management - Meaning - Factors affecting Working Capital – Estimating Working Capital Requirements – Working Capital Policy - Operating Cycle - Sources of Working Capital.

UNIT II (12 HOURS)

Cash Management – Strategies in Cash Management Cash Budgeting – Reports for Control Monitoring Collections and Disbursements forms of Liquidity.

UNIT III (12 HOURS)

Receivables Management (Theory only) - Optimum Credit Policy - Credit Policy Variables - Credit Evaluation - Credit Granting Decision - Control of Receivables Management of Trade Credit in India.

UNIT IV (12 HOURS)

Inventory Management - Need for Inventories - EOQ model - Inventory Management Technique – Pricing of Raw Material Issue (FIFO , LIFO, Weighted Average) – Valuation of Stock – Monitoring and Control of Inventories.

UNIT V (12 HOURS)

Payables Management (Theory only) - Trade Credits Bank Finance for Working Capital - Public Deposits – Inter-Corporate Deposits - Loans from Financial Institutions.

TEXT BOOK

1. Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, 2nd Revised Edition, Kalyani Publishers, 2014, New Delhi.

REFERENCE BOOKS

- 1.V.K Bhala, Working Capital Management, S.Chand and companies,2014.
- 2.Dr.P.Periyasamy, Working Capital Management Theory and Practical, Himalaya Publishing House,2014.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards**SIXTH SEMESTER****PART – III: ELECTIVE –III – INTERNATIONAL FINANCIAL REPORTING STANDARDS**

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: To enable the Students to understand the need and method of presentation of Financial Statements in accordance with International Financial Reporting Standards.

UNIT I (12 HOURS)

International Financial Reporting Standards: Meaning of IFRS -Relevance of IFRS to India; Merits and Limitations of IFRS - Process of setting IFRS- Practical Challenges in Implementing IFRS - A Brief Theoretical Study of International Financial Reporting Standards (IFRS) 1 to 15 - List of International Accounting Standards issued by IASB.

UNIT II (12 HOURS)

Accounting for Assets and Liabilities Recognition Criteria's for Investment Properties, Government Grants - Borrowing Costs - Construction Contracts - Share Based Payments- Provisions - Contingent Liabilities and Contingent Assets - Events Occurring after the Reporting Period (Only Theory).

UNIT III (12 HOURS)

Presentation of Financial Statements: Outline for the Preparation of Financial Statements - Statement of Financial Position - Comprehensive Income Statement - Statement of Changes in Equity (SOCE), IAS 18 – Revenue. Elements of Financial Statements as per IFRS – Non-current assets - Current Assets – Equity - Non- Current Liability - Current liability - Revenue - Cost of Sales - Distribution Costs - Administrative Expenses - Financial Costs – Profits Attributable to Owners of Controlling Interest and Non-Controlling Interest .

UNIT IV (12 HOURS)

Accounts of Groups: Concept of Group – Need for Consolidated Financial Statements - Preparation of Consolidated Financial Statements – Procedure for the Preparation of Consolidated Financial Position Statement – Treatment of Pre-Acquisition Profit - Goodwill Arising on Consolidation - on-Controlling Interests at Fair Value.

UNIT V (12 HOURS)

Disclosure Standards Related party disclosure- Earnings per Share- Interim Financial Reporting- Insurance Contracts - Operating segments. (Theory Only).

TEXT BOOK:

1. IFRS: A quick reference guide by Robert J Kirk, Elsevier Ltd.

REFERENCE BOOKS

1. Roadmap to IFRS and Indian Accounting Standards by CA Shibarama Tripathy
2. IFRS explained – A Guide to IFRS by BPP Learning Media

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2018-19 onwards**SIXTH SEMESTER****PART – III: ELECTIVE –III - INDIAN CAPITAL MARKETS**

Maximum CIA: 30

Maximum CE :70

Total Hours: 60

Objective : On successful completion of this paper the Students should have gained knowledge about Stock Exchanges, SEBI, Internet Stock Trading and Internet Stock Trading.

UNIT I (12 HOURS)

Stock Exchange-Meaning and Definition - Functions –Indian Stock Exchanges- Origin and Growth - Organisation Structure - Benefits - Mode of Organisation – Membership - Stock Exchange Traders – Stock Exchange Trading-Jobbers vs. Brokers - Stock Exchange Dealings- Real Marketing Concepts

UNIT II (12 HOURS)

Trading in stock exchange- Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling- Speculators – Types of Speculators - Investors vs Speculators – Investor Protection.

UNIT III (12 HOURS)

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rules, Capital Issues Control Act 1947– OTCEI - Benefits - Trading on OTCEI - Profile of Indian Stock Exchanges – BSE - NSE

UNIT IV (12 HOURS)

The Securities Contracts (Regulation) Act, 1956-Important Provisions – SEBI- Functions and Working. Restructuring Indian Stock Exchanges-Dematerialization - Process - Procedures for Purchase and Sale of Demat – Processing and Documentation

UNIT V (12 HOURS)

Internet Stock Trading-Meaning and Features-Current Scenario-Regulating Internet Stock Trading – Overseas Trading- IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures

TEXT BOOK

1. Dr.S.Gurusamy , Financial Services and Markets, 2nd Edition, Vijay Nicole Imprints (P) Ltd, Chennai.

REFERENCE BOOKS

1. Khan.M.Y , Financial Service, 8th Edition, Tata Mc Graw-Hill Publishing Company Limited, 2015, New Delhi.
2. Shashi.K.Gupta, Financial Services, Kalyani publishers, 2014, New Delhi.

B.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2015-16 onwards

SIXTH SEMESTER

PART – III: ELECTIVE –III - BRAND MANAGEMENT

Maximum CIA: 30
Maximum CE :70
Total Hours: 60

Objective: To help Students understand the concepts and practices of Brand Management

UNIT – I (12 HOURS)

Concept of A Brand – Evolution - Perspectives – Anatomy - Types of Brand Names -Brand name Associations- Brands vs. Products - Advantages of Brands to Consumers & Firms- Branding Challenges & Opportunities.

UNIT – II (12 HOURS)

Brand Positioning – Meaning – Positioning Strategy for Competitive advantage – Brands & Consumers –Buying Decision- Perspectives on Consumer Behaviour-Making Brands succeed-Building Superior brands.

UNIT – III (12 HOURS)

Brand Image- Image Dimensions-Brand Associations - Brand Identity –Perspectives – Levels and Prisms- Managing Brand Identity-Factors Influencing Identity- Brand Equity – Sources of Equity - Brand Equity Models - Brand Loyalty –Brand Culture.

UNIT – IV (12 HOURS)

Brand Extensions-Brand Extendibility-Benefits-Types of Brand Extensions-Making an Extension Successful-Brand Revitalisation Measures- Brand Enhancement, Brand Elimination and Brand withdrawal – Successful Extensions.

UNIT – V (12 HOURS)

Brand Valuation – Methods of Brand Valuation- Applications – Branding Industrial Products-Services and Retailers – Building Brands - Online- Global Issues & Challenges to Indian Brands.

TEXT BOOK

1. Harsh Varma, Brand Management, Pillappa Publication, 3rd Edition, 2012

REFERENCE BOOKS

1. Kevin Lane Keller, Strategic Brand Management, 4th Edition, Pearson, , New Delhi, 2015
2. Kapferer, Strategic Brand Management – Kogan Page, 4th Edition, New Delhi, 2011.

B.Com CS

Department of B.Com CS
Regulations for B.Com CS
(Effective from the academic year 2019-2020 onwards)

Introduction

The Department of B.Com Corporate Secretary ship started in 1994.

Objective:

To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception till their liquidation.

Eligibility:

A pass in Higher Secondary Examination conducted by Tamilnadu or an equivalent examination, with Commerce as one of the subjects of study and Accountancy.

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject.

Vision

- To make the students a more Responsible Citizen of the Nation.
- To produce the talented professionals & technicians to meet the challenges of the modern world.
- To develop the personality and communication skill of the student and to make them excel in corporate knowledge.

Mission

- To provide quality education and to inculcate ethical and social values in the minds of students.
- To make students innovative and society centered.
- To produce graduates and entrepreneurs trained to face the challenges of the corporate sector with a global perspective.
- To train them with skills for self-employment.

Programme Outcomes

The graduates will be able to

- Have complete knowledge of Finance, Accounting, Taxation, Information Technology, Business laws and other.
- Equip with professional, inter personal and entrepreneurial skills.
- Gear up with updated knowledge in implementing business practices
- Prepare for post graduate studies and to achieve success in their professional careers.

Programme Specific Outcomes (PSOs) (4 point)

- Serving as bases for Professional programmes such as ACS, ICWA and CMA.
- Create the students well versed in few areas of interest such as Accounting, Labor Legislation, Company Law and Taxation.
- Build in student transcribing skills needed in positions such as Executive Secretary ,Manager and Administrative Assistant.
- Impart Students in Learning Multi Disciplinary knowledge through Projects and Industrial Training and providing a sustainable competitive edge in meeting the Industrial needs.

BCOM CS
Scheme of Examination (CBCS and OBE Pattern)
For the Candidates admitted from the Academic year 2019-2020 onwards

Part	Sub Code	Subject Title	Ins.Hrs/ Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01/ 19LAHI01/ 19LAMY01/ 19LAFR01	Language – I	5	3	30	70	100	3
II	19ENG001	English –I	5	3	30	70	100	3
III	19BCS101	Core 1 Fundamentals of Accounting	6	3	30	70	100	4
III	19BCS102	Core 2 Management Concepts	6	3	30	70	100	4
III	19BCSID1	IDC 1 Managerial Economics	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I : EVS #	2	2	-	50	50	2
Total			30				550	20
SEMESTER II								
I	19LATA02/ 19LAHI02/ 19LAMY02/ 19LAFR02	Language –II	5	3	30	70	100	3
II	19ENG002	English – II	5	3	30	70	100	3
III	19BCS201	Core 3 Financial Accounting - I	6	3	30	70	100	4
III	19BCS202	Core 4 Law of Insurance	6	3	30	70	100	4
III	19BCSID2	IDC 2 – Fundamentals of Information Technology	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
Total			30				550	20
SEMESTER III								
III	19BCS301	Core 5 Financial Accounting -II	6	3	30	70	100	4
III	19BCS302	Core 6 Elements of Business Laws	5	3	30	70	100	4
III	19BCS303	Core 7 Company Law & Secretarial Practice –I	5	3	30	70	100	4
III	19BCS304	Core 8 Corporate Practice- I	4	3	30	70	100	4
III	19BCSID3	IDC 3 Business Mathematics	5	3	30	70	100	4
IV	19BCSSBI/ 19BCSSB2	SBC I Principles of Marketing/ Entrepreneurial Development #	3	3	-	75	75	3
IV	19BTA001/ 19ATA001/ 19BCSED1	EDC I: Basic Tamil-I/ Advanced Tamil-I / EDC : Multimedia #	2	2	-	50	50	2
Total			30				625	25

SEMESTER IV								
III	19BCS401	Core 9 Corporate Accounting-I	6	3	30	70	100	4
III	19BCS402	Core 10 Company Law and Secretarial Practice –II	5	3	30	70	100	4
III	19BCS403	Core 11 General Law	5	3	30	70	100	4
III	19BCS404	Core 12 Corporate Practice -II	4	3	30	70	100	4
III	19BCSID4	IDC 4 Business Statistics	5	3	30	70	100	4
IV	19BCSSB3/ 19BCSSB4	SBC II Corporate Communication/Human Resource Management #	3	3		75	75	3
IV	19BTA002/ 19ATA002 19EDC002	EDC II: Basic Tamil-II / Advanced Tamil-II / EDC: Communicative English #	2	2	—	50	50	2
V	19NSS001/ 19NCC001/ 19SPT001/ 19EXT001	NCC/NSS/Sports/Extension Activities @	—	—	50	-	50	2
		Total	30				675	27
SEMESTER V								
III	19BCS501	Core 13 Corporate Accounting-II	6	3	30	70	100	4
III	19BCS502	Core 14 Cost Accounting	5	3	30	70	100	4
III	19BCS503	Core 15 Industrial and Labour Laws	5	3	30	70	100	4
III	19BCS504	Core 16 Corporate Governance	4	3	30	70	100	4
III	19BCSP01	IDC Lab I Ms Office and Tally	5	3	40	60	100	4
III	19BCSE01/ 19BCSE02/ 19BCSE03	Elective I	5	3	30	70	100	4
III	19BCSITI	Institutional Training	-	-	-	-	-	-
		Total	30				600	24
SEMESTER VI								
III	19BCS601	Core 17 Accounting For Management	6	3	30	70	100	4
III	19BCS602	Core 18 Corporate & Economic Law	5	3	30	70	100	4
III	19BCS603	Core 19 Securities Law and Financial Markets	5	3	30	70	100	4
III	19BCSE04/ 19BCSE05/ 19BCSE06	Elective II	5	3	30	70	100	4
III	19BCSE07/ 19BCSE08/ 19BCSE09	Elective III	5	3	30	70	100	4
III	9BCSPR1	Project and Viva Voce	4	3	50	50	100	4
		Total	30				600	24
Total							3600	140

No Continuous Internal Assessment (CIA) and only Comprehensive Examination (CE)
 @ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)
 IDC- Inter disciplinary Course, EDC – Extra Disciplinary Course , SBC – Skill Based Course

List of Skill Based Courses		
SBC –I	19BCSSB1	Principles Of Marketing
	19BCSSB2	Entrepreneurial Development
SBC-II	19BCSSB3	Corporate Communication
	19BCSSB4	Human Resource Management

List of Elective Courses		
ELECTIVE –I	19BCSE01	Taxation –I
	19BCSE02	Financial Management
	19BCSE03	Organizational Behavior
ELECTIVE –II	19BCSE04	Taxation –II
	19BCSE05	Investment Management
	19BCSE06	Retail Business Management
ELECTIVE –III	19BCSE07	Auditing Practice and Principles
	19BCSE08	Working Capital Management
	19BCSE09	Business Environment

List of Extra Disciplinary Courses		
EDC –I	19BTA001	Basic Tamil-I
	19ATA001	Advanced Tamil-I
	19BCSED1	Multimedia
EDC –II	19BTA002	Basic Tamil-II
	19ATA002	Advanced Tamil-II
	19EDC002	Communicative English

Additional Credit Courses			
Sem	Code	Subject Title	Credits
III	19BCSAC1	Principles Of International Trade	2
IV	19BCSAC2	Export And Import Trade Procedures	2
V	19BCSAC3	Institutions Facilitating International Trade	2
		Total	6

Summary			
Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V – Extension Activities	-	2	50
Total	38	140	3600

**REGULATIONS FOR BOARD OF COMMERCE WITH CORPORATE
SECRETARYSHIP
(FOR UG COURSES ONLY)
(Effective from the Academic Year 2019-2020 onwards)**

1. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

2. Ratio of Comprehensive Examination, Pre- Model and Model Examinations Marks for UG and PG Courses

Part	Internal Assessment	External Assessment	Total Marks
I (Languages)	30	70	100
II (English)	30	70	100
III(Core, IDC)	30	70	100
IV (SBC)	-	75	75
IV (EDC/Foundation Course)	-	50	50
V (NCC/NSS/Sports/Ext. Activity)	50	-	50

3. Project Work Mark Distribution

Particulars	IA	CE	Total
Project Work (UG)	50	50	100
Project Work (PG)	100	100	200
Project Work(M.Sc(CS)/M.Sc(ECS)	150	100	250
Project Work (M.Com/MIB)	50	100	150

4. Practical Mark Distribution for all UG and PG Courses

Internal -40 External-60 Total Marks -100

5. Break up for Internal Marks

S. No	Internal Marks	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

6. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
	Total	30

7. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

8. Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
	Total	40

9. External Marks for Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I Algorithm Coding Execution	5 10 10 TOTAL (25)
3	Program – II Algorithm Coding Execution	5 10 10 TOTAL (25)
	Total	60

10. Internal Marks for Corporate Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

11. External Marks for Corporate Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Practice– I Description Form Filling	5 10 TOTAL (15)
3	Practice– I Description Form Filling	5 10 TOTAL (15)
4	Viva Voce	20
Total		60

12. Internal and External Marks for Project Work

S.No	Internal Marks	Distribution of Marks
1	INTERNAL Review –I Review –II Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL Presentation Viva	30 20 Total (50)
Total		100

13. Pattern of Question Paper

For Pre model Test, Model and Comprehensive Examination under – Graduate and Post- Graduate Courses.

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 75 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×5=25)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries four marks	Internal Choice
Section – C	(5×5=25)	Each question carries eight marks	Internal Choice
Maximum Marks : 70 / Time 3 Hrs (MBA)			
Section – A	(10×2=20)	Each question carries two mark	Short Answers
Section – B	(5×7=35)	Each question carries seven mark	Internal Choice
Section – C	(1×15=15)	Each question carries fifteen mark	Compulsory Question

Note:

1. The questions should be numbered sequentially, running through the Sections A, B and C.
2. The maximum marks are 70/75

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
 2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
 3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g 11. a or b). Further, the internal choice must be from the same unit.
 4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies
- The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

**B.Com[Corporate Secretaryship] Degree Examination – Syllabus for candidates
admitted from the academic year 2019 – 2020 onwards**

FIRST SEMESTER

PART III: CORE 1 – FUNDAMENTALS OF ACCOUNTING

Maximum CIA :30

Maximum CE: 70

Total Hours: 72

Course Objectives: On Successful completion of this course, the student should have understood concepts and conventions of accounting and basic accounting framework.

Unit –I (14 Hours)
Meaning and scope of Accounting, **Basic Accounting Concepts and Conventions** -Objectives of Accounting - Accounting Transactions - Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Subsidiary Book.

Unit – II (14Hours)
Final Accounts with adjustments – Closing stock, outstanding expenses, unexpired or prepaid expenses, accrued income, Interest on Capital and Drawings-additional bad debts-Provision- Creations of various reserves.

Unit – III (14Hours)
Classification of errors - Rectification of errors - Preparation of Suspense Account. Bank Reconciliation Statement (Only simple problems).

Unit – IV (15Hours)
Bill of Exchange-parties to bill of exchange – Distinction between bill and promissory note- Recording transaction relating to bill- Recording bill transaction in journal and ledger- Dishonor of bill – Renewal of bill-Average due date- Average due date on basis of calculation of interest – Account current-Product Method-Red Ink Interest Method-Daily Balance Method.

Unit – V (15Hours)
Consignment – features – Accounting treatment of consignment transaction – Entries in books of Consignee – Entries in books of consignor. Joint venture – meaning – Treatment when separate book is maintained – Entries when separate book is not maintained- Sale of goods on approval or return basis. Professional Accounting- introduction.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Course Outcomes:

- Preparing Financial Statements in accordance with appropriate standards.
- Preparing Ledger accounts using double entry book keeping and record journal entries Accordingly.

- Acquiring Knowledge in preparation of Bank Reconciliation statements from incomplete statement .
- Acquiring Knowledge in preparation of Negotiable Instruments.
- Understanding the accounting system with double entry system .

Text Book

1. T. S. Reddy and Murthy, Financial Accounting, 3rd Edition, Margham Publications, Year-2016, Chennai.

Reference Books

1. N.Vinayakam, P.L.Mani, K.L.Nagarajan, Principles of Accountancy, 8th Edition, S.Chand & Company Ltd., Year- 2012, New Delhi.
2. S.P.Jain ,K.L.Narang, Financial Accounting,6th Edition , Kalyani publishers, Year- 2012, New Delhi.

**B.Com[Corporate Secretaryship] Degree Examination – Syllabus for candidates
admitted from the academic year 2019 – 2020 onwards**

FIRST SEMESTER

PART III: CORE 2 – MANAGEMENT CONCEPTS

MaximumCIA :30

Maximum CE: 70

Total Hours: 72

Course Objective:

To enable the students to acquire basic theoretical knowledge in Principles of Management.

Unit – I (14Hours)

Introduction to management- meaning – Administration vs. Management –Management, Science or an art –Theories of Management - Taylor, Fayol, peter F.Drucker – Levels and Functions of management.

Unit – II (15Hours)

Planning: Meaning and Definition – Nature of Planning – Objectives – Importance – Steps in Planning – Types of Planning – Essentials of sound plan –Methods of Planning.

Unit – III (14Hours)

Organizing: Meaning and Definition – **Types of Organization** – Organizational structure – Span of Control – Delegation: Delegation and Decentralization – Line and Staff relationship.

Unit – IV (14 Hours)

Directing: Nature and purpose of Directing – Essentials elements of directing – Supervision – Motivation Theories- Maslow’s Theory and Herzberg’s Theory– Decision Making – Leadership- Staffing- recruitment process- selection: training and development.

Unit – V (15Hours)

Co-Ordinating: Definition – Features – Need for Co-Ordination – Elements of Co-Ordination – Types of Co-Ordination. Controlling: Definition – Characteristics of control – Steps in Controlling – Processes, Techniques-PERT/CPM-Total Quality Management. Techniques of control – Effective control.

Course Outcome:

- Acquiring Knowledge in management Principles and compare the contributions of managerial scientist
- Ensuring knowledge in Planning coordination and decision making process.

- Ensuring Knowledge in the components of direction, leadership ,motivation and communication
- Acquiring Knowledge in Leadership Theories.
- Ensuring Knowledge in Implementation of management techniques and control techniques

Text Book

1. Gupta C.B, Management Principles and Practice, 19th Edition, SultanChand&Sons, Year-2010, New Delhi.

Reference Books

1. Dinkar Pagare, Principles of Management, 19th Edition, S.Chand & Company Ltd., Year-2011, New Delhi.
2. L.M Prasad, Principles of Management, 5th Edition, SultanChand&Sons., Year- 2011, New Delhi.

**B.Com[Corporate Secretaryship] Degree Examination – Syllabus for candidates
admitted from the academic year 2019 – 2020 onwards**

FIRST SEMESTER

PART III: IDC 1 – MANAGERIAL ECONOMICS

MaximumCIA: 30

Maximum CE: 70

Total Hours: 72

Course Objectives:

To understand and appreciate the basic economics and their applications to the business.

Unit- I (14Hours)

Introduction to Economics: Definition, nature and scope of Economics –Economic theories applied to business analysis-decision making in business –objectives of a business firm.

Unit- II (15Hours)

Demand and supply functions: Meaning and determinants of demand – distinctions of demand –Law of demand –Elasticity of demand – supply concepts – Equilibrium.

Unit- III (14Hours)

Consumer behavior: Meaning of utility –Law of Diminishing Marginal Utility – Equi-Marginal Utility – Indifference curve analysis –Definition –properties –consumer’s surplus-consumer’s equilibrium.

Unit- IV (14Hours)

Production and cost analysis : meaning and concepts of production –factors of production and production function – law of variable proportion –law of returns to scale – producer’s equilibrium – Economies of scale – Theories of wages, Rent, Interest.

Unit -V (15hours)

Market structure and pricing: Types of competition –perfect competition –Monopoly – Monopolistic competition – Oligopoly – price and output determination under different competitive market conditions.

Course Outcomes:

- Understanding the basic elements of Managerial Economics aspects, nature and decision making.
- Acquiring the Knowledge about law of demand, supply forecasting.
- Acquiring the Knowledge the theories of profit, profit maximization and analysis of breakeven point.

- Ensuring Knowledge about law of diminishing proportion, product function, economies of scale.
- Gaining Knowledge about pricing policy.

Text Book

1. Sankaran.S, Managerial Economics, 2rd Edition, Margaham Publication, Year- 2010, Chennai.

Reference Books

1. R.Meenakshi, Managerial Economics, 2nd Edition, Sultan Chand and Publications. Year- 2007, New Delhi.
2. R.L.Varshney and K.L.Maheswari, Managerial Economics, 15th Edition, Sultan Chand and Publications., Year- 2000, New Delhi.

SECOND SEMESTER

PART III: CORE 3 – FINANCIAL ACCOUNTING I

Maximum CIA :30

Maximum CE: 70

Total Hours: 72

Course Objective:

To give an insight into the basics of accounting concepts and principles to prepare students to have the foot hold in accounts

Unit I (15 Hours)

Depreciation Accounting – Meaning – Characteristics –Causes –Objectives –Basics factors affecting the amount of depreciation –Methods of recording depreciation –Straight line method- Diminishing balance method –Annuity method –Insurance policy method –Reserves and provisions-Distinction between Reserves and Provisions-Types of Reserves.

Unit II (15 Hours)

Accounting from in complete record or single entry system, Meaning, Features, Limitation- Difference between Single entry and Double entry –Ascertainment of profit –Net worth method –Difference between balance sheet and Statement of affairs- Conversion Method

Unit III (15 Hours)

Hire Purchase and Installment Purchase System-Definition –Some important terms –Main features –Installment purchase system –Distinction between Hire purchase and Installment system –Accounting treatment for hire purchase system –Calculation of Interest –Default and Repossession-Hire purchase trading accounting –Debtors method-Stock and Debtors method-Installment purchase system-Meaning –Accounting treatment

Unit IV (15 Hours)

Branch Accounts –Meaning –Objects –Types of Branches-Dependent Branches –Accounting in respect of Dependent Branches –Debtors system-Goods are Invoiced at cost –Goods are Invoiced at selling price –Stock and Debtors system –Final accounts system-Departmental Accounting –Need for Departmental accounting –Difference between Departmental and Branches –Departmentalization of expenses-Appportionment of expenses-Interdepartmental Transfer at selling price –Stock Reserve.

Unit V (12 Hours)

Self balancing ledgers and Sectional Balancing –Debtors ledger –creditors ledger-General ledger-procedure of Self balancing –Adjustment accounts-Advantages of self balancing system-Important points to note –Self balancing accounts at a glance – Sectional balancing system-Total Debtors accounts. IFRS, Meaning- need for IFRS- Challenges for adopting IFRS in India.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Course Outcome:

- Acquiring Knowledge in preparation of various Depreciation methods.
- Ensuring the knowledge in preparation of Incomplete Records.
- Acquiring Knowledge in preparation of Hire purchasing.
- Acquiring Knowledge on the system of Branch accounts and its system and to understand the scope of Departmental accounting .
- Ensuring the knowledge in preparation of Self Balancing ledgers and to know the various concepts in IFRS.

Text Book

1.T. S. Reddy and Murthy, Financial Accounting, 3rd Edition, Margham Publications, Year-2016, Chennai.

Reference Books

1.N.Vinayakam, P.L.Mani, K.L.Nagarajan, Principles of Accountancy, 8th Edition, S.Chand & Company Ltd., Year- 2012, New Delhi.

2.S.P.Jain ,K.L.Narang, Financial Accounting,6th Edition , Kalyani publishers, Year- 2012, New Delhi.

SECOND SEMESTER

PART III: CORE 4 – LAW OF INSURANCE

Maximum CIA :30

Maximum CE: 70

Total Hours: 72

Course Objective:

To Enable students to acquire theoretical knowledge to be successful in Law of Insurance

Unit I (15 Hours)
Insurance Generic Overview – Meaning and Definition of Insurance – Purpose and Need of Insurance – The Business of Insurance – Pooling of Risks and Resources – Contract of Insurance – Condition Necessary for a Contract – principles and practices of an insurance contract – important terminology parties in insurance contract – Role of Insurance in Economic Development – IRDA Act ,1938.

Unit II (15 Hours)
Types of Insurance – (Personal , Commercial , Health , Life , Etc) – History of Insurance – Types of Insurance Companies – Business Units in an Insurance Company – Insurance Regulators in India – Reinsurance Concepts.

Unit III (14 Hours)
Life Insurance – Insight to Insurance – Important Terminologies in a Life Insurance Policy – Parties in a Life Insurance Policy – Individual Life Insurance Plans – Supplementary Benefits – Policy Provisions – Ownerships Rights – Life Insurance Policy Life Cycle (New Business & Underwriting , Policy Servicing , Claims , Etc.,) , Popular Life Insurance Plans in India.

Unit IV (14 Hours)
Property and Casualty Insurance – Non – Life Insurance Concepts – Hazards, Perils, Catastrophe, Property Damage & Business Interruption, Policy , Exclusions , Indemnity , Deductibles , Retention , Salvage , Subrogation , Insurance Providers – Co- Insurance, Captive Insurance – Underwriting Process – Policy Servicing Process – Claims Process – Property Insurance Plans .

Unit V (14 Hours)
Risk Management – Concept of Risks – Risks Management- Basic Concepts - (Hazards, Perils, Assets, Etc) – Types of Risks - Risk Identification – Sources of Risks – Factors affecting Risks - Risk Evaluation – Risk Avoidance.

Course Outcome:

- Understanding the nature, principles and regulatory frame work of insurance
- Acquiring Knowledge in various terminologies in life insurance
- Identifying the various Insurance policies
- Understanding the procedure of claiming process in insurance.
- Identifying various types of risk and how it can be avoided.

Text Book

1. M.N. Mishra, Insurance Principles and Practice, 3rd Edition, Sultan Chand and Company Ltd Publications, Year- 2016, New Delhi.

Reference Books

1. N.Vinayakam, P.L.Mani, K.L.Nagarajan, Principles and Practice of Insurance, 8th Edition, S.Chand & Company Ltd., Year- 2012, New Delhi.
2. P.Periyasamy, Principles and Practice of Insurance, Himalaya Publication House.,

SECOND SEMESTER

PART III: IDC 2 – FUNDAMENTALS OF INFORMATION TECHNOLOGY

Maximum CIA :30

Maximum CE:70

Total Hours: 72

Course Objective:

To acquire basic knowledge of computers

Unit I (15 Hours)

Introduction-Types of Data-Text Data-Image Data-Audio data-Video Data-Simple Organization of Computers-Data Processing using computers-Desktop Computers-Data Acquisition

Unit II (12 Hours)

Input Devices: Keyboard-Character Reader-Magnetic Ink Character Reader-Barcodes-Number System-Output Devices

Unit III (15 Hours)

Data Storage: Introduction-Storage Cell-Physical Devices used as Storage Cells-Random access Memory –Read Only Memory-Secondary storage-CDROM-Archival Store

Unit IV (15 Hours)

Database-Organizing a Database-Structure of a Database-Database Management System-Use of Spreadsheets-Overview of Spreadsheets-Output of Spreadsheets

Unit V (15 Hours)

Computer Software-Computer Networks: Introduction-Local Area Network (LAN)-Application of LAN-Wide Area Network (WAN)-Internet

Course Outcomes

- Acquiring Knowledge about Basic Concepts in Computers.
- Ensuring Knowledge about Input and Output Devices.
- Understanding the Concepts in Data Storage.
- Acquiring knowledge about the basic concepts of Database.
- Acquiring knowledge about types of Networks.

Text Book

1. V. Rajaraman, Introduction to Information Technology, 3rd Edition, Sami Publications, Year-2016, New Delhi.

Reference Books

1. Arun Bayeja, Introduction to information Technology, 8th Edition, Kalpaz Publications Ltd., Year- 2012, New Delhi.
2. R.Parameswaran, Introduction to information Technology, Sultan Chand and Company Ltd Publications, Year- 2016, New Delhi.

BCOMCS
Scheme of Examination (CBCS Pattern)
For the Candidates Admitted From the Academic year 2018-2019 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01/ 18LAHI01/ 15LAMY01/ 15LAFR01	Language – I	5	3	30	70	100	3
II	16ENG001	English –I	5	3	30	70	100	3
III	15BCS101	Core 1 Fundamentals of Accounting	6	3	30	70	100	4
III	15BCS102	Core 2 Management Concepts	6	3	30	70	100	4
III	15BCSID1	IDC 1 Managerial Economics	6	3	30	70	100	4
IV	18UFCA01	Foundation Course I : EVS #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	16LATA02/ 18LAHI02/ 15LAMY02/ 15LAFR02	Language –II	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	15BCS201	Core 3 Financial Accounting - I	6	3	30	70	100	4
III	18BCS202	Core 4 Law of Insurance	6	3	30	70	100	4
III	15BCSID2	IDC 2 – Fundamentals of Information Technology	6	3	30	70	100	4
IV	18UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	19BCS301	Core 5 Financial Accounting -II	6	3	30	70	100	4
III	15BCS302	Core 6 Elements of Business Laws	5	3	30	70	100	4
III	19BCS303	Core 7 Company Law & Secretarial Practice –I	5	3	30	70	100	4
III	19BCS304	Core 8 Corporate Practice- I	4	3	30	70	100	4
III	15BCSID3	IDC 3 Business Mathematics	5	3	30	70	100	4
IV	19BCSA01/ O2	AOC I Principles of Marketing	3	3	-	75	75	3
IV	16BTA001/ 16ATA001/ 15BCSED1	Basic Tamil-I/ Advanced Tamil-I/ EDC : Multimedia #	2	2	-	50	50	2
		Total	30				625	25

SEMESTER IV								
III	15BCS401	Core 9 Corporate Accounting-I	6	3	30	70	100	4
III	19BCS402	Core 10 Company Law and Secretarial Practice –II	5	3	30	70	100	4
III	15BCS403	Core 11 General Law	5	3	30	70	100	4
III	19BCS404	Core 12 Corporate Practice -II	4	3	30	70	100	4
III	15BCSID4	IDC 4 Business Statistics	5	3	30	70	100	4
IV	18BCSAO3/O4	AOC II Corporate Finance	3	3		75	75	3
IV	16BTA002/ 16ATA002 15EDC002	Basic Tamil-II / Advanced Tamil-II / EDC: Communicative English #	2	2	–	50	50	2
V	15NSS001/ 15NCC001/ 15SPT001/ 15EXT001	NCC/NSS/Sports/Extension Activities @	–	–	50	-	50	2
		Total	30				675	27
SEMESTER V								
III	15BCS501	Core 13 Higher Corporate Accounting	6	3	30	70	100	4
III	19BCS502	Core 14 Cost Accounting	5	3	30	70	100	4
III	15BCS503	Core 15 Industrial and Labour Laws	5	3	30	70	100	4
III	17BCS504	Core 16 Corporate Governance	4	3	30	70	100	4
III	15BCSP01	IDC Lab I Ms Office and Tally	5	3	40	60	100	4
III	15BCSE01/ 15BCSE02/ 17BCSE03	Elective I	5	3	30	70	100	4
III	15BCSITI	Institutional Training	-	-	-	-	-	-
		Total	30				600	24
SEMESTER VI								
III	17BCS601	Core 17 Accounting For Management	6	3	30	70	100	4
III	15BCS602	Core 18 Corporate Law	5	3	30	70	100	4
III	15BCS603	Core 19 Securities Law and Financial Markets	5	3	30	70	100	4
III	19BCSE04/ 17BCSE05/ 17BCSE06	Elective II	5	3	30	70	100	4
III	17BCSE07/ 15BCSE08/ 15BCSE09	Elective III	5	3	30	70	100	4
III	17BCSPR1	Project and Viva Voce	4	3	50	50	100	4
		Total	30				600	24
Total							3600	140

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE) IDC- Inter

disciplinary Course, EDC – Extra Disciplinary Course , AOC–Application Oriented Course

List of AOC Papers

AOC -I	1	15BCSAO1	Principles Of Marketing
	2	15BCSAO2	Entrepreneurial Development
AOC-II	1	15BCSAO3	Corporate Finance
	2	15BCSAO4	Human Resource Management

	List of Elective Papers		
ELECTIVE -I	A	15BCSE01	Taxation –I
	B	15BCSE02	Financial Management
	C	17BCSE03	Organizational Behavior
ELECTIVE -II	A	19BCSE04	Taxation –II
	B	17BCSE05	Investment Management
	C	17BCSE06	Retail Business Management
ELECTIVE -III	A	17BCSE07	Auditing Practice and Principles
	B	15BCSE08	Business Environment
	C	15BCSE09	Working Capital Management

List of EDC Papers

EDC -I	1	15BCSED1	Multimedia
EDC-II	1	15EDC002	Communicative English

Additional Credit Course

Sem	Code	Subject Title	Marks	Credits
III	14BCSAC1	Principles Of International Trade	100	2
IV	14BCSAC2	Export And Import Trade Procedures	100	2
V	15BCSAC3	Institutions Facilitating International Trade	100	2
Total			300	6

Summary

Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V Extension Activities	-	2	50
Total	38	140	3600

**REGULATIONS FOR BOARD OF COMMERCE WITH
CORPORATE SECRETARYSHIP
(FOR UG COURSES ONLY)
(With effect from the academic year 2015-2016 onwards)**

1. Project and Viva Voce :

Each student in the UG final year shall compulsorily undergo Project Work in the 6th semester. Projects shall be done individually. Project Coordinators shall allocate the project title and the guide for each student. Project work shall be done only in the lab provided by the college, including Project Record Preparation. Project Reviews shall be conducted thrice in which the progress of project work shall be strictly evaluated by respective Project Guides and Project Coordinators. Viva-Voce shall be conducted only in the presence of Industrialists or academicians. Out of the Total of 100 marks, 50% of mark shall be allocated for CIA and 50% for CE -VIVA VOCE.

2. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations shall submit bonafide Record work for the concerned practical examinations. If not the candidate has to submit a bonafide certificate issued by the concerned subject in charge duly signed by the Head of the Department in order to be permitted to take up the practical examinations. The candidate so permitted will not eligible for the record work mark.

3. Distribution of Marks:

The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

Category	Max Marks	Comprehensive Examination		Internal Marks	Overall passing minimum (Internal + CE)
		Max Marks	Passing Minimum		
Theory Paper	100	70	28	30	40
	75	75	30	-	30

	50	50	20	-	20
Practical Paper	100	60	24	40	40
Project	100	50	20	50	40

4. Distribution of Internal Mark for Theory :

(No Passing Minimum for CIA)

S. No	CIA	Distribution of Marks
1	Pre Model Examination	70
2.	Model Examination	70
3.	Seminar	30
4.	Attendance	10
Total		180/6=30

Breakup for Attendance:

Upto -74 %	- 4 Marks
75% - 84%	- 6 Marks
85% - 94%	- 8 Marks
95% - 100%	- 10 Marks

SEMINAR MARKS SPLIT UP

Content	-10 Marks
Flow of the Presentation	-10 Marks
Stage Management	-10 Marks

30 Marks

5. Distribution of Internal Mark for Corporate Practical:

MAXIMUM MARKS : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10

Total	40
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6. Distribution of Comprehensive Exam Mark for Corporate Practical:

MAXIMUM MARKS : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Pratice– I	
	Description	5
	Form Filling	10
		TOTAL (15)
3	Pratice– II	
	Description	5
	Form Filling	10
		TOTAL (15)
4	Viva Voce	20
Total		60

7. Distribution of Internal Mark for Practical:

MAXIMUM MARKS : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

8. Distribution of Comprehensive Exam Mark for Practical :

MAXIMUM MARKS : 60		
S. No	Comprehensive Examination	Distribution of Marks

1	Record	10
2	Program – I a) Algorithm b) Coding c) Execution	5 10 10 TOTAL (25)
3	Program – II a) Algorithm b) Coding c) Execution	5 10 10 TOTAL (25)
Total		60

9. Distribution of Mark for Project VIVA-VOCE :

S.No	CIA	Distribution of Marks
1	INTERNAL a) Review –I b) Review –II c) Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL * a) Presentation b) Viva	30 20 Total (50)
Total		100

*Marks to be awarded by both External and Internal Examiners.

10. Question Paper Pattern

Time: 3 Hour

Max marks: 70

SECTION – A

(10×1=10)

Answer ALL questions
Each question carries One Mark
(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B

(5×4=20)

Answer ALL questions
Each question carries Four Marks
(INTERNAL CHOICE)

SECTION – C

(5×8=40)

Answerer ALL questions
Each question carries Eight Marks
(INTERNAL CHOICE)

11. Question Paper Pattern

Time: 3 Hour

Max marks: 75

SECTION – A (10×1=10)

Answer ALL questions
Each question carries One Mark
(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×5=25)

Answer ALL questions
Each question carries FIVE Marks
(INTERNAL CHOICE)

SECTION – C (5×8=40)

Answerer ALL questions
Each question carries EIGHT Marks
(INTERNAL CHOICE)

12. Question Paper Pattern
Time: 3 Hour

Max marks: 50

SECTION – A (10×1=10)

Answer ALL questions
Each Question carries One Mark
(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×3=15)

Answer ALL questions
Each question carries THREE Marks
(INTERNAL CHOICE)

SECTION – C (5×5=25)

Answerer ALL questions
Each question carries FIVE Marks
(INTERNAL CHOICE)

13. Question Paper Pattern

Time: 3 Hour

Max marks: 100

SECTION – A (10×1=10)

Answer ALL questions

Each question carries One Mark

(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×8=40)

Answer ALL questions

Each question carries EIGHT Marks

(INTERNAL CHOICE)

SECTION – C (5×10=50)

Answerer ALL questions

Eachquestion carries Ten Marks

NOTE:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the question paper.
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g. 11. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

14. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examinerand the question paper for practical examination shall be set by both Internal and External examiners.

15. Institutional Training:

Each student in the UG II year shall compulsorily undergo institutional training in the 5th semester for 30 days. Training shall be done individually for the purpose of course completion.

Note: Students who fails to complete their Practical examination /project vivavoce/ institutional training in the concern semester they can appear in the subsequent semesters

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

PART III -CORE- 13 -HIGHER CORPORATE ACCOUNTING

Maximum CIA :30

Maximum CE: 70

Total Hours : 72

Objective : To enable the students understand the preparation of accounts of companies

Unit I (14 Hours)
Amalgamation, Absorption and Reconstruction of Companies (both Internal and External Reconstruction).

Unit II (15 Hours)
Holding Company Accounts (excluding inter-company holdings)

Unit III (14 Hours)
Accounts of Electricity companies

Unit IV (14Hours)
Accounts of Banking Companies – New Format

Unit V (15 Hours)
Accounts of Insurance companies – Life Insurance – General Insurance (both Marine and Fire Insurance Claims)

NOTE : Distribution of marks : Theory 20% and Problems 80%

Text Book

2. T. S. Reddy and Murthy, Corporate Accounting, 3rd Edition, Margham Publications, Year- 2016, Chennai.

Reference Books

3. Gupta, R.L and Radhawsamy. M, Advanced Accounting, 8th Edition, Sulthan Chand and Co, Year- 2012, New Delhi.
4. Dr S.K.Singh, Corporate Accounting, SBPD Publications, Latest Edition 2017.

B.Com(Corporate Secretary ship) Degree Examination – Syllabus – for candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

PART III- CORE 14- COST ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: To enable the student to have a thorough knowledge on the cost accounting principles and the methods of accounting for cost.

Unit I (12 Hours)

Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management — Types and Methods of Cost – Preparation of Cost Sheet – Cost accounting vs Financial accounting

Unit II (12 Hours)

Material Control: Need for Material Control – Levels of material Control [Maximum, Minimum and Reorder Level] – Economic Order Quantity – ABC,VED analysis . Purchase and stores Control. Methods of valuing material issue [FIFO, LIFO, Simple Average Method and Weighted Average Method].

Unit III (12 Hours)

Labour: Systems of wage payment [Piece Rate, Time Rate, Taylor’s Differential Piece Rate System , Rowan’s plan ,] – Idle time – Control over idle time – Labour turnover. Overhead – Classification of overhead – Allocation and Absorption of Overhead.

Unit IV (12 Hours)

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. Including inter process profit

Unit V (12 Hours)

Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing – Break Even Analysis – Application of Marginal Costing in Business Decision Making.

Note : Distribution of marks : Theory 20% and Problems 80%

Text Book

1. Jain.S.P and Narang.K.L , Cost Accounting, Revised Edition, Kalyani Publishers, Year 2014.

Reference Books

1. Ashish Kalra, Cost Accounting, IGP Publications, Year 2015.
2. Pillai.R.S.N and Bagavathi.V , Cost Accounting, Reprint, Sultan Chand & Sons , Year 2013.

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

PART III– CORE 15 – INDUSTRIAL AND LABOUR LAWS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: To enable the students to acquire theoretical knowledge in Industrial Law.

Unit I (12 Hours)

The Factories Act, 1948 - Meaning of Factories – objectives of the act – important definition - Provision Relating to Health, Safety, Welfare-Employment of Children and Young People-Adult Welfare and Women Workers.

Unit II (12 Hours)

Industrial Dispute Act, 1947 – Provisions Relating To Strike Lockout-Retrenchment-Layoff-Closure-Machinery to Solve Disputes.

Unit III (12 Hours)

Workmen’s Compensation Act 1923- Employees Liability – Partial-Permanent-Total Disablement-Accusation-Diseases.- ESI Act1948-Definition-Medical Board-Benefits-Purpose of Which Funds Can Be Spent.

Unit IV (12 Hours)

Payment of Wages Act 1936-Permissible Deductions-Time and Mode of Payment – The Minimum Wages Act, 1948- Payment of Bonus Act, 1965-Meaning-Eligibility For Bonus-Minimum And Maximum Bonus-Exemption-Applicability of The Act-

Unit V (12 Hours)

Trade Unions Act1926- Definitions- Registrations-Rights and Privileges-Cancellation of Registration-.

Text Book

1. N.D.kapoor, Elements of Industrial Law, Revised Edition, Sultan Chand & Sons, Year 2013.

Reference Books

1. N.D.kapoor, Elements of Mercantile Law, Revised Edition, Sultan Chand & Sons, Year 2014.
2. S. N. Mishra, Labour and Industrial Law, 27th Edition, Central Law publications, Year 2013.

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B.Com (Corporate Secretary ship) Degree Examination – Syllabus – for candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

PART III – CORE 16 – CORPORATE GOVERNANCE

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objective: Enabling students to acquire theoretical knowledge in Corporate Governance.

Unit I (9 Hours)

Corporate Governance – An Overview – Macro Issues – Micro Issues – Board of Governance – Corporate Social Responsibility - Business Ethics – Corporate Social Reporting.

Unit II (10 Hours)

Corporate Governance and the Role of the Board [BOD] – Corporate Governance System Worldwide – The Board, CEO and the Chairman – Non-executive Directors – Legal Position and Liabilities of Directors, Key Management Personnel (KMP)- Independent Directors – Women Directors

Unit III (10 Hours)

Company Audit – Auditor’s Independence – Audit Committees – Audit Committees and Corporate Governance – Management Audit – Secretarial Audit Tool for value addition – [Economic value addition] Corporate Disclosures – Disclosures Norms and Investors Interest.

Unit IV (10 Hours)

Companies Act 2013 – Classification of Companies – Corporate Restructuring – Mergers and Takeovers – Desirable Corporate Governance in India

Unit V (9 Hours)

E – Governance – Trends in E-governance – Business Process Reengineering - Value Based Management – Ethical Imperatives in Corporate Governance – Environmental Reporting - Corporate Governance Rating - Models of Rating.

Text Book

1. N. Gopalsamy, Corporate Governance, The new paradigm , 3rd Edition, Wheeler Publishing, New Delhi.

Reference Books

1. J.Fred Weston, Mark L, Mitchell, J.Harold Maltherin, Takover, Restructuring, and Corporate Governance, – Pearson Education, New Delhi.
2. Dr.S.Singh, Corporate Governance, Excel Books,Chennai.

B.Com(Corporate Secretaryship)Degree Examination – Syllabus – for candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

PART-III – IDC LAB-I: MS OFFICE AND TALLY

MaximumCIA: 40

Maximum CE: 60

Total Hours: 60

Objective: Enabling the students to acquire practical knowledge to be successful in Ms Office and Tally.

I – MS WORD

1. Preparing Chairman's Speech/ Auditors Report Minutes/ Agenda and Perform the Following Operations: Bold- Underline- Font Size- Style- Background Color- Text Color- Line Spacing- Spell Check- Alignment- Header and Footer- Inserting Pages and Page Numbers- Find and Replace.
2. Preparing an Invitation for the College Function Using Text Boxes and Clip arts.
3. Preparing Class Time Table and Perform the Following Operations Inserting the Table- Data Entry- Alignment of Rows and Columns- Inserting and Deleting the Rows and Columns and Change of Table Format.
4. Preparing Shareholders Meeting Letter for 10 Members Using Mail Merge Operation.

II – M S EXCEL

5. Preparing Mark List of Your Class (Minimum of 5 Subjects) and Perform the Following Operations: Data Entry- Total- Average- Result and Ranking by Using Arithmetic and Logical Functions and Sorting.
6. Preparing Statement of Bank Customer's Account Showing Simple and Compound Interest Calculations for 10 Different Customers Using Mathematical and Logical Function.

III – MS POWERPOINT

7. Designing Presentation Slides for a Product of Your Choice. the Slides Must Include Name- Brand Name- Type of Product- Characteristics- Special Features- Price-

Special offer Etc. Add Voice If Possible to Explain the Features of the Product. the Presentation Should Work in Manual Mode.

8. Designing Presentation Slides for Organization Details for 5 Levels of Hierarchy of a Company by Using Organization Chart.

IV MS ACCESS

9. Preparing a Payroll for Employee Database of an Organization with the Following Details: Employee Id- Employee Name- Date of Birth- Department and Designation- Date of Appointment- Basic Pay- Dearness Allowance- and House Rent Allowance and Other Deductions If Any. Perform Queries for Different Categories.
10. Creating Mailing Labels for Student's Database Which Should Include At Least Three Tables Must Have At Least Two Fields with the Following Details-Roll Number- Name- Course- Year- College Name- University- Address- Phone Number.

V TALLY AND INTERNET

11. Creating a New Company- Group- Voucher and Ledger and Record Minimum Ten Transactions and Display the Relevant Results.
12. Creating an Email Id and Check the Mail Inbox

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART III- CORE 17- ACCOUNTING FOR MANAGEMENT

MaximumCIA :30

Maximum CE: 70

Total Hours:72

Objective : To enable the students understand the practical usage of Management Accounting

Unit I (14 Hours)

Management Accounting – Meaning, Definition, Nature, Scope, Functions, Objectives, Importance and Limitations of Management Accounting – Comparison of Management Accounting with Financial and Cost Accounting – Tools and Technique of Management Accounting – Management Accountant – Qualification, Duties and Liabilities of a Management Accountant.

Unit II (14 Hours)

Financial Statement Analysis and Interpretation – Common Size Statement Analysis, Comparative Statement Analysis and Trend Analysis.

Unit III (15 Hours)

Ratio Analysis – Liquidity Ratios – Activity Ratios – Profitability Ratios – Solvency Ratios – Preparation of Balance Sheet.

Unit IV (14 Hours)

Working Capital Management- Meaning Definition- Determinants of working capital. Funds Flow Statement –Schedule of changes in working capital – Preparation of Funds Flow Statement.–Preparation of Cash Flow Statement.

Unit V (15 Hours)

Budgeting and Budgetary Control – Definition – Importance, Essentials – Classification of Budgets –Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget, Master Budget- Zero Based Budgeting.

Note : Distribution of marks : Theory 20% and Problems 80%

Text Book

- 1.Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, 2nd Revised Edition, Kalyani Publishers, 2009, New Delhi.

Reference Books

1. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions,14th Revised Edition, Sri Ram Publications, 2010, Trichy.
2. S.N. Maheswari. and S.K.Maheswari, A Text Book of Accounting for Management, 5th Reprint, Vikas Publishing House, 2012, Mumbai.

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards
SIXTH SEMESTER

PART III-CORE18 -CORPORATE LAW

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: Enabling students to acquire theoretical knowledge to be successful in Corporate Laws.

Unit I (12 Hours)

The Competition Act-2002-Objectives Definition-CCI – Anti-Competitive Agreements-Abuse of Dominant Position-Regulation of Combinations-Penalties.

Unit II (12 Hours)

Environmental Laws-Water Pollution And Control Of Pollution Act and Air Prevention & Control of Pollution Act-Variou Boards- Functions and Powers. Environment Protection Act,1986- Legal And Regulatory Frame Work-Procedures for obtaining various environmental clearances-Role and Function of Environment / Tribunal Authority.

Unit III (12 Hours)

Foreign Exchange Management Act, 1999-Objetives-Definitions Under FEMA-Dealings In Foreign Exchange-Holding of Foreign Exchange-Current Account Transactions, Capital Account Transactions-Export of Goods And Reviewed Realization And Repatriation of Foreign Exchange-Exemption Authorized-Person-Penalties And Enforcement-Appellate Tribunal.

Unit IV (12 Hours)

Intellectual Property Rights (IPR) - Trade Marks - Patent Laws -Copyright-Meaning-Objectives - Registration, Infringement.

Unit V (12 Hours)

Consumer Protection Act 1986-Definitions-Consumer Protection Councils-Consumer Dispute and Redressal Agencies-Consumer Rights.

Text Book

1. S.S.Gulshan,G.K. Kapoor, Economic, Labour And Industrial Laws, 2nd edition, Sultan Chand and Sons, Reprint 2011, New Delhi.

Reference Books

1. G.K. Kapoor, Corporate Laws and Secretarial Practice, 1st edition, Tata Mc Graw Hill, Reprint 2011, New Delhi.
2. N.D. Kapoor, Business and Corporate Laws, 2nd edition, Sultan Chand and Sons, Reprint 2013, New Delhi.

15BCS603

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards
SIXTH SEMESTER

PART III- CORE 19 -SECURITIES LAW AND FINANCIAL MARKETS

MaximumCIA :30

Maximum CE: 70

Total Hours : 60

Objective: Enabling students to acquire theoretical knowledge to be successful in Securities and Financial Markets.

Unit I (12 Hours)

Financial Markets-Capital Markets-Money Market-Participants and Instruments in Capital Market and Money Market.

Unit II (12 Hours)

Securities Contract [Regulation] Act, 1956-Objectives of The Act Regulatory Framework Governing Indian Capital Market-Role And Powers of SEBI- Recognition of Stock Exchanges-Bye Laws-Membership In Stock Exchanges-Eligibility-Powers of Central Government.

Unit III (12 Hours)

New Issue Market-Parties Involved In The New Issue Market-Government And Statutory Agencies-Collection Centers-Placement of Issue-Allotment of Shares-Investors Protection In The Primary Market-Secondary Market-Role of Intermediaries.

Unit IV (12 Hours)

Mutual Fund-Meaning-Definitions-Types-Performance, Evaluation-SEBI-Regulations of Mutual Funds-Present Status.

Unit V (12 Hours)

Depositories Act 1996-Importance-Definition-Depository Participants -Dematerialization-Opening Of DEMAT- SEBI Regulation.

Text Book

1. Gardon and Natarajan.K, Financial Markets and Services, 9th Edition, Himalaya Publications, Year 2015.

Reference Books

1. P.Pandian, Financial Markets and Services, 1st Edition, Sultan Chand & Sons, Year 2010.
2. Dr.S.Guruswamy, Financial Markets and Institutions, 4th Edition, Vijay Nicole Imprints Pvt Ltd, Year 2015.

15BCSE01

**B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates
admitted from the Academic year 2018 – 2019 onwards**

FIFTH SEMESTER

PART III – ELECTIVE I - TAXATION-I

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective : To familiarize the students with the basic provisions of the Income -Tax

Unit I (12 Hours)

Income tax-Definition of Income tax – Tax Planning-Authorities – Assessment year -
previous year-Assessee Scope of Income-Charge of tax Residential status-Exempted Income.

Unit II (12 Hours)

Heads of income- Income from salaries – Income from house property.

Unit III (12 Hours)

Profits and Gains of business or Profession – Income from other sources.

Unit IV (12 Hours)

Capital gains- Exception and Provisions - Deductions from Gross Total Income.

Unit V (12 Hours)

Set-off and Carry Forward of losses – Aggregation of Income- Computation of tax Liability-
Assessment of Individuals.

Note : Distribution of marks : Theory 20% and Problems 80%

Text Book

1. Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax ,40th edition,
Kalyani Publishers , 2015, New Delhi.

Reference Books

1. Hariharan.N, Income Tax, 4th edition, Tata McGraw hill, 2015, New Delhi.
2. Prasad, Bhawathi, Direct tax Law and Practice, Wishwa Prakashan Publications ,
Year 2010.

15BCSE02

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

FIFTH SEMESTER

PART III- ELECTIVE I - FINANCIAL MANAGEMENT

MaximumCIA :30

Maximum CE: 70

Total Hours:60

Objective: To acquaint knowledge about the budgetary controls used in the corporate.

Unit I (12 Hours)

Evolution of financial-management, scope and objectives of financial management – Capital budgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.

Unit II (12 Hours)

Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits, factors affecting long term funds requirements.

Unit III (12 Hours)

Lease financing: Concept, types. Advantages and disadvantages of leasing. Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.

Unit IV (12 Hours)

Working Capital: Concepts, factors affecting working capital requirements, Determining working capital requirements, Sources of working capital.

Unit V (12 Hours)

Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in dividend policy, Forms of Dividends, Dividend Theories, Bonus Shares, .EVA, MVA, and CAPM.

Text Book

1. I.M. Pandey, Financial Management, 3rd Edition, Vikas Publications House, Year 2010,Chennai.

Reference Books

1. Dr. V. R. Palanivelu, Financial Management, 5th Edition, Sulthan chand &Co Pvt Ltd, Year -2012, New Delhi.
2. S N Maheshwari, Financial Management Principles and Practice, Vikas Publications House, Year 2010,Chennai.

17BCSE03

B.Com(Corporate Secretary ship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards
FIFTH SEMESTER

PART III- ELECTIVE I - ORGANIZATIONAL BEHAVIOR

Maximum CIA: 30
Maximum CE: 70
Total Hours: 60

Objective: To acquaint knowledge about the motivational skills and effectiveness in behavior in corporate sectors

Unit I (12 Hours)

Introduction - Definition – nature scope – contributing disciplines to the field of organizational behavior - Historical evolution of organizational behavior.

Unit II (12 Hours)

The individuals - Major personality attributes influencing OB – Organizational application of learning – application of perception in the organization – decision making – values – attitudes.

Unit III (12 Hours)

The Group -Definition – classification – group development –group structure – group decision – making – teams , power – policies – conflicts.

Unit IV (12 Hours)

Motivation and Leadership -Motivation – meaning – process – early theories –contemporary theories- application of motivation techniques – leadership –definition – characteristics – functions – styles – theories : Trait theories – behavioral theories – contingency theories – recent approaches.

Unit V (12 Hours)

Organizational System and Dynamics -System approach to organization – organizational culture – management of change : Need – resistance – organizational development : Meaning – characteristics – Techniques – organizational effectiveness.

Text Book

1. L. M. Prasad, Organizational Behaviour, 5th Revised Edition Reprint 2014, Sultan Chand & Sons, Year 2014.

Reference Books

1. Robbins, Organizational Behavior, 7th Edition, McGraw Hill, Year 2010.
2. Ramasami.N, Organizational Behavior, 6th Edition, T.R.Publications, 2011.

19BCSE04

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART III-ELECTIVE II - TAXATION-II

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective : On the successful completion of this paper the students should have gained knowledge about indirect taxes and legal provisions governing them.

Unit I (12 Hours)

Origin and importance of Indirect Taxation - Special features of Indirect Taxation - Contribution to Government Revenues – Taxation under the Constitution – Direct Taxes and Indirect Taxes - Advantages and Disadvantages of Indirect Taxes.

Unit II (12Hours)

Central Excise Act 1944 - Levy and Collection - Kinds - Basic conditions for liability to Excise - Excisability and Manufacture - Intermediate Products - Packing, Labelling and Branding of goods - Valuation of Excisable Goods - Registration in Central Excise - Procedure for Registration.

Unit III (12 Hours)

Central Sales Tax Act 1956 - Objectives of the CST – Levy and Collection of CST – Sales and Deemed Sales - Subsequent sales - Registration of Dealers - Compulsory Registration - Voluntary Registration - Security from Dealer - Registration Procedure.

Unit IV (12 Hours)

Customs Act 1962 - Levy and Collection - Different Types of Customs Import Duties - Abatement of duty in Damaged or Deteriorated Goods - Remission on duty on lost, destroyed or abandoned goods - Customs Tariff Act 1975 – Prevention of illegal Import and Export - Customs Duty Drawback .

Unit V (12 Hours)

VAT: Terms and Definitions – Arguments in favour of VAT - CENVAT- MODVAT- Difference System in Tamil nadu – Registration of Dealers – Input and Output Tax – Exempted Sales and Zero Rated Sales – Penalties – Filing of Return – Service Tax – Features. **GST- Terms and Definitions –Basics- Advantages of GST.**

TEXT BOOK

1. Dinkar Pagare, Business Taxation , 6th edition, Sultan Chand & Sons, 2011, New Delhi.

REFERENCE BOOKS

1. Balachandra.V, Indirect Taxation, 6th edition, Sultan Chand & Co Reprint 2012, New Delhi.
2. Radhakrishnan.P , Indirect Taxation, 8th edition, Kalyani Publishers, Reprint 2013, New Delhi.

17BCSE05

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART III- ELECTIVE-II - INVESTMENT MANAGEMENT

MaximumCIA :30

Maximum CE: 70

Total Hours:60

Objective: To explain the concept of investments with special reference to securities market.

Unit I (12 Hours)

Investment – Meaning – Nature – Types – Features – Factors Influencing Investments – Risk and Return – Financial Markets – Financial Institutions.

Unit II (12 Hours)

Capital Market and Stock Exchange in India – Structure – Primary Markets and Secondary Markets – Mechanics of Trading – SEBI and Its Role.

Unit III (12 Hours)

Investment Alternatives: Bonds – Preference and Equity Shares – LIC – UTI – Mutual Funds – National Saving Scheme.

Unit IV (12 Hours)

Fundamental and Technical Analysis and Evaluation: Economic Analysis – Industrial Analysis – Company Analysis – Technical Analysis.

Unit V (12 Hours)

Portfolio Analysis and Management – Scope – Types – Portfolio Evaluation – Portfolio Selection – Portfolio Revision.

Distribution of Marks: 80% for Theory, 20% for Problem

Text Book

1. V.K.Bhalla, Investment Management, 7th Edition, S.Chand and Company Ltd., Reprint 2012, New Delhi.

Reference Books

1. Reilly and Brown, Investment Analysis and Portfolio Management, Cengage Learning, 8th edition, Reprint 2012
2. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , Reprint 2013.

17BCSE06

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART III– ELECTIVE II –RETAIL BUSINESS MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: To enabling the students to acquire theoretical knowledge to be successful in retail business management.

Unit I (12 Hours)

Nature and significance of management – objectives of management – functions of management – setting up a retail organization – factors to be considered in planning.

Unit II (12 Hours)

Human resources environment of retailing – recruiting and selecting retail personnel – compensating retail personnel – supervision of retail personnel.

Unit III (12 Hours)

Financial dimensions of operations management – profit planning – preliminary budget decisions and ongoing budgeting process.

Unit IV (12 Hours)

Operational dimensions – store security – credit management – computerization – outsourcing.

Unit V (12 Hours)

Ethics in retail management – ethical values – social responsibility – ethical values in relation to customers – community and general public.

Text Book

1. Helen Goworek&,Peter McGoldrick ,Retail Marketing Management Principles and Prattice, Pearson Education ,2015.

Reference Books

1. J.K Nayak & Prakash c.Dash , Retail Management Text & Cases – Cengage India Private Limited First Edition 2016.
2. Barry, berman, Joel R Evam, Retail Management Strategic Approach, Pearson Education, Singapore 2013.

**B.Com(Corporate Secretaryship)Degree Examination – Syllabus – for candidates
admitted from the Academic year 2018 – 2019 onwards
SIXTH SEMESTER**

PART III – ELECTIVE III -AUDITING PRACTICE AND PRINCIPLES

Maximum CIA :30

Maximum CE: 70

Total Hours: 60

Objective:

On successful completion of this paper the students should have gained knowledge about auditing functions and classifications and acquired knowledge about vouching and verification of assets.

Unit I (12 Hours)

Origin of Auditing – Definition of Auditing – Objectives of Auditing- Tax Audit and Management of Audit.

Unit II (12 Hours)

Classification of Audit –Scope and nature of Statutory Audit and continuous Audit – Periodical Audit, Partial Audit, Balance sheet Audit, Performance Audit and Proprietary Audit.

Unit III (12 Hours)

Qualification of an Auditor – Appointment of an Auditor – Duties, Rights and Liabilities of an Auditor.

Unit IV (12 Hours)

Audit plan- Developing an Audit plan- Vouching – Meaning – Objectives, Importance of Voucher – Types of Vouchers.

Unit V (12 Hours)

Verification and valuation of Assets and Liabilities – Audit Approach- EDP and mechanical system- Audit with the aid of computers- Recent trends in Auditing.

Text Book

1. Tandon.B.N, Practical Auditing, 15th edition, Sultan Chand & Sons, Year 2012.

Reference Books

1. Spicer and Pegler, Auditing, 11th Edition, Vikas publishing House, 2010.
2. Kamal Gupta, Auditing , 12th edition, Tata Mc Graw Hill, 2011.

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART – III - ELECTIVE III – BUSINESS ENVIRONMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective :To acquaint knowledge about the Business Environment.

Unit I (12 Hours)

Concept of Business Environment- Significance-Types of Environment-External and Internal – Inter - Relationship between economic and non-economic environment - Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business .

Unit II (12 Hours)

Industrial Policies and Regulations - New Industrial Policy 2013 - Public, Private, Joint and Co-operative Sectors - Privatization and Disinvestment - Ways of Privatization- Benefits and Arguments against Privatization - Privatization in India.

Unit III (12 Hours)

Economic Systems – Meaning – Characteristics -Types of economic systems Capitalism-Socialism-Mixed economy - Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.

Unit IV (12 Hours)

Technological environment-Factors Governing Technological Environment - Management of Technology - Patents and Trademarks - Financial Institution in India - IFCI-ICICI-IDBI-IIBI-SIDBI-SFC's.

Unit V (12 Hours)

Globalisation - Meaning and Dimensions - Features of Current Globalisation - Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants- India's policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNC's-MNC in India.

Text Book

1. Aswathappa, Business Environment-,Himalaya Publishing house,10th edition 2015

Reference Book

1. Dr.S.Sankaran Business Environment, Margham Publications , edition 2015.

15BCSE09

B.Com(Corporate Secretaryship) Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

SIXTH SEMESTER

PART III – ELECTIVE III-- WORKING CAPITAL MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: To educate the importance of Working Capital Management concepts .

Unit I (12 Hours)

Working Capital Management – Meaning – Concept – Classification – Factors – Principles – Importance – Needs – Determinants - New trends in Working Capital.

Unit II (12 Hours)

Financing of working capital – Money market instruments – Bank Finance – Managing corporate liquidity and financial flexibility.

Unit III (12 Hours)

Receivables Management – Meaning – factors – Forecasting – Objectives – Dimensions – Executing Credit Policy.

Unit IV (12 Hours)

Cash Management – Inventory Management.

Unit V (12 Hours)

Working Capital Control and Banking policy –Working capital Requirements for Various Industries – New system of assessment of working capital finance.

Text Book

1. V.K.Bhalla, Working Capital Management, Text and Cases, sixth edition, Anmol publications

Reference Books

1. Prasanna Chandra, Financial Management, Theory and Practice, Reprint 2010. Tata McGraw Hill
2. R.K .Gupta & Himanshu Gupta, Working Capital and Finance
3. Khan and Jain, Financial Management, Reprint 2011 Tata McGraw hill

15BCSAC3

B.Com[Corporate Secretaryship] Degree Examination – Syllabus – for candidates admitted from the Academic year 2018 – 2019 onwards

FIFTH SEMESTER

PART III –ALC-INSTITUTIONS FACILITATING INTERNATIONAL TRADE

Maximum CE :100

Objective: To educate the importance of Institutions Facilitating International Trade

Unit I

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 II

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 III

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRSbenefits-Limitations-Procedure of dispute settlement –WTO and anti dumping measures- Evaluation of WTO- drawbacks/Criticisms.

Unit IV

International Monetary Fund (IMF)-Objectives- Organisation and management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose- Organisation structure- Guiding principle- Leading programs.

Unit V

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.

Note : The Question Paper shall cover 100% Theory.

Text Book

1. International Business (Text & cases) : Reprint 2013 Francis cherunilam.

Reference Books

1. International Marketing : Rakesh Mohan Joshi.
2. International Business (Text & cases) : P. Sudha Rao
3. International Business Environment : Francis cherunilam.
4. Export Marketing : Achaya and Jain.
5. Export Marketing : B.S. Rathir & J.S. Rathir

B.Com IT

Department of B.Com IT
Regulations for B.Com IT
(Effective from the academic year 2019-2020 onwards)

Introduction

The department of B.Com Information Technology started in 2009.

Objective:

To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception till their liquidation.

Eligibility:

A pass in Higher Secondary Examination conducted by Tamilnadu or an equivalent examination, with Commerce as one of the subjects of study and Accountancy.

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject

Vision

- To make the students a more Responsible Citizen of the Nation.
- To produce the talented professionals & technicians to meet the challenges of the modern world.
- To develop the personality and communication skill of the student and to make them excel in corporate knowledge.

Mission

- To provide quality education and to inculcate ethical and social values in the minds of students.
- To make students innovative and society centered.
- To produce graduates and entrepreneurs trained to face the challenges of the corporate sector with a global perspective.
- To train them with skills for self-employment.

Programme Outcomes

The graduates will be able to

- Have complete knowledge of Finance, Accounting, Taxation, Information Technology, Business laws and other .
- Equip with professional, inter personal and entrepreneurial skills.
- Gear up with updated knowledge in implementing business practices
- Prepare for post graduate studies and to achieve success in their professional careers.

Programme Specific Outcomes(PSOs)

- Serving as bases for Professional programmes such as ACS, ICWA and CMA.
- Create the students well versed in few areas of interest such as Accounting, Taxation, Software Developer, Tester and Web Designer.
- Generate the student creativity and apply the programming knowledge to solve the complex problems in software .
- Provide Framework for the students in Information Technology with tools that will assist them in the decision making in Technological developments.

BCOM IT
Scheme of Examination(CBCS and OBE pattern
For the Candidates Admitted From the Academic year 2019-2020 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credits
SEMESTER I								
I	19LATA01/ 19LAHI01/ 19LAMY01/ 19LAFR01	Language – I Tamil/Hindi/Malayalam/French	5	3	30	70	100	3
II	19ENG001	English –I	5	3	30	70	100	3
III	19BCI101	Core 1 Financial Accounting -I	6	3	30	70	100	4
III	19BCI102	Core 2 Introduction to Information Technology	6	3	30	70	100	4
III	19BCIID1	IDC 1 Managerial Economics	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I : EVS #	2	3	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	19LATA02/ 19LAHI02/ 19LAMY02/ 19LAFR02	Language–II Tamil/Hindi/Malayalam/French	5	3	30	70	100	3
II	19ENG002	English – II	5	3	30	70	100	3
III	19BCI201	Core 3 Financial Accounting -II	6	3	30	70	100	4
III	19BCIP01	Core Lab 1 [Information Technology Lab]	6	3	40	60	100	4
III	19BCIID2	IDC 2 Principles of Marketing	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	19BCI301	Core 4 Financial Accounting-III	5	3	30	70	100	4
III	19 BCI302	Core 5 Networking Management	5	3	30	70	100	4
III	19BCI303	Core 6 Programming With C++ [Theory]	5	3	30	70	100	4
III	19BCIP02	Core Lab 2 Computer Application Practical's [C++]	5	3	40	60	100	4
III	19BCIID3	IDC 3 Business Mathematics	5	3	30	70	100	4
IV	19BCISB1/ 19BCISB2	SBC I Corporate Communication/ E- Business #	3	3	-	75	75	3
IV	19BTA001/ 19ATA001/ 19BCIED1	EDC-I :Basic Tamil -I/ Advanced Tamil-I / Multimedia #	2	2	-	50	50	2
		Total	30				625	25

SEMESTER IV								
III	19BCI401	Core 7 Corporate Accounting	5	3	30	70	100	4
III	19BCI402	Core 8 Company Law & Secretarial Practice	5	3	30	70	100	4
III	19BCI403	Core 9 Database Management System	5	3	30	70	100	4
III	19BCIP03	Core Lab 3 Database Management System Lab	5	3	40	60	100	4
III	19BCIID4	IDC 4 Business Statistics	5	3	30	70	100	4
IV	19BCISB3/ 19BCISB4	SBC II Corporate Practice/ Brand Management #	3	3	-	75	75	3
IV	19BTA002/ 19ATA002 19EDC002	EDC- II: Basic Tamil-II / Advanced Tamil-II / Communicative English #	2	2	-	50	50	2
V	19NSS001/ 19NCC001/ 19SPT001/ 19EXT001	NCC/NSS/Sports/ Extension Activities @	-	-	50	-	50	2
		Total	30				675	27
SEMESTER V								
III	19BCI501	Core 10 Cost Accounting	6	3	30	70	100	4
III	19BCI502	Core 11 Taxation -I	6	3	30	70	100	4
III	19BCI503	Core 12 Legal Business Concepts	3	3	30	70	100	4
III	19BCI504	Core 13 Software Development In Visual Basic	5	3	30	70	100	4
III	19BCIP04	Core Lab 4 Software Development In Visual Basic Lab	5	3	40	60	100	4
III	19BCIE01/ 19BCIE02/ 19BCIE03	Elective I	5	3	30	70	100	4
III	19BCIIT1	Institutional Training	-	-	-	-	-	-
		Total	30				600	24
SEMESTER VI								
III	19BCI601	Core 14 Accounting for Management	6	3	30	70	100	4
III	19BCI602	Core 15 HTML	5	3	30	70	100	4
III	19BCIP05	Core Lab 5 [HTML Lab]	5	3	40	60	100	4
III	19BCIE04/ 19BCIE05/ 19BCIE06	Elective II	5	3	30	70	100	4
III	19BCIE07/ 19BCIE08/ 19BCIE09	Elective III	5	3	30	70	100	4
III	19BCIPR1	Project and Viva Voce	4	3	50	50	100	4
		Total	30				600	24
Total							3600	140

No Continuous Internal Assessment (CIA) and only Comprehensive Examination (CE)
 @ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE) IDC-Inter
 Disciplinary Courses, EDC-Extra Inter Disciplinary Courses, SBC-Skill Based Courses

List of Skill Based Courses		
SBC –I	19BCISB1	Corporate Communication
	19BCISB2	E Business
SBC-II	19BCISB3	Commerce Practical
	19BCISB4	Brand Management

List of Elective Courses		
ELECTIVE –I	19BCIE01	E-Commerce
	19BCIE02	Corporate Finance
	19BCIE03	Organizational Behavior
ELECTIVE –II	19BCIE04	Financial Management
	19BCIE05	Software Engineering
	19BCIE06	Corporate Governance
ELECTIVE –III	19BCIE07	Multimedia & its applications
	19BCIE08	Investment Management
	19BCIE09	Working Capital Management

List of Extra Disciplinary Courses		
EDC –I	19BTA001	Basic Tamil-I
	19ATA001	Advanced Tamil-I
	19BCIED1	Multimedia
EDC –II	19BTA002	Basic Tamil-II
	19ATA002	Advanced Tamil-II
	19EDC002	Communicative English

Additional Credit Courses			
Sem	Code	Subject Title	Credit
III	19BCIAC1	Human Resource Management	2
IV	19BCIAC2	Entrepreneurial Development	2
V	19BCIAC3	Institutions Facilitating International Trade	2
		Total	6

Summary			
Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V – Extension Activities	-	2	50
Total	38	140	3600

**REGULATIONS FOR BOARD OF COMMERCE WITH
INFORMATION TECHNOLOGY
(FOR UG COURSES ONLY)
(Effective from the Academic Year 2019-2020 onwards)**

1. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

2. Ratio of Comprehensive Examination, Pre- Model and Model Examinations Marks for UG and PG Courses

Part	Internal Assessment	External Assessment	Total Marks
I (Languages)	30	70	100
II (English)	30	70	100
III(Core, IDC)	30	70	100
IV (SBC)	-	75	75
IV (EDC/Foundation Course)	-	50	50
V (NCC/NSS/Sports/Ext. Activity)	50	-	50

3. Project Work Mark Distribution

Particulars	IA	CE	Total
Project Work (UG)	50	50	100
Project Work (PG)	100	100	200
Project Work(M.Sc(CS)/M.Sc(ECS)	150	100	250
Project Work (M.Com/MIB)	50	100	150

4. Practical Mark Distribution for all UG and PG Courses

Internal -40 External-60 Total Marks -100

5. Break up for Internal Marks

S. No	Internal Marks	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

6. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
	Total	30

7. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

8. Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
	Total	40

9. External Marks for Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I Algorithm Coding Execution	5 10 10 TOTAL (25)
3	Program – II Algorithm Coding Execution	5 10 10 TOTAL (25)
	Total	60

10. Internal Marks for Corporate Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

11. External Marks for Corporate Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Practice – I Description Form Filling	5 10 TOTAL (15)
3	Practice – II Description Form Filling	5 10 TOTAL (15)
4	Viva Voce	20
Total		60

12. Internal and External Marks for Project Work

S.No	Internal Marks	Distribution of Marks
1	INTERNAL Review –I Review –II Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL Presentation Viva	30 20 Total (50)
Total		100

13. Pattern of Question Paper

For Pre model Test, Model and Comprehensive Examination under – Graduate and Post-Graduate Courses.

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 75 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×5=25)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries four marks	Internal Choice
Section – C	(5×5=25)	Each question carries eight marks	Internal Choice
Maximum Marks : 70 / Time 3 Hrs (MBA)			
Section – A	(10×2=20)	Each question carries two mark	Short Answers
Section – B	(5×7=35)	Each question carries seven mark	Internal Choice
Section – C	(1×15=15)	Each question carries fifteen mark	Compulsory Question

Note:

1. The questions should be numbered sequentially, running through the Sections A, B and C
2. The maximum marks are 70/75

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g 11. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies

The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

B.Com [Information Technology] Degree Examination – Syllabus for candidates admitted from the academic year 2019 – 2020 onwards

FIRST SEMESTER

PART III: CORE 1 – FINANCIAL ACCOUNTING – I

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objectives: On Successful completion of this course, the student should have understood concepts and conventions of accounting and basic accounting framework.

Unit –I (14 Hours)

Meaning and scope of Accounting, **Basic Accounting Concepts and Conventions** -Objectives of Accounting - Accounting Transactions - Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance - Preparation of Subsidiary Book.

Unit – II (14Hours)

Final Accounts with adjustments – Closing stock, outstanding expenses, unexpired or prepaid expenses, accrued income, Interest on Capital and Drawings-additional bad debts-Provision-Creations of various reserves.

Unit – III (14Hours)

Classification of errors - Rectification of errors - Preparation of Suspense Account. Bank Reconciliation Statement (Only simple problems).

Unit – IV (15Hours)

Bill of Exchange-parties to bill of exchange – Distinction between bill and promissory note-Recording transaction relating to bill- Recording bill transaction in journal and ledger- Dishonor of bill – Renewal of bill-Average due date- Average due date on basis of calculation of interest – Account current-Product Method-Red Ink Interest Method-Daily Balance Method.

Unit – V (15Hours)

Consignment – features – Accounting treatment of consignment transaction – Entries in books of Consignee – Entries in books of consignor. Joint venture – meaning – Treatment when separate book is maintained – Entries when separate book is not maintained- Sale of goods on approval or return basis. Professional Accounting- introduction.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Course Outcomes:

- Preparing Financial Statements in accordance with appropriate standards.
- Preparing Ledger accounts using double entry book keeping and record journal entries Accordingly.

- Acquiring Knowledge in preparation of Bank Reconciliation statements from incomplete statement .
- Acquiring Knowledge in preparation of Negotiable Instruments.
- Understanding the accounting system with double entry system .

Text Book

1. T. S. Reddy and Murthy, Financial Accounting, 3rd Edition, Margham Publications, Year- 2016, Chennai.

Reference Books

1. N.Vinayakam, P.L.Mani, K.L.Nagarajan, Principles of Accountancy, 8th Edition, S.Chand & Company Ltd., Year- 2012, New Delhi.
2. S.P.Jain ,K.L.Narang, Financial Accounting,6th Edition , Kalyani publishers, Year- 2012, New Delhi.

B.Com [Information Technology] Degree Examination – Syllabus for candidates admitted from the academic year 2019 – 2020 onwards

FIRST SEMESTER

PART III: CORE 2 – INTRODUCTION TO INFORMATION TECHNOLOGY

MaximumCIA: 30

Maximum CE: 70

Total Hours:72

Course Objectives:

Enabling the students to acquire the Knowledge about Microsoft Office and provides an overview of C Programming.

Unit- I (15 Hours)

MS Word: Creating a new Document- Finding and replacing formatting-checking Spelling and Grammar-Adding headers and Footers-Arranging Text in columns-inserting a table of contents-Creating a Table-Modifying and Formatting a table-Creating a Form letter. MS Excel: Creating a simple formula-Editing a Formula-Performing Calculation using Functions-Entering data-Selecting ranges-Editing entries-Formatting entries-Simple Calculation-More calculation-Creating Chart.

Unit- II (12 Hours)

MS Power point: Creating a new Presentation- choosing a Template-Adding actions Buttons-Creating slide transitions-Adding animation-timing a presentation-setting up a slide show-Creating a custom slide show.MS Access: Creating a database-working with a table-Creating table using a wizard-Working with table in Design view-Specifying data types and field properties-Planning and defining Table Relationships-Filtering out Records-creating a query using a wizard-Creating a form using wizard-Editing Data in a form-Creating report using a wizard.

Unit -III (15 Hours)

Overview of C-Introduction-Character Set-C Tokens-Keyword and Identifiers-Constant-Variables-Data Types-Declaration of Variables-Assigning Values to Variables-Defining Symbolic Constants-Operators-Arithmetic Expression-Evaluation of Expressions- Precedence of Arithmetic Operators-Type Conversion in Expression.

Unit-IV (15 Hours)

Decision Making and Branching: Decision Making with IF Statements- the Switch Statements-the: Operator-the GOTO Statement –Decision Making and Looping-Jumps in Loops-Arrays-Character and String Handling-String Handling Functions-Table of Strings.

Unit- V (15 Hours)

ANSI Functions-Return Values and Their Types-Function Calls and Declaration-No Arguments and No Return Values-Arguments But No Return Values- No Arguments But Returns a Value-Functions That Return Multiple Values-Recursion- Structures & Union.

Course Outcomes:

- Ensuring Knowledge about MS Word and Excel to create professional business documents.
- Ensuring the Knowledge about PowerPoint and Ms Access.
- Understanding the basic concept of C Programming, and its different modules
- Acquire knowledge about the basic concept that includes conditional and looping expressions, Arrays, Strings, Functions.
- Ensuring the Knowledge about Functions in C.

Text Book

1. E.Balagurusamy, Programming in ANSI C, 7th Edition, Tata McGraw Hill, Year- 2016, New Delhi.
2. Microsoft office XP simply visual 1st Edition, BPB publications, Year-2001, New Delhi

Reference Books

1. V.Rajaraman, Introduction to Information Technology, 3rd Edition, Sami Publications., Year- 2018, New Delhi.
2. Yashavant Kanetkar, Let us C, 11th Edition, Kalyani publishers, Year-2016.

B.Com [Information Technology] Degree Examination – Syllabus for candidates admitted from the academic year 2019 – 2020 onwards

FIRST SEMESTER

PART III: IDC 1 – MANAGERIAL ECONOMICS

MaximumCIA: 30

Maximum CE: 70

Total Hours: 72

Course Objectives:

To understand and appreciate the basic economics and their applications to the business.

Unit- I (14Hours)

Introduction to Economics: Definition, nature and scope of Economics –Economic theories applied to business analysis-decision making in business –objectives of a business firm.

Unit- II (15Hours)

Demand and supply functions: Meaning and determinants of demand – distinctions of demand – **Law of demand** –Elasticity of demand – supply concepts – Equilibrium.

Unit- III (14Hours)

Consumer behavior: Meaning of utility –Law of Diminishing Marginal Utility – Equi- Marginal Utility – Indifference curve analysis –Definition –properties –consumer’s surplus- consumer’s equilibrium.

Unit- IV (14Hours)

Production and cost analysis : meaning and concepts of production –factors of production and production function – law of variable proportion –law of returns to scale – producer’s equilibrium – Economies of scale – Theories of wages, Rent, Interest.

Unit -V (15hours)

Market structure and pricing: Types of competition –perfect competition –Monopoly – Monopolistic competition – Oligopoly – price and output determination under different competitive market conditions.

Course Outcomes:

- Understanding the basic elements of Managerial Economics aspects, nature and decision making.
- Acquiring the Knowledge about law of demand, supply forecasting.
- Acquiring the Knowledge the theories of profit, profit maximization and analysis of breakeven point.
- Ensuring Knowledge about law of diminishing proportion, product function, economies of scale.

- Gaining Knowledge about pricing policy.

Text Book

1. Sankaran.S, Managerial Economics, 2rd Edition, Margaham Publication, Year- 2010, Chennai.

Reference Books

1. R.Meenakshi, Managerial Economics, 2nd Edition, Sultan Chand and Publications. Year- 2007, New Delhi.
2. R.L.Varshney and K.L.Maheswari, Managerial Economics, 15th Edition, Sultan Chand and Publications., Year- 2000, New Delhi.

**B.Com [Information Technology] Degree Examination – Syllabus – for candidates
admitted from the academic year 2019 – 2020 onwards**

SECOND SEMESTER

PART III: CORE 3 – FINANCIAL ACCOUNTING II

MaximumCIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

To give an insight into the basics of accounting concepts and principles to prepare students to have the foot hold in accounts

Unit I (15 Hours)

Depreciation Accounting – Meaning – Characteristics –Causes –Objectives –Basics factors affecting the amount of depreciation –Methods of recording depreciation –Straight line method- Diminishing balance method –Annuity method –Insurance policy method –Reserves and provisions-Distinction between Reserves and Provisions-Types of Reserves.

Unit II (15 Hours)

Accounting from in complete record or single entry system, Meaning, Features, Limitation- Difference between Single entry and Double entry –Ascertainment of profit –Net worth method –Difference between balance sheet and Statement of affairs- Conversion Method

Unit III (15 Hours)

Hire Purchase and Installment Purchase System-Definition –Some important terms –Main features –Installment purchase system –Distinction between Hire purchase and Installment system –Accounting treatment for hire purchase system –Calculation of Interest –Default and Repossession-Hire purchase trading accounting –Debtors method-Stock and Debtors method- Installment purchase system-Meaning –Accounting treatment

Unit IV (15 Hours)

Branch Accounts –Meaning –Objects –Types of Branches-Dependent Branches –Accounting in respect of Dependent Branches –Debtors system-Goods are Invoiced at cost –Goods are Invoiced at selling price –Stock and Debtors system –Final accounts system-Departmental Accounting –Need for Departmental accounting –Difference between Departmental and Branches –Departmentalization of expenses-Apportionment of expenses-Interdepartmental Transfer at selling price –Stock Reserve.

Unit V (12 Hours)

Self balancing ledgers and Sectional Balancing –Debtors ledger –creditors ledger-General ledger-procedure of Self balancing –Adjustment accounts-Advantages of self balancing system- Important points to note –Self balancing accounts at a glance – Sectional balancing system- Total Debtors accounts. IFRS, Meaning- need for IFRS- Challenges for adopting IFRS in India.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Course Outcome:

- Acquiring Knowledge in preparation of various Depreciation methods.
- Ensuring the knowledge in preparation of Incomplete Records.
- Acquiring Knowledge in preparation of Hire purchasing.
- Acquiring Knowledge on the system of Branch accounts and its system and to

understand the scope of Departmental accounting .

- Ensuring the knowledge in preparation of Self Balancing ledgers and to know the various concepts in IFRS.

Text Book

1.T. S. Reddy and Murthy, Financial Accounting, 3rd Edition, Margham Publications, Year-2016, Chennai.

Reference Books

1.N.Vinayakam, P.L.Mani, K.L.Nagarajan, Principles of Accountancy, 8th Edition, S.Chand & Company Ltd., Year- 2012, New Delhi.

2.S.P.Jain ,K.L.Narang, Financial Accounting,6th Edition , Kalyani publishers, Year- 2012, New Delhi.

B.Com[Information] Degree Examination – Syllabus for candidates admitted from the academic year 2019– 2020 onwards

SECOND SEMESTER

PART-III – CORE PRACTICAL –1 [INFORMATION TECHNOLOGY LAB]

MaximumCIA: 40

Maximum CE: 60

Total Hours: 60

Course Objective:

Enabling the students to acquire practical knowledge to be successful in Ms Office and C.

MS – Word

1.Type a paragraph and Perform:

- ❖ Font using font size, font style, line spacing etc.
- ❖ Insert page numbers at the bottom right alignment
- ❖ Insert header consisting of date and time, insert footer consisting of page Numbers.
- ❖ Change the paragraph into two or three columns
- ❖ Check the spelling and grammar
- ❖ Use bullets and numbering
- ❖ Use drop cap
- ❖ Find and replace a word

2. Prepare a college day invitation using borders and shading option, word art and pictures.

3. Using mail merge, draft a shareholder’s meeting letter for 5 members.

MS – Excel

4. Enter the semester marks and calculate total auto-sum, average and result using function wizard. Calculate Mean, Median, and Mode.

5. Calculate Simple and Compound Interest.

MS – PowerPoint.

6. Design slide for a product of your choice, includes the picture of the product and demonstration and working (minimum three slides)

7. Create different slides in PowerPoint with organizational chart and present a slideshow using Custom animation and slide transition.

MS – Access

8. Create a Student database with the following Tables:

- i). Students Personal Details ii) Students Mark Details

Perform the following:

- a). Relate the Tables
- b). Create a query to the students passed in all subjects.
- c). Create a form and report

9. Writing a Program to Generate Fibonacci Series.

10. Writing a Program to calculate simple and compound interest.

11. Writing a Program to Find the Factorial of the Given Number Using Recursive Function.

12. Programming to Sort the Given Set of Number in Ascending Order.

B.Com [Information Technology] Degree Examination – Syllabus for candidates admitted from the academic year 2019 – 2020 onwards

SECOND SEMESTER

PART III: IDC2 – PRINCIPLES OF MARKETING

MaximumCIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

On the successful completion of this paper the students should have required the basic knowledge of marketing and its functions.

Unit -I (14 Hours)

Introduction to Market - Meaning, Definition and Concept – Traditional and modern marketing - Role and importance of Market - Classification of Market, Marketing function - Marketing process .

Unit- II (15 Hours)

Product mix – meaning of products, Product mix – Strategies – PLC – Price mix, Importance of price – Pricing Objectives -Kinds of pricing – methods of price determination.

Unit- III (15 Hours)

Promotion - Advertisement – Personal Selling and Sale promotion - Distribution - Importance of channels of distribution – Meaning – Functions of middlemen – Elimination of middlemen.

Unit- IV (14 Hours)

Market Segmentation – Benefits – Bases – Requisites of sound market segmentation — Buyer Behaviour – Significance – Buying Process – Steps in Buying Process – Buyer Behaviour Models.

Unit- V (14 Hours)

Recent trends in marketing – E-marketing, direct marketing, online marketing, organic marketing, green marketing and market research.

Course Outcomes:

- Understanding the Concept of Marketing Function.
- Ensuring Knowledge about pricing .
- Ensuring Knowledge in the Concept of Advertising and its functions.
- Understanding the Market segmentation and its Concepts.
- Updating the Recent Trends in Marketing.

Text Book

1. Philip Kotler, Gary Armstrong Principles of Marketing, 5th Edition, Prentice Hall of India Pvt Ltd, Year- 2010, New Delhi.

Reference Books

1. Gupta.C.B and Rajan Nair.N, Marketing Management, 8th Edition Sultan Chand and Sons., Year- 2012, New Delhi.
2. Varshney R.L and Gupta S.L, Marketing Management, Sultan Chand and Sons., Year- 2012, New Delhi

B.COM IT

Scheme of Examination (CBCS Pattern)

For the Candidates admitted from the Academic year 2018-2019 onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credits
SEMESTER I								
I	16LATA01/ 18LAHI01/ 15LAMY01/ 15LAFR01	Language – I Tamil/Hindi/Malayalam/French	5	3	30	70	100	3
II	16ENG001	English –I	5	3	30	70	100	3
III	15BCI101	Core 1 Financial Accounting -I	6	3	30	70	100	4
III	18BCI102	Core 2 Introduction to Information Technology	6	3	30	70	100	4
III	15BCIID1	IDC 1 Managerial Economics	6	3	30	70	100	4
IV	18UFCA01	Foundation Course I : EVS #	2	3	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	16LATA02/ 18LAHI02/ 15LAMY02/ 15LAFR02	Language–II Tamil/Hindi/Malayalam/French	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	15BCI201	Core 3 Financial Accounting -II	6	3	30	70	100	4
III	18BCIP01	Core Lab 1 [Information Technology Lab]	6	3	40	60	100	4
III	15BCIID2	IDC 2 Principles of Marketing	6	3	30	70	100	4
IV	18UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	18BCI301	Core 4 Financial Accounting-III	5	3	30	70	100	4
III	18 BCI302	Core 5 Networking Management	5	3	30	70	100	4
III	18BCI303	Core 6 Programming With C++ [Theory]	5	3	30	70	100	4
III	15BCIP02	Core Lab 2 Computer Application Practical's [C++]	5	3	40	60	100	4
III	15BCIID3	IDC 3 Business Mathematics	5	3	30	70	100	4
IV	18BCIAO1/O2	AOC I Corporate Communication	3	3	-	75	75	3
IV	16BTA001/ 16ATA001/ 15BCIED1	Basic Tamil -I/ Advanced Tamil-I / EDC :Multimedia #	2	2	-	50	50	2
		Total	30				625	25

SEMESTER IV								
III	18BCI401	Core 7 Corporate Accounting	5	3	30	70	100	4
III	18BCI402	Core 8 Company Law & Secretarial Practice	5	3	30	70	100	4
III	15BCI403	Core 9 Database Management System	5	3	30	70	100	4
III	15BCIP03	Core Lab 3 Database Management System Lab	5	3	40	60	100	4
III	15BCIID4	IDC 4 Business Statistics	5	3	30	70	100	4
IV	18BCIAO3/O4	AOC II Commerce Practical	3	3	-	75	75	3
IV	16BTA002/ 16ATA002 15EDC002	Basic Tamil-II / Advanced Tamil-II / EDC: Communicative English #	2	2	-	50	50	2
V	15NSS001/ 15NCC001/ 15SPT001/ 15EXT001	NCC/NSS/Sports/ Extension Activities @	-	-	50	-	50	2
Total			30				675	27
SEMESTER V								
III	19BCI501	Core 10 Cost Accounting	6	3	30	70	100	4
III	17BCI502	Core 11 Taxation -I	6	3	30	70	100	4
III	17BCI503	Core 12 Legal Business Concepts	3	3	30	70	100	4
III	17BCI504	Core 13 Software Development In Visual Basic	5	3	30	70	100	4
III	17BCIP04	Core Lab 4 Software Development In Visual Basic Lab	5	3	40	60	100	4
III	17BCIE01/ 17BCIE02/ 17BCIE03	Elective I	5	3	30	70	100	4
III	15BCIIT1	Institutional training	-	-	-	-	-	-
Total			30				600	24
SEMESTER VI								
III	17BCI601	Core 14 Accounting for Management	6	3	30	70	100	4
III	15BCI602	Core 15 HTML	5	3	30	70	100	4
III	15BCIP05	Core Lab 5 [HTML Lab]	5	3	40	60	100	4
III	17BCIE04/ 17BCIE05/ 17BCIE06	Elective II	5	3	30	70	100	4
III	17BCIE07/ 17BCIE08/ 17BCIE09	Elective III	5	3	30	70	100	4
III	17BCIPR1	Project and Viva Voce	4	3	50	50	100	4
Total			30				600	24
Total							3600	140

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course, EDC – Extra Disciplinary Course , AOC – Application Oriented Course

List of AOC Papers			
AOC –I	19BCIAO1	1	Corporate Communication
	15BCIAO2	2	E Business
AOC-II	19BCIAO3	1	Commerce Practical
	15BCIAO4	2	Brand Management

List of Elective Papers			
ELECTIVE –I	A	17BCIE01	E-Commerce
	B	17BCIE02	Corporate Finance
	C	17BCIE03	Organizational Behavior
ELECTIVE –II	A	17BCIE04	Financial Management
	B	17BCIE05	Software Engineering
	C	17BCIE06	Corporate Governance
ELECTIVE –III	A	17BCIE07	Multimedia & its Applications
	B	17BCIE08	Investment Management
	C	17BCIE09	Working Capital Management

List of EDC Papers

EDC -I	1	15BCSED1	Multimedia
EDC-II	1	15EDC002	Communicative English

Additional Credit Course

Sem	Code	Subject Title	Credits
III	15BCIAC1	Human Resource Management	2
IV	15BCIAC2	Entrepreneurial Development	2
V	15BCIAC3	Institutions Facilitating International Trade	2
		Total	6

Summary

Part	No of Papers	Total Credits	Total Marks
I	2	6	200
II	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150

V – Extension Activities	-	2	50
Total	38	140	3600

**REGULATIONS FOR BOARD OF COMMERCE WITH SECRETARYSHIP
(FOR UG COURSES ONLY)
(with effect from the academic year 2015-2016 onwards)**

1. Project and Viva Voce :

Each student in the UG final year shall compulsorily undergo Project Work in the 6th Semester. Projects shall be done individually. Project Coordinators shall allocate the project title and the guide for each group. Project work shall be done only in the lab provided by the college, including Project Record Preparation. Project Reviews shall be conducted thrice in which the progress of project work shall be strictly evaluated by respective Project Guides and Project Coordinators. Viva-Voce shall be conducted only in the presence of Industrialists or Academicians. Out of the Total of 100 marks, 50% of mark shall be allocated for CIA and 50% for CE VIVA VOCE

2. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations shall submit bonafide Record work for the concerned practical examinations. If not the candidate has to submit a bonafide certificate issued by the concerned subject in charge duly signed by the Head of the Department in order to be permitted to take up the practical examinations. The candidate so permitted will not eligible for the record work mark.

3. Distribution of Marks:

The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

Category	Max Marks	Comprehensive Examination		Internal Marks	Overall passing minimum (Internal + CE)
		Max Marks	Passing Minimum		
Theory Paper	100	70	28	30	40
	75	75	30	-	30
	50	50	20	-	20

Practical Paper	100	60	24	40	40
Project	100	50	20	50	40

4. Distribution of Internal Mark for Theory :

(No Passing Minimum for CIA)

S. No	CIA	Distribution of Marks
1	Pre Model Examination	70
2.	Model Examination	70
3.	Seminar	30
4.	Attendance	10
Total		180/6=30

Breakup for Attendance:

65% - 74 %	- 4 Marks
75% - 80%	- 6 Marks
81% - 90%	- 8 Marks
91% - 100%	- 10 Marks

SEMINAR MARK SPLIT UP

Content	-10 Marks
Flow of the Presentation	-10 Marks
Stage Management	-10 Marks

30 Marks

5. Distribution of Internal Mark for Practical:

MAXIMUM MARKS : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

6. Distribution of Comprehensive Exam Mark for Practical :

MAXIMUM MARKS : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10

2	Program – I Algorithm Coding Execution	5 10 10 TOTAL (25)
3	Program – II Algorithm Coding Execution	5 10 10 TOTAL (25)
Total		60

7. Distribution of Comprehensive Exam Mark for Corporate Practical:

MAXIMUM MARKS : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Pratice– I Description Form Filling	5 10 TOTAL (15)
3	Pratice– II Description Form Filling	5 10 TOTAL (15)
4	Viva Voce	20
Total		60

8. Distribution of Internal Mark for Practical:

MAXIMUM MARKS : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

9. Distribution of Internal Mark for Practical:

MAXIMUM MARKS : 40		
S No	CIA	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10

Total	40
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10. Distribution of Mark for Project VIVA-VOCE :

S.No	CIA	Distribution of Marks
1	INTERNAL Review –I Review –II Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL * Presentation Viva	30 20 Total (50)
Total		100

*Marks to be awarded by both External and Internal Examiners.

11. Question Paper Pattern

Time: 3 HOURS

Max marks: 70

SECTION – A (10×1=10)

Answer ALL questions

Each question carries One Mark

(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×4=20)

Answer ALL questions

Each question carries Four Marks

(INTERNAL CHOICE)

SECTION – C (5×8=40)

Answerer ALL questions

Each question carries EIGHT Marks

(INTERNAL CHOICE)

12. Question Paper Pattern

Time: 3 HOURS

Max marks: 75

SECTION – A (10×1=10)

Answer ALL questions

Each question carries One Mark

(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×5=25)

Answer ALL questions

Each question carries FIVE Marks

(INTERNAL CHOICE)

SECTION – C (5×8=40)

Answerer ALL questions

Each question carries EIGHT Marks

(INTERNAL CHOICE)

13. Question Paper Pattern

Time: 3 HOURS

Max marks: 50

SECTION – A (10×1=10)

Answer ALL questions

Each question carries One Mark

(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×3=15)

Answer ALL questions

Each question carries Three Marks

(INTERNAL CHOICE)

SECTION – C (5×5=25)

Answerer ALL questions

Each question carries Five Marks

(INTERNAL CHOICE)

14. Question Paper Pattern

Time: 3 HOURS

Max marks: 100

SECTION – A (10×1=10)

Answer ALL questions

Each Question carries One Mark

(NO CHOICE)

Ten Multiple Choice Questions

SECTION – B (5×8=15)

Answer ALL questions

Each question carries EIGHT Marks

(INTERNAL CHOICE)

SECTION – C (5×10=50)

Answerer ALL questions

Each question carries Ten Marks

(INTERNAL CHOICE)

NOTE:

The Questions should be Numbered Continuously running through the Sections A, B and C. Questions should be evenly distributed among the unit in the Syllabus in all the Sections of the Question Paper.

While framing Questions with internal choice the questions must be identified as (a) or (b). (e.g. 11. a or b). Further, the internal choice must be from the same unit.

The Controller of the Examinations shall arrange for the setting of Question papers on the basis the Syllabus and the pattern of Question Paper duly certified by the Chairpersons of the respective Board of Studies.

15. Conduct of Practical Examinations:

Practical Examinations shall be conducted with one Internal Examiner and one External Examiner and the Question Paper for practical examination shall be set by both Internal and External examiners.

16. Institutional Training:

Each student in the UG II year shall compulsorily undergo Institutional Training in the Vth Semester for 15 days. Training shall be done individually for the purpose of Course completion.

Note: Students who fails to complete their Practical Examination/ Project VivaVoce/ Institutional Training in the concern Semester they can appear in the subsequent Semesters

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FIFTH SEMESTER

PART III- CORE 10- COST ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Objective: To enable the student to have a thorough knowledge on the cost accounting principles and the methods of accounting for cost.

Unit I (13 Hours)

Cost Accounting-Definition-Meaning and Scope Concept and Classification-Costing an aid to Management—Types and Methods of Cost-Preparation of Cost Sheet-Cost accounting vs. Financial accounting.

Unit II (17 Hours)

Material Control: Need for Material Control–Levels of material Control [Maximum, Minimum and Reorder Level]–Economic Order Quantity–ABC,VED analysis . Purchase and stores Control. Methods of valuing material issue [FIFO, LIFO Simple Average and Weighted Average Method].

Unit III (17 Hours)

Labour: Systems of wage payment [Piece Rate, Time Rate, Taylor’s Differential Piece Rate System , Rowan’s plan ,]–Idle time–Control over idle time– Labour turnover. Overhead – Classification of overhead–Allocation and Absorption of Overhead.

Unit IV (12 Hours)

Process costing–Features of process costing–process losses, wastage, scrap, normal process loss–abnormal loss, abnormal gain. Including inter process profit.

Unit V (13 Hours)

Marginal Costing–Meaning, Definition, Benefits and Limitations of Marginal Costing–Break Even Analysis–Application of Marginal Costing in Business Decision Making.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Text Book:

1. Jain.S.P and Narang.K.L , Cost Accounting, Revised Edition, Kalyani Publishers, Year 2014.

Reference Books:

1. T.S.Reddy &Moorthy, Cost Accounting, Margham Publications, .
2. Pillai.R.S.N and Bagavathi.V , Cost Accounting, Reprint, Sultan Chand & Sons , Year2013.

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FIFTH SEMESTER

PART III -CORE 11- TAXATION -I

Maximum CIA :30

Maximum CE: 70

Total Hours:72

Objective : To familiarize the students with the basic provisions of the Income Tax

Unit I (14 Hours)
Income Tax-Definition of Income tax–Tax Planning-Authorities–Assessment year-previous year- Assessee Scope of Income-Charge of tax Residential status-Exempted Income.

Unit II (16 Hours)
Heads of income-Income from salaries–Income from house property.

Unit III (14 Hours)
Profits and Gains of business or Profession–Income from other sources.

Unit IV (14 Hours)
Capital gains-Exception and Provisions-Deductions from Gross Total Income.

Unit V (14 Hours)
Set-off and Carry Forward of losses–Aggregation of Income-Computation of tax Liability-Assessment of Individuals.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Text Book:

1. Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax ,40th edition, Kalyani Publishers , 2015, New Delhi.

Reference Books:

1. Hariharan.N, Income Tax, 4th edition, Tata McGraw hill, 2015, New Delhi.
2. Prasad, Bhawathi, Direct tax Law and Practice, Wishwa Prakashan Publications , Year 2000.

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FIFTH SEMESTER

PART III- CORE 12- LEGAL BUSINESS CONCEPTS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 36

Objective: To enable the students to know about the Legal processes involved in Business operations.

Unit I (7 Hours)

Sources of Law-Law of Contract–Nature–Kinds-Essentials of Valid Contract Offer-Acceptance-Intention to create Legal Relations.

Unit II (7 Hours)

Considerations-Capacity to a Contract. Free Consent–Mistake–Misrepresentations–Fraud–Coercion and Undue Influence.

Unit III (7 Hours)

Lawful Object–Agreement not declared Void.

Unit IV (8 Hours)

Indian Partnership Act 1932–Definition–formation–registration–partnership deed, minor as partner–rights, duties and liabilities of partners.

Unit V (7 Hours)

Consumer protection Act-1986-Definitions–consumer protection council –consumer rights.

Text Book

1. N.D.kapoor, Elements of Industrial Law, Revised Edition, Sultan Chand & Sons, Year 2013.

Reference Books:

1. N.D.kapoor, Elements of Mercantile Law, Revised Edition, Sultan Chand & Sons, Year 2014
2. S. N. Mishra, Labour and Industrial Law, 27th Edition, Central Law publications, Year 2013.

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FIFTH SEMESTER

PART III -CORE 13- SOFTWARE DEVELOPMENT IN VISUAL BASIC

Maximum CIA :30

Maximum CE: 70

Total Hours:60

Objective: Enabling the students to acquire theoretical and practical knowledge to be successful in Visual Basic.

Unit-I (12 Hours)

Introduction to Visual Basic–Steps in VB Applications–Integrated Development Environment [IDE]–Menu Bar–Toolbar–Project Explorer Window–Property Window– Toolbox–Properties- Methods and Event Driven Programming–Working with Forms.

Unit-II (12 Hours)

Variables–Scope of Variable-Constants–Data Types–Function Procedures–Control Structures: If–Switch–Select–for–While–Do While–Array-User Defined Data Types–Data Type Conversions–Operators–String Function–Date and Time Function.

Unit-III (12 Hours)

Creating and Using Standard Control: Form-Label-Textbox- Command Button-Checkbox- Option Button-List Box- Combo Box- Picture Box-Image Control-Scrollbars–Drive List Box – Directory List Box–Time Control- Frame-Shape and Line Controls.

Unit-IV (12 Hours)

Control Arrays–Working with Control Array–Adding and Removing Controls in Control Array–the Flex Grid Control: Properties-Events and Methods of Grid Control–Dialog Boxes – Single Document Interface [SDI]–Multiple Document Interface[MDI]–Menus–Menu Editor – Menu Creation.

Unit-V (12 Hours)

Data Controls–Data Access Objects[DAO]–Accessing and Manipulation Databases–Record Set. Types of Record Set–Creating a Record Set–Modifying- Deleting-Finding Record–Data Report–Data Report–Data Environment–Report Designer–Connection Objects–Command Objects–Section of Data Report Designer–Data Report Controls.

Text Book:

1. Mohammed Azam, Programming With Visual Basic 6.0, IKAS Publishing House [P] Ltd Reprint 2014.

Reference Books:

1. CORNELL GRAY, VB 6 Form Ground Up, 1st Edition, Tata Mc Graw Hill, Reprint 2013.
2. Rob Thayer, VB 6 Unleashed Comprehensive Solution, Reprint 2012

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FIFTH SEMESTER

PART III- CORE LAB - 4 -SOFTWARE DEVELOPMENT IN VISUAL BASIC

Maximum CIA :40

Maximum CE: 60

Total Hours:60

Objective: Imparting professional Skills in Visual Basic.

1. Designing a form with textbox to perform the alignment and format function
2. Designing a form to compute simple interest and compound interest.
3. Designing a form to compute student mark list, validate the marks and display the result accordingly.
4. Designing a form to display the list of products by declaring array function
5. Designing a form to calculate capital budgeting techniques by declaring finance function and variable declaration using option button.
6. Designing a form to display an advertisement banner using image box control with string function.
7. Designing a form to display Break – even analysis using line and chart control by declaring variable.
8. Designing a form to present product details like purchases- sales- and profit by declaring array function and present in Rich Textbox.
9. Designing a pay slip for an organization and create a database using SQL and Data Control
10. Designing the form to display the highlights of the budget using option button and animation.
11. Designing a supermarket bill to display the sales invoice- and create a database using data control- option button- checkbox- date picker etc.
12. Designing the form to create a bank customer database by declaring simple and multiple arrays using data control.

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SIXTH SEMESTER

PART III- CORE 14 – ACCOUNTING FOR MANAGEMENT

Maximum CIA :30

Maximum CE: 70

Total Hours:72

Objective : To enable the students understand the practical usage of Management Accounting

Unit I (14 Hours)

Management Accounting–Meaning, Definition, Nature, Scope, Functions, Objectives, Importance and Limitations of Management Accounting–Comparison of Management Accounting with Financial and Cost Accounting–Tools and Technique of Management Accounting–Management Accountant–Qualification, Duties and Liabilities of a Management Accountant.

Unit II (14 Hours)

Financial Statement Analysis and Interpretation–Common Size Statement Analysis, Comparative Statement Analysis and Trend Analysis.

Unit III (15 Hours)

Ratio Analysis–Liquidity Ratios–Activity Ratios–Profitability Ratios–Solvency Ratios–Preparation of Balance Sheet.

Unit IV (14 Hours)

Working Capital Management-Meaning Definition-Determinants of working capital, Fund Flow Statement–Schedule of changes in working capital–Preparation of Funds Flow Statement.–Preparation of Cash Flow Statement.

Unit V (15 Hours)

Budgeting and Budgetary Control–Definition–Importance, Essentials–Classification of Budgets–Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget, Master Budget-Zero Based Budgeting.

NOTE : Distribution of marks : Theory 20% and Problems 80%

Text book:

1. Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, 2nd Revised Edition, Kalyani Publishers, 2012, New Delhi.

Reference books:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions, 14th Revised Edition, Sri Ram Publications, 2010, Trichy.
2. S.N. Maheswari. and S.K. Maheswari, A Text Book of Accounting for Management, 5th Reprint, Vikas Publishing House, 2012, Mumbai.

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SIXTH SEMESTER

PART III-CORE 15 - HTML

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: Enabling students to acquire theoretical and practical knowledge to be successful in internet and web designing.

Unit-I (12 Hours)

Internet–Internet Access / Dial-Up Connection–Internet Service and Features–TCP/IP–Configuration the Machine for TCP/IP Account and Shell Account–Telnet–World Wide Web – Webpage–Hypertext–HTML Tags–Net Surfing–Internet/Web Browsing–Internet Addressing – IP Address–Domain Name–Uniform Resource Locator[URL]–Internet Protocol–TCP/IP– FTP HTTP–Telnet–Gopher–WAIS.

Unit-II (12 Hours)

Searching the Web–Web Index–Web Search Engine–Web Meta–Search–Meta Search Site– Directories and Indexes–Specified Directories–Email–Email Messages–Customizing Email Programs–Managing Mails–Zen of Emailing–Address Book

Unit-III (12hours)

HTML–HTMLCode–Basics–SetupandDisplayaWebPage–Heading–PreFormatTextComment – Special Character–Format Text–Emphasize–Super and Subscript–Font Style-Size and Color– Margins Lists Types–Images.

Unit-IV (12 Hours)

Links–Create Keyboard Shortcuts–Change the Tab Order–Tables Creating a Table–Add a Border–Caption–Column and Row Group–Color–Background Image–Alignment–Text Wrapping–Nested Table–Warp Text Around a Table.

Unit-V (12 Hours)

Sound and Videos–Introduction to Form–Setup a Form–Text Box–Checkbox–Radio Button – Menu–Organize from Elements–Label from Elements–Introduction to Form–Creating Frames– Link to a Frame–Scrollbar–Nested Frames–Inline Frames.

TEXT BOOK:

1. Alexis Leon and Mathews Leon- Internet for Everyone- Leon Tech World, Chennai Reprint 2014.

REFERENCE BOOKS:

1. Eric Ladd and Jim O’Donell -Using HTML 4- XML and JAVA ,Platinum Edition, PHI. Reprint 2012
2. Elizabeth Castro- PERL and CGI, Pearson Education Reprint 2013.

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SIXTH SEMESTER

PART III- CORE LAB - 5 –HTML LAB

Maximum CIA :40

Maximum CE: 60

Total Hours:60

Objective: Impairing professional skills in Internet and Web designing

1. Creating Web pages for a business organization using HTML image as links.
2. Creating a program using HTML to display the ordered list and unordered list of departmental stores.
3. Programming to display image and text using HTML tag for advertisement of a company product.
4. Creating a table to display list of products using HTML tag.
5. Creating a document using formatting and alignment to display sales letter.
6. Creating a resume using HTML tag.
7. Creating a website of your department with minimum five links using HTML
8. Creating a document using form to support local processing of order form.
9. Create a form for bus ticket reservation system.
10. Create a form for quiz portal.
11. Create a form for university exam fee payment.
12. Creating a frame to display a multiform document.

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FIFTH SEMESTER

PART III- ELECTIVE I - E COMMERCE

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Objective:

Enabling the Students to Acquire Theoretical knowledge to be successful in E-Commerce.

Unit I

(12hours)

E Commerce: The Revolution is just beginning ,E Commerce: A Brief History-Electronic Commerce-Electronic Commerce Models-Types of Electronic Commerce-Value Chains in Electronic Commerce-E-Commerce in India-Introduction to E-Business-Internet-World Wide Web-Internet Architectures-Internet Applications-Web Based tools for Electronic Commerce.

Unit II

(12 Hours)

E-Commerce Business models and concepts-The Internet and World Wide Web - E Commerce Business models, Major Business to consumer (B2C) Business models, Major Business to Business (B2B) business models, Business models in emerging Ecommerce areas, Intranet-Composition of Intranet- Business Applications on Intranet-Extranets Electronic Data Interchange-Components of Electronic Data Interchange-Electronic Data Interchange (Communication Process).

Unit III

(12 Hours)

Security Threats to E-Business- Security Overview- Electronic Commerce Threats-Encryption-Cryptography- Public Key and Private Key Cryptography- Digital Signatures-Digital Certificates- Security Protocols over Public Networks- HTTP- SSL- Firewall as Security Control- Public Key Infrastructure (PKI) for Security- Prominent Cryptographic Applications.

Unit IV

(12Hours)

Electronic Payment System- Concept of Money-Electronic Payment System- Types of Electronic Payment Systems-Smart Cards and Electronic Payment Systems- Infrastructure Issues in EPS, Electronic Fund Transfer.

Unit V

(12hours)

Ecommerce Marketing concepts –Online Retailing and Services-Consumer online: The Internet Audience and Consumer Behavior-Basic Marketing concepts-Internet Marketing–The Service sector of offline and online, Online financial services-online travel services-Online career – Social networks and Online communities, Online auctions, E Commerce Portals

Text book:

1. Whitley, David. E-Commerce Strategy, Technologies and Applications. Tata McGraw Hill, Reprint 2014.

Reference books:

1. C.Laudon, E- Commerce :Business Technology Society, 4th Edition, Pearson Education, Reprint 2011.
2. Balaji, Kamlesh K and Nag, Debjani, E-Commerce: The Cutting Edge of Business, Tata McGraw Hill, Publishing Company Ltd., New Delhi. Reprint 2011.

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FIFTH SEMESTER

PART III- ELECTIVE I - CORPORATE FINANCE

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Objective: Enabling students to acquire theoretical knowledge to be successful in Business Finance.

Unit I (12 Hours)

Corporate Finance–Meaning–Nature and Scope of Corporate Finance–Functions–Objectives – Profit Maximization–Wealth Maximization-Importance of Financial Management–Finance Manager–Role.

Unit II (12 Hours)

Financial Planning–Characteristics of a Sound Financial Plan–Factors affecting Financial Plan – Need for Financial Plan–Capitalization–Over Capitalization–Undercapitalization–Capital Gearing .

Unit III (12 Hours)

Capital Structure–Business and Financial Risks–Financial and Operating Leverage–Sources of Funds–Share Capital–Best Capital.

Unit IV (12 Hours)

Working Capital–Determinants of Working Capital–Sources of Working Capital–Financial Markets Money Markets–Capital market–Recent trends in Capital Market.

Unit V (12 Hours)

Term Loans–Institutional Finance–Unit Trust of India–Industrial Finance Corporation–State Finance Corporation–IDBI.

Text book:

1. Pandey.I.M., Financial Management, 1st Edition, Vikas Publishing house, Year-2011, New Delhi.

Reference Books:

1. Prasanna Chandra, Fundamentals of Financial Management, Reprint 2013, Tata McGraw Hill, Year- New Delhi.
2. Khan M.Y., Jain.P.K. Theory and Problems of Financial Management, Reprint 2013 Tata McGraw Hill, , New Delhi.

17BCIE03

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FIFTH SEMESTER

PART III- ELECTIVE I - ORGANIZATIONAL BEHAVIOR

Maximum CIA :30

Maximum CE: 70

Total Hours:60

Objective: To Acquaint knowledge about the motivational skills and effectiveness in behavior in corporate sectors.

Unit I (12 Hours)

Introduction-Definition–nature scope–contributing disciplines to the field of organizational behavior-Historical evolution of organizational behavior.

Unit II (12 Hours)

The individuals-Major personality attributes influencing OB–Organizational application of learning–application of perception in the organization–decision making–values–attitudes.

Unit III (12 Hours)

The Group-Definition–classification–group development–group structure–group decision-making–teams, power–policies–conflicts.

Unit IV (12 Hours)

Motivation and Leadership -Motivation–meaning–process–early theories–contemporary theories- application of motivation techniques–leadership–definition–characteristics– functions–styles–theories: Trait theories–behavioral theories–contingency theories–recent approaches.

Unit V (12 Hours)

Organizational System and Dynamics -System approach to organization – organizational culture – management of change : Need – resistance – organizational development : Meaning – characteristics – Techniques – organizational effectiveness.

Text book:

1. L. M. Prasad, Organizational Behavior, 5th Revised Edition Reprint 2014, Sultan Chand & Sons, Year 2014.

Reference books:

1. Robbins, Organizational Behavior, 7th Edition, McGraw Hill, Year 2010.
2. Ramasami.N, Organizational Behavior, 6th Edition, T.R.Publications, 2011.

17BCIE04

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SIXTH SEMESTER

PART III- ELECTIVE II - FINANCIAL MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Objective: To acquaint knowledge about the budgetary controls used in the corporate.

Unit I (12 Hours)

Evolution of Financial Management-scope and objectives of financial management–Capital budgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.

Unit II (12 Hours)

Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits, factors affecting long term funds requirements.

Unit III (12 Hours)

Lease financing: Concept, types. Advantages and disadvantages of leasing. Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.

Unit IV (12 Hours)

Working Capital: Concepts, factors affecting working capital requirements, Determining working capital requirements, Sources of working capital.

Unit V (12 Hours)

Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in dividend policy, Forms of Dividends, Dividend Theories, Bonus Shares, .EVA, MVA, and CAPM.

Text book:

1. I.M. Pandey, Financial Management, 3rd Edition, Vikas Publications House, Year 2010,Chennai.

Reference books:

1. Dr. V. R. Palanivelu, Financial Management, 5th Edition, Sultan chand &Co Pvt Ltd, Year -2012, New Delhi.
2. S N Maheshwari, Financial Management Principles and Practice, Vikas Publications House, Year 2010,Chennai.

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SIXTH SEMESTER

PART III- ELECTIVE II - SOFTWARE ENGINEERING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective: Enabling the students with the software project management concepts, techniques and issues Related to implementation.

Unit I (12 Hours)

Software Product and Process-Software Characteristics and Applications-Software Process-Software Process Models-Linear Sequential Model-Prototyping Model-RAD Model-Evolutionary Software Process Models-Software Development Process.

Unit II (12 Hours)

Software Project Planning and Scheduling: Software Requirement-Software requirements – Specification-Requirements Validation-Software Design Principles-Software Project Estimation : Size Oriented-Function Oriented-Software Metrics-Software Cost Estimation.

Unit III (12 Hours)

COCOMO Model-Project Scheduling-Software Staff and Personnel Planning-Rayleigh Curve-Software Team Organization and Control Structure-Project Monitoring and Control Techniques.

Unit IV (12 Hours)

Software Quality Assurance and Configuration Management: Software Quality-Software Quality Assurances-Software Testing-Formal Technical Reviews-ISO Software Quality–Standards-Software Configuration Management-SCM Process-Configuration Audit.

Unit V (12 Hours)

Risk Management-Software Risks-Reactive and Pro-active Risk Strategies-Risk Identification-Risk Projection and Mitigation-Risk Monitoring and Management.

Text book:

1. Roger. S. Pressman, Software Engineering, A Practioner’s Approach, 5th Edition, McGraw Hill, Reprint 2014, New Delhi.

Reference books:

1. Aggarwal, K.K and Singh, Yogesh. Software Engineering, New Age International, Reprint 2011.
2. Walker Royce, Software Project Management, A Unified Framework, Pearson Education Asia, Reprint 2012 Singapore.

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SIXTH SEMESTER

PART III- ELECTIVE II - CORPORATE GOVERNANCE

Maximum CIA :30

Maximum CE: 70

Total Hours:60

Objective: Enabling students to acquire theoretical knowledge in Corporate Governance.

Unit I (12 Hours)

Corporate Governance – An Overview – Macro Issues – Micro Issues – Board of Governance – Corporate Social Responsibility - Business Ethics – Corporate Social Reporting.

Unit II (12 Hours)

Corporate Governance and the Role of the Board [BOD] – Corporate Governance System Worldwide – The Board, CEO and the Chairman – Non-executive Directors –Legal Position and Liabilities of Directors-Key Management Personnel(KMP)-Independent Directors-Women Directors.

Unit III (12 Hours)

Company Audit – Auditor’s Independence – Audit Committees – Audit Committees and Corporate Governance – Management Audit – Secretarial Audit- Tool for value addition – [Economic value addition] Corporate Disclosures – Disclosures Norms and Investors Interest .

Unit IV (12 Hours)

Companies Act 2013 – Classification of Companies – Corporate Restructuring – Mergers and Takeovers – Desirable Corporate Governance in India.

Unit V (12 Hours)

E – Governance – Trends in E-governance – Business Process Reengineering - Value Based Management – Ethical Imperatives in Corporate Governance – Environmental Reporting - Corporate Governance Rating - Models of Rating.

Text book:

1. N. Gopal samy, Corporate Governance, The New Paradigm , 3rd Edition, Wheeler Publishing, New Delhi.

Reference books:

1. J.Fred Weston, Mark L, Mitchell, J.Harold Maltherin, Takover, Restructuring, and Corporate Governance, – Pearson Education, New Delhi.
2. Dr.S.Singh, Corporate Governance, Excel Books,Chennai.

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SIXTH SEMESTER

PART III- ELECTIVE III - MULTIMEDIA & ITS APPLICATIONS

Maximum CIA :30

Maximum CE: 70

Total Hours:60

Objective: On successful completion of the course, the students should have learnt the concepts of Graphics, two and three dimensional objects, and the multimedia concepts.

Unit I (12 Hours)

Overview of Graphics System - Bresenham Technique – Line Drawing and Circle-Drawing Algorithms - DDA - Line Clipping - Text Clipping.

Unit II (12 Hours)

Two Dimensional Transformations – Scaling and Rotations - Interactive Input Methods - Polygons - Splints – Bezier Curves - Window View Port Mapping transformation.

Unit III (12 Hours)

3D Concepts - Projections – Parallel Projection - Perspective Projection – Visible Surface Detection Methods - Visualization and Polygon Rendering – Color Models – XYZ-RGB-YIQ-CMY-HSV Models - Animation – Key Frame Systems – General Animation functions - Morphing.

Unit IV (12 Hours)

Multimedia Hardware & Software - Components of Multimedia – Text, Image –Graphics – Audio – Video – Animation – Authoring.

Unit V (12 Hours)

Multimedia Communication Systems – Data Base Systems – Synchronization Issues – Presentation Requirements – Applications – Video Conferencing – Virtual Reality – Interactive Video – Video on Demand.

Text books:

1. Hearn D and Baker M.P, Computer Graphics – C Version, 2nd Edition, Pearson Education, Reprint 2012 (unit 1, 2 &3).
2. Ralf Steinmetz, Klara Stein Metz, Multimedia Computing, Communications and Applications, Pearson Education, Reprint 2012(unit 4 & 5).

Reference books:

1. Siamon J. Gibbs and Dionysius C. Tschritzis, Multimedia Programming, Addison Wesley, Reprint 2011.
2. John Villain, Casanova and Leony Fernandez, Eliar, Multimedia Graphics, PHI, Reprint 2012.

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SIXTH SEMESTER

PART III- ELECTIVE III - INVESTMENT MANAGEMENT

Maximum CIA :30

Maximum CE: 70

Total Hours:60

Objective: To explain the concept of investments with special reference to securities market.

Unit I (12hours)

Investment – Meaning – Nature – Types – Features – Factors Influencing Investments – Risk and Return – Financial Markets – Financial Institutions.

Unit II (12hours)

Capital Market and Stock Exchange in India – Structure – Primary Markets and Secondary Markets – Mechanics of Trading – SEBI and Its Role.

Unit III (12hours)

Investment Alternatives: Bonds – Preference and Equity Shares – LIC – UTI – Mutual Funds – National Saving Scheme.

Unit IV (12hours)

Fundamental and Technical Analysis and Evaluation: Economic Analysis – Industrial Analysis – Company Analysis – Technical Analysis.

Unit V (12hours)

Portfolio Analysis and Management – Scope – Types – Portfolio Evaluation – Portfolio Selection – Portfolio Revision.

Distribution of Marks: 80% for Theory, 20% for Problem

Text book:

1. V.K.Bhalla, Investment Management, 7th Edition, S.Chand and Company Ltd., Reprint 2012, New Delhi.

Reference books:

1. Reilly and Brown, Investment Analysis and Portfolio Management, Cengage Learning, 8th edition, Reprint 2012
2. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , Reprint 2013.

B.Com (Information Technology) Degree Examination – Syllabus for Candidates admitted from the Academic Year 2018 – 2019 onwards

SIXTH SEMESTER

PART III- ELECTIVE III - WORKING CAPITAL MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Objective: To educate the importance of Working Capital Management concepts .

Unit I (12 Hours)

Working Capital Management – Meaning – Concept – Classification – Factors – Principles – Importance – Needs – Determinants - New trends in Working Capital.

Unit II (12 Hours)

Financing of working capital – Money market instruments – Bank Finance – Managing corporate liquidity and financial flexibility.

Unit III (12 Hours)

Receivables Management – Meaning – factors – Forecasting – Objectives – Dimensions – Executing Credit Policy.

Unit IV (12 Hours)

Cash Management – Inventory Management.

Unit V (12 Hours)

Working Capital Control and Banking policy –Working capital Requirements for Various Industries – New system of assessment of working capital finance.

Text book:

1. V.K.Bhalla, Working Capital Management, Text and Cases, sixth edition, Anmol publications

Reference books:

1. Prasanna Chandra, Financial Management, Theory and Practice, Reprint 2010. Tata McGraw Hill
2. R.K .Gupta & Himanshu Gupta, Working Capital and Finance
3. Khan and Jain, Financial Management, Reprint 2011 Tata McGraw hill.

B.Com (Information Technology) Degree Examination – Syllabus for Candidates admitted from the Academic Year 2018 – 2019 onwards

FIFTH SEMESTER

ADDITIONAL CREDIT PAPER

INSTITUTIONS FACILITATING INTERNATIONAL TRADE

Objective: To educate the importance of International trade.

Unit I

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 II

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 III

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organization structure- WTO agreements-GATS-TRIMS-TRIPS-Objectives of IPRSbenefits-Limitations-Procedure of dispute settlement –WTO and anti dumping measures-Evaluation of WTO- drawbacks/Criticisms.

Unit IV

International Monetary Fund (IMF)-Objectives- Organization and management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

Unit V

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.

Note : The Question Paper shall cover 100% Theory.

Text book:

1. International Business (Text & cases) : Reprint 2013 Francis cherunilam.

Reference books:

1. International Marketing : Rakesh Mohan Joshi.
2. International Business (Text & cases) : P. Sudha Rao
3. International Business Environment : Francis cherunilam.
4. Export Marketing : Achaya and Jain.
5. Export Marketing : B.S. Rathir & J.S. Rathir

B.Com CA

Item

Introduction of regulations, Scheme of Examinations and syllabi for the Bachelor of Commerce (Computer Applications)

The 14th and 15th Board of studies in Bachelor of Commerce with Computer Applications which met on 05.12.2020 and 12.05.2021 submitted the draft Regulations, Scheme of Examinations and Syllabi for the programme course Bachelor of Commerce with Computer Applications.

The standing committee of the Academic council recommends Mrs.S.Bhuvanewari moves that

the Regulations, Scheme of Examinations and Syllabi for Bachelor of Commerce with Computer Applications programme is approved to be effective for the students admitted from the Academic year 2019-2020 onwards. The following suggestions were made in the board.

Scheme of Examination 2019-2020 onwards (CBSC AND OBE Pattern):**In semester V and VI Syllabus.**

1. It is resolved to remove Unit- V Marginal costing and to introduce Operating, Job and Batch costing in the course “ Cost Accounting”- 19BCC501 .
2. It is resolved to include the topics of “Digital Banking, in elaborate in Unit I and Health insurance” in Unit V respectively in the course “Banking and Insurance Law - 19BCCE01”.
3. In Semester VI, it is resolved to introduce the new course “Web designing and Newrking-19BCC602” with some changes in topics inclusion and exclusions.
4. In Semester VI, it is resolved to introduce the new Core Practical course “Web designing and Networking lab-19BCCP05” with some changes in programs inclusion and exclusions.

Regulations for B.Com (Computer Applications)
(Effective from the Academic Year 2019-2020 onwards)

Introduction:

The department of Commerce Computer Applications started the UG Programme in the year 2001.

The UG Programme is Bachelor of Commerce Computer Applications

Objective:

With the knowledge in Commerce and computer the students are trained so as to fare well in competitive examinations and to get placed in reputed IT companies

Eligibility: UG Programme

A pass in Higher Secondary Examination conducted by Tamilnadu or an equivalent examination, for the study.

Duration of UG Programme

The course shall extend over a period of three years comprising of six semesters, with two semesters per year. There shall not be less than ninety instructional days during each semester. Examination shall be conducted at the end of each semester for the respective subject

Vision:

A centre of excellence, capable of empowering seekers of Commerce with Computer Applications knowledge through holistic education

Mission:

To create worthy citizens by providing holistic, qualitative, values based education and make them real life problem solvable members of global society.

Program Outcomes (PO)

The graduates will be able to

PO1: Have complete knowledge of Finance, Accounting, and Taxation, Information Technology, Business laws and other.

PO2: Equip with professional, inter personal and entrepreneurial skills.

PO3: Gear up with updated knowledge in implementing business practices

PO4: Evaluate environmental factors that influence business operation.

PO5: Prepare for post graduate studies and to achieve success in their professional careers.

Programme Specific Outcomes (PSO)

PSO1: Serving as bases for Post Graduate Programme.

PSO2: Create the students well versed in few areas of interest such as Accounting, Taxation, and Auditing.

PSO3: Generate the students in Computer based field areas such as Software Developer, Software Application and Web Designer.

PSO4: Expand the opinion to meet up the specified needs of the society.

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
Scheme of Examination (CBCS Pattern and OBE Pattern)
Syllabus for Candidates admitted for the Academic Year 2019-2020 onwards

Part	Sub Code	Subject Title	Ins.Hrs/ Week	Examination				
				Dur.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01/ HI01/MY01/ FR01	Language – I	5	3	30	70	100	3
II	19ENG001	English –I	5	3	30	70	100	3
III	19BCC101	Core I- Financial Accounting –I	6	3	30	70	100	4
III	19BCC102	Core II- Office Automation and C Programming	6	3	30	70	100	4
III	19BCCID1	IDC 1 - Managerial Economics	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I : EVS #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	19LATA02/ HI02/MY02/ FR02	Language –II	5	3	30	70	100	3
II	19ENG002	English – II	5	3	30	70	100	3
III	19BCC201	Core III - Financial Accounting -II	6	3	30	70	100	4
III	19BCCP01	Core Practical – I Office Automation and C Programming Lab	6	3	40	60	100	4
III	19BCCID2	IDC 2 Principles of Management	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
III	19BCC301	Core IV- Financial Accounting -III	5	3	30	70	100	4
III	19BCC302	Core V - Principles of Marketing	5	3	30	70	100	4
III	19BCC303	Core VI- Programming in C++	5	3	30	70	100	4
III	19BCCP02	Core Practical - II : Programming in C++ and Tally Lab	5	3	40	60	100	4
III	19BCCID3	IDC 3- Business Mathematics	5	3	30	70	100	4
IV	19BCCSB1	SBC-I : Tally and GST	3	3	-	75	75	3
IV	19BTA001/ 19ATA001/ 19BCCED1	EDC 1:Basic Tamil - I / Advanced Tamil - I / Human Resource Management #	2	2	-	50	50	2
III	19BCCPR1	Institutional Training	-	-	-	-	-	-
		Total	30				625	25

SEMESTER IV								
III	19BCC401	Core VII- Corporate Accounting	5	3	30	70	100	4
III	19BCC402	Core VIII- Mercantile Law	5	3	30	70	100	4
III	19BCC403	Core IX- Data Base Management System	5	3	30	70	100	4
III	19BCCP03	Core Practical - III : Data Base Management System Lab	5	3	40	60	100	4
III	19BCCID4	IDC 4- Business Statistics	5	3	30	70	100	4
IV	19BCCSB3	SBC - II : Introduction to Multimedia	3	3	-	75	75	3
IV	19BTA002/ 19ATA002/ 19EDC002	EDC 2:BT/AT/ Communicative English #	2	2	-	50	50	2
V	19NSS001/ 19NCC001/ 19SPT001/ 19EXT001	NCC/NSS/Sports/ Extension Activities @			50		50	2
		Total	30				675	27
SEMESTER V								
III	19BCC501	Core X- Cost Accounting	5	3	30	70	100	4
III	19BCC502	Core XI- Income Tax Law and Practice	5	3	30	70	100	4
III	19BCC503	Core XII- Entrepreneurial Development	5	3	30	70	100	4
III	19BCC504	Core XIII – Visual Basic.Net	5	3	30	70	100	4
III	19BCCP04	Core Practical - IV : Visual Basic.Net Lab	5	3	40	60	100	4
III	19BCCE01// E02//E03	Elective - I: Banking and Insurance Law	5	3	30	70	100	4
		Total	30				600	24
SEMESTER VI								
III	19BCC601	Core XIV: Management Accounting	5	3	30	70	100	4
III	19BCC602	Core XV: Web Designing and Networking	5	3	30	70	100	4
III	19BCCP05	Core Practical - V: Web Designing and Networking Lab	5	3	40	60	100	4
III	19BCCE04/ E05/06	Elective - II : Investment Management	5	3	30	70	100	4
III	19BCCE07/ E08/09	Elective - III : Principles of Auditing	5	3	30	70	100	4
III	19BCCPR2	Project and Viva Voce	5	3	50	50	100	4
		Total	30				600	24
		Total					3600	140

No Continuous Internal Assessment (CIA), only Comprehensive Examination (CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course, EDC – Extra Disciplinary Course, SBC-Skill Based Course

List of Elective Papers

S.No	Sem.	Subject Code	Subject Name	Credits
Elective I				
1	V	19BCCE01	Banking and Insurance Law	4
2	V	19BCCE02	Retail Business Management	4
3	V	19BCCE03	Corporate communication	4
Elective II				
4	VI	19BCCE04	E-Commerce	4
5	VI	19BCCE05	Principles of International Trade	4
6	VI	19BCCE06	Investment Management.	4
Elective III				
7	VI	19BCCE07	Principles of Auditing	4
8	VI	19BCCE08	Advertising and Sales Promotion	4
9	VI	19BCCE09	Brand Management	4

List of Skill Based Courses

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	19BCCSB1	Tally and GST	3
2	III	19BCCSB2	Customer Relationship Management	3
3	IV	19BCCSB3	Introduction to Multimedia	3
4	IV	19BCCSB4	Human Psychology	3

List of Extra Disciplinary Course

S.No	Sem.	Subject Code	Subject Name	Credits
1	III	21BTA001	Basic Tamil-I	2
2	III	21ATA001	Advanced Tamil-I	2
3	III	19BCCEDI	Human Resource Management	2
4	IV	21BTA002	Basic Tamil-II	2
5	IV	21ATA002	Advanced Tamil-II	2
6	IV	19BCCEDC2	Communicative English	2

List of Additional Credit Papers

Sem	Code	Subject Title	Marks	Credits
III	19BCCAC1	Principles of International Trade	100	2
IV	19BCCAC2	Business Finance	100	2
V	19BCCAC3	Export and Import Trade Procedures	100	2

Summary

Part	No of Papers	Total Credits	Total Marks
I – Language	2	6	200
II – English	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III –Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V – Extension Activities	-	2	50
Total	38	140	3600

REGULATIONS FOR B.Com (CA)
(CBCS Pattern and OBE Pattern)
(Effective from the Academic Year 2019-2020 onwards)

1. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

2. Ratio of Comprehensive Examination, Pre- Model and Model Examinations Marks for UG and PG Courses

Part	Internal Assessment	External Assessment	Total Marks
I (Languages)	30	70	100
II (English)	30	70	100
III(Core, IDC)	30	70	100
IV (SBC)	-	75	75
IV (EDC/Foundation Course)	-	50	50
V (NCC/NSS/Sports/Ext. Activity)	50	-	50

3. Project Work Mark Distribution

Particulars	IA	CE	Total
Project Work (UG)	50	50	100
Project Work (PG)	100	100	200
Project Work(M.Sc(CS)/M.Sc(ECS)	150	100	250
Project Work (M.Com/MIB)	50	100	150

4. Practical Mark Distribution for all UG and PG Courses

Internal - 40 External- 60 Total Marks -100

5. Break up for Internal Marks

S. No	Internal Marks	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

6. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
Total		30

7. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

8. Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
Total		40

9 . External Marks for Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I Algorithm Coding Execution	5 10 10 TOTAL (25)
3	Program – II Algorithm Coding Execution	5 10 10 TOTAL (25)
Total		60

10. Internal and External Marks for Project Work

S.No	Internal Marks	Distribution of Marks
1	INTERNAL Review –I Review –II Documentation & Final Review	10 10 30 Total (50)
2	EXTERNAL Presentation Viva	30 20 Total (50)
Total		100

The distribution of Marks among the various components for IA and CE for Theory, Practical and Project Work is given in detail in the respective Schemes of Examination and Regulation of the different UG and PG Courses, duly passed in their respective Board of Study.

11. Pattern of Question Paper

For Pre model Test, Model and Comprehensive Examination under – Graduate and Post- Graduate Courses.

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 75 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×5=25)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries four marks	Internal Choice
Section – C	(5×5=25)	Each question carries eight marks	Internal Choice
Maximum Marks : 70 / Time 3 Hrs (MBA)			
Section – A	(10×2=20)	Each question carries two mark	Short Answers
Section – B	(5×7=35)	Each question carries seven mark	Internal Choice
Section – C	(1×15=15)	Each question carries fifteen mark	Compulsory Question

Note:

1. The questions should be numbered sequentially, running through the Sections A, B and C.
2. The maximum marks are 70/75

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g 11. a or b). Further, the internal choice must be from the same unit.

4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies

The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

12. Project and Viva Voce :

Each student in the UG second and final year shall compulsorily undergo an Institutional Training in the 3rd semester and Application project in 6th Semester. Projects shall be done individually. Project Coordinators shall allocate the project title and the guide for each group. Project work shall be done only in the lab provided by the college, including Project Record Preparation. Project Reviews shall be conducted twice in the semester in which the progress of project work shall be strictly evaluated by respective Project Guides and Project Coordinators. Viva-Voce shall be conducted only in the presence of Industrialists or Academicians. Out of the Total of 100 marks, 50% of mark shall be allocated for CIA and 50% for CE Project Viva Voce.

13. Institutional Training:

All the candidates should undergo institutional training during the III Semester Comprehensive Examination in order to complete the Degree. He/she should submit the report to the Department and attend the viva voce examination conducted by the department.

14. Research Projects:

All the candidates should undergo the Research projects during the V Semester Comprehensive Examination in order to complete the Degree. He/she should submit the report to the Department and attend the viva voce examination conducted by the department.

15. Certificate Course

The Commerce stream offers interdisciplinary certificate courses for all the Under Graduate students admitted from the academic year 2020-21, in addition to their regular curriculum. The candidates shall opt for the following course respectively during the III and IV semester of their study:

List of Certificate Courses

S.No	Sem	Subject Title
1	III	Digital Marketing
2	IV	Entrepreneurial Development

The instructional hours for the course shall be 30 hours, with a maximum mark of 100. A student is declared to have passed the course if he/she secures minimum marks of 40% and the classification of the final results shall be as follows:

S.No	Range of Marks (%)	Result
1	81 -100	Exemplary
2.	71 – 80	First class with Distinction
3.	61 – 70	First class
4.	51 – 60	Second class
5.	40 – 50	Third class
6.	Below 40	Not Eligible

The students who have successfully completed the certificate course shall be issued with a certificate by the Parent University.

Pattern of the Question paper:

- Section - A 5x8 = 40 marks (Answer any five out of Eight questions)
- Section - B 5x12 = 60 marks (Answer any five out of Eight questions)

B.Com (CA) Degree Examination - Syllabus for the candidates admitted from the academic year 2019-2020 onwards**FIRST SEMESTER****PART III CORE I FINANCIAL ACCOUNTING - I****Maximum CIA : 30****Maximum CE : 70****Total Hours : 72****Course Objective**

To enable the students to learn principles, Conventions and concepts of Accounting.

Unit - I (15 Hours)

Accounting Concepts and Accounting Conventions–Journal –Ledger–Trial Balance

Unit - II (15 Hours)

Final Accounts – Trading, Profit and loss account – Balance sheet – Adjustments – Errors and rectification – Classification of errors - AS 1, 5.

Unit - III (15 Hours)

Average due date – Bills of exchange (trade bills only)-Bank Reconciliation Statement

Unit - IV (15 Hours)

Consignment– Features – Distinction between sale and consignment – Account Sales – Accounting treatment of consignment Transactions – Consignor’s books– Consignee’s books. Joint Venture – Features – Distinction between Joint venture and consignment - Distinction between Joint venture and Partnership – Accounting treatment of joint venture – when separate set of books of accounts is kept.

Unit – V (12 Hours)

Introduction to IFRS – GAAP – Human Resource Accounting and Inflation Accounting – Social Responsibility Accounting and Environmental Accounting.

Note: Distribution of Marks between Problems and Theory shall be 80% and 20%.

Text Book:

1. Reddy T.S and Murthy.A, Financial Accounting, Reprint 2014, Margham Publications, Chennai.

Reference Books:

1. S.P.Jain & K.L.Narang, Principles Of Accountancy, Reprint 2013, Kalyani Publishers, New Delhi.
2. Gupta.R.L, Gupta.V.K, Shukla.M.C, Financial Accounting, 9th Edition, 2014, Sultan Chand and sons, New Delhi.
3. S.P.Jain & K.L.Narang, Advanced Accountancy, Volume - I Edition- 2010, Kalyani Publishers, New Delhi.

UNIT	COURSE OUTCOME
CO1	Providing a strong foundation in fundamental accounting concepts and conventions.
CO2	Explains the various elements of financial statements and relevant accounting standards.
CO3	To teach about techniques in Average due date, bill of exchange and BRS.
CO4	To learn about basic concepts of Consignments and Joint venture.
CO5	To inculcate the knowledge of international financial reporting standards.

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	H				H	M	
CO2	M						
CO3		H					
CO4		M					
CO5				H	M		

S- Strong; M-Medium; L-Low

B.Com (CA) Degree Examination - Syllabus for the candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

PART III CORE II OFFICE AUTOMATION AND C PROGRAMMING

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective

After the successful completion of the course the students should have knowledge about concepts and principles of information technology.

Unit - I (15 Hours)

Introduction to Computer system Architecture –Hardware: Input Output and Storage Devices -Software: System Software and Applications Software- Programming Languages: Machine Language – Assembly Language – Higher level Languages-Language Translators: Compiler-Assemble-Interpreter - Importance of computers in business.

Unit - II (15 Hours)

Data and Information – Data processing – Data Storage and Data Retrieval capabilities – Number systems and Conversions –Flowcharts - Steps in Developing a Computer Program- Operating system: UNIX, LINUX and Windows family – Networking: LAN,MAN,WAN – Email and its use-WWW – Mobile computers.

Unit - III (15 Hours)

Introduction to MS-Office-Word-Document preparation-Excel-problem solving-charts-PowerPoint Presentation-Access-Databases-Forms and Reports-Management Information System – Decision support system – Expert system – Computer based information system – Expert system- Computer Related jobs in Business.

Unit – IV (15 Hours)

Overview of C-Introduction-Character Set-C Tokens-Keyword and Identifiers-Constant-Variables-Data Types-Declaration of Variables and Constants-Assigning Values to Variables-Defining Symbolic Constants-Operators-Arithmetic Expression-Evaluation of Expressions-Precedence of Arithmetic Operators-Type Conversion in Expression.

Unit – V (12 Hours)

Decision Making and Branching: Decision Making with IF Statements- The Switch Statements- Decision Making and Looping-Arrays-String Handling Functions. Functions-Return Values and Their Types-Function Calls and Declaration-No Arguments and No Return Values-Arguments But No Return Values- No Arguments But Returns a Value -Recursion-Functions Function with Arrays and Strings.

Text Books:

1. B.Ram, Computer fundamentals: Architecture of organization,3rd edition, new age,International publisher,New Delhi
2. C.Balagurusamy, Designing in ANSI C, 5th Edition, Tata Mc Graw Hill Publishing Company, 2007, New Delhi.

Reference Books:

1. Henry C. Lucas. Jr., Information Technology, Strategy decision making for Managers,1st Edition, John Wiley & Sons [Asia] Pvt. Ltd, Year-2015, Singapore.
2. Leon Alexis, Leon Mathews, Fundamental of Information Technology, 1st Edition, Visas Publishing House, Year-2014.
3. V. Rajaraman, Introduction to Information Technology,3rd edition, Sami Publications,
4. Holzner Steve, C-Designing The Accessible Guide Professional Designing , 3rd Edition

UNIT	COURSE OUTCOME
CO1	Explain the organization and working principle of computer hardware components.
CO2	Explain the Data processing, operating system and networking concepts
CO3	To teach about Ms Office Programs
CO4	To learn about basic concepts of C programming
CO5	Summarize the decision making and looping statements

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	M				H	M	
CO2			H		L		
CO3		M				M	
CO4			M			H	
CO5				M			H

S- Strong; M-Medium; L-Low

**B.Com [Computer Applications] Degree Examination – Syllabus for Candidates
admitted from the academic year 2019 – 2020 onwards**

FIRST SEMESTER

PART III IDC 1 MANAGERIAL ECONOMICS

Maximum CIA: 30

Minimum CE : 70

Total Hours : 72

Course Objectives:

On the successful completion of the course, Students will demonstrate their knowledge of the fundamental and managerial concepts of economics and also students will be able to make decisions wisely using cost-benefit analysis.

Unit - I (15 Hours)

Introduction to Economics: definition, nature and scope of Economics –Economic theories applied to business analysis-decision making in business –objectives of a business firm.

Unit - II (15 Hours)

Demand and supply functions: Meaning of demand – determinants of demand – distinctions of demand –Law of demand –Elasticity of demand – supply concepts – Equilibrium.

Unit - III (15 Hours)

Consumer behavior: Meaning of utility –Law of Diminishing Marginal Utility – Equi-Marginal Utility – Indifference curve analysis –Definition –properties –consumer's surplus-consumer's equilibrium.

Unit - IV (12 Hours)

Production and cost analysis : meaning and concepts of production –factors of production and production function – law of variable proportion –law of returns to scale – producer's equilibrium – Economies of scale

Unit - V (15 Hours)

Market structure and pricing: Types of competition –perfect competition –Monopoly – Monopolistic competition – Oligopoly – price and output determination under different competitive market conditions.

Text Book:

1. Shankaran S Business Economics - Margham Publications Ch -17 - 2012, 3 rd Edition
2. Sundharam KPM Sundharam E N - Business Economics - Sultan Chand & Sons - New Delhi – 02-2015 Edition.

Reference Books:

1. Chaudhary C.M -Business Economics-RBSA Publishers - Jaipur -03 - 2015 Edition
2. Mehta P.L - Managerial Economics – Analysis, Problems & Cases, Sultan Chand & Sons - New Delhi -02, 2015,14 th Edition.

UNIT	COURSE OUTCOME
CO1	Providing a strong knowledge in various economic theories.
CO2	Explains the various concepts in demand and supply.
CO3	To familiarize in consumer behaviour.
CO4	To learn about basic concepts of production and cost analysis.
CO5	To inculcate the knowledge in types of competition and markets.

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	H				H		
CO2		H					
CO3			M				
CO4		M					
CO5				H			

S- Strong; M-Medium; L-Low

B.Com [Computer Applications] Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 onwards**SECOND SEMESTER****PART III – CORE – III FINANCIAL ACCOUNTING - II****Maximum CIA: 30****Minimum CE : 70****Total Hours : 72****Course Objectives:**

To train the students in solving advanced problems in Accounting.

Unit - I (14 Hour)

Accounting for depreciation – Meaning, Characteristics, Causes and Objectives – Needs – Methods Straight line method, Diminishing balance method, Annuity method, Sinking fund, Insurance policy method, Revaluation method, Depletion method, Machine Hour rate method - Reserves and Provisions – Difference between provision and reserve – types of reserve – Provision for repairs and renewals.

Unit - II (14 Hour)

Single entry system- meaning and features- Ascertainment of profit- Net worth method- conversion method- Distinction between Statement of affairs method and conversion method.

Unit - III (15 Hour)

Hire purchase and Installment System, Including Hire purchase Trading Account- Features- Distinction between Hire purchase and Installment System- Accounting treatment for Hire purchase System –Calculation of interest- Default and Repossession- Hire purchase Trading Account- Debtors method – Stock and Debtors method- Installment System- Accounting treatment.

Unit - IV (15 Hour)

Branch Accounts (Excluding Foreign Branches) – Dependent and Independent Branches – Accounting treatment in Dependent branches- Debtors system- Stock and debtors system- Wholesale branch- final accounts system- Independent Branches- Departmental Accounts – Transfer at cost or selling prices- Need- Departmentalization of expenses- Apportionment of expenses- Inter-departmental transfer- Stock reserves.

Unit - V (14 Hour)

Self balancing and Sectional balancing ledger- Meaning and advantages- Accounting aspects and transfers- Debtors ledger- Creditors ledger- General Ledger- Procedure of self balancing- journal entries for self balancing- Transfer and set-off.

Note : Distribution of Marks between problems and theory shall be 80% and 20%.

Text Book:

1. Reddy T.S and Murthy.A, Financial Accounting, Reprint 2014, Margham Publications, Chennai.

Reference Books:

2. S.P.Jain & K.L.Narang, Principles Of Accountancy, Reprint 2013, Kalyani Publishers, New Delhi.
3. Gupta.R.L, Gupta.V.K, Shukla.M.C, Financial Accounting, 9th Edition, 2014, Sultan Chand and sons, New Delhi.
4. S.P.Jain & K.L.Narang, Advanced Accountancy, Volume - I Edition- 2010, Kalyani Publishers, New Delhi.

UNIT	COURSE OUTCOME
CO1	Learning about Methods of calculation of Depreciation.
CO2	Explains the concepts of single entry system.
CO3	To teach about the hire purchase and installment system.
CO4	To learn about basic concepts of branch accounts and department accounts.
CO5	To inculcate the knowledge of Self balances and Sectional balancing ledger.

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	H				H	M	
CO2		H					
CO3		M					
CO4			M				
CO5					M		

S- Strong; M-Medium; L-Low

B.Com (CA) Degree Examination – Syllabus for the candidates admitted from the academic year 2019 – 2020 onwards

SECOND SEMESTER

PART III CORE PRACTICAL - I OFFICE AUTOMATION AND C PROGRAMMING

Maximum CIA : 40

Maximum CE : 60

Total Hours : 72

Course Objective: To acquire knowledge on editor, spread sheet, presentation software and C Programming skills.

MS-Word

1. Write a covering Letter to apply for a Job in a Company in MS-Word. Prepare your Curriculum Vitae in MS-Word and perform the following operations: Bold, Underline, Font size, style, background color, text color, line spacing, spell check, alignment, header, footer, inserting pages, page number, find and replace.
2. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.
3. MS-Excel
Prepare bank customer statement in customer name, account number and find simple and compound interest.
4. Prepare mark list of your class (minimum 5 subjects) and perform the following operations: Data entry, total, average, result and ranking by using arithmetic, logical functions and sorting, prepare the result analysis chart.

MS-PowerPoint

5. Create a slide show presentation for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offers and etc. The presentation should be in Automatic mode.
 1. Use bar chart(X-axis, Y-axis).
 2. Use different presentation template different transition effect for each slide.

MS-Access

6. Prepare a payroll for employee database of an organization with following details: Employee Id, name, Date of birth, Department and designation, date of appointment, Basic pay, Dearness allowance and House rent allowance.

C Programming

7. Write a C program to find whether a given number is prime or not.
8. Write a program to take input of name, roll no and marks obtained by a student in 4subjects of100 marks each and display the name, roll no with percentage score secured.
9. Write a C program to sort the given number in ascending order.

10. Write a C program to find the factorial of given number using recursive function.
11. Write a C program to count the number of vowels in the given sentence.
12. Write a C program to convert from decimal to binary, octal and hexadecimal values.

UNIT	COURSE OUTCOME
CO1	Understand the logic for a given problem.
CO2	Solve the problems.
CO3	Know the alternative ways of providing solution to a problem.
CO4	Learn the methods of iteration or looping and branching.
CO5	Apply all the concepts that have been covered in the theory course.

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	H				H	M	
CO2							
CO3		M					
CO4			M			H	
CO5					M		

S- Strong; M-Medium; L-Low

B.Com (CA) Degree Examination – Syllabus for the candidates admitted from the academic year 2019 – 2020 onwards

SECOND SEMESTER

PART III IDC 2 -PRINCIPLES OF MANAGEMENT

Maximum CIA: 30

Minimum CE : 70

Total Hours : 72

Course Objectives : To enable the students for acquiring knowledge on basic management concept.

Unit –I [15 Hours]

Basic concepts of management: Definition –. Functions of Management: Planning – Concept, Nature, Management by objectives; Organization Structure – Concept, Principles, Centralization, Decentralization, Span of Management; Organizational Effectiveness

Unit –II [15 Hours]

Creativity and Innovation - Motivation and Satisfaction - Motivation Theories -Leadership Styles - Leadership theories– Organization Culture - types of culture – Managing cultural diversity

Unit –III [14 Hours]

Management and Society – Concept, External Environment, CSR, Corporate Governance, Ethical Standards People Management – Overview, Job design, Recruitment & Selection, Training & Development, Stress Management.

Unit –IV [14 Hours]

Customer Management – Market Planning & Marketing Mix. Managerial Competencies – Communication, Team Effectiveness, Conflict Management, Entrepreneurship, & Supply Chain Management, TQM, Kaizen & Six Sigma.

Unit – V [14 Hours]

Decision making: Concept, Nature, Process, Tools & techniques Managing Productivity - Cost Control - Purchase Control - Quality Control - Planning operations.

Text Books:

- 1.Management: Principles, Processes & Practices – Bhat, A & Kumar, A (OUP).
2. Essentials for Management – Koontz, Revised edition, Tata McGraw Hill (TMH)
- 3.Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India,8th edition.

Reference Books:

- 1.Management – Stoner, James A. F. (Pearson)
- 2.Management - Ghuman, Tata McGraw Hill(TMH)
- 3.Charles W L Hill, Steven L McShane, ‘Principles of Management’, Mcgraw HillEducation, Special Indian Edition, 2007.

UNIT	COURSE OUTCOME
CO1	Its relate, discuss, understand, and present management principles, processes and procedures in consideration of their effort on individual actions
CO2	To bring about effective writing skills in commercial world.
CO3	To participate, summarize and/or lead class discussions, case problems and situations from both the text and student experience
CO4	To knowledge and understanding of the Principles of Management will enable the student manager and/ or employee and gain valuable insight into the workings of business and other organizations.
CO5	To provide an insight into the different types of techniques in decision making and other managing concept

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	H						
CO2			H				
CO3			H		H		
CO4				M			
CO5		H		H			

S- Strong; M-Medium; L-Low

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic Year 2019-20 onwards.

THIRD SEMESTER

PART III – CORE IV- FINANCIAL ACCOUNTING - III

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Objective: To train the students in solving advanced problems in Partnership Accounting.

UNIT – I (12 HOUR)

Introduction – Admission of Partner – Adjustment in the Profit Sharing Ratio – Calculation of Sacrificing Ratio – Treatment of Goodwill – Premium and Revaluation Method – Revaluation of Assets and Liabilities – Calculation of Ratios for Distribution of Profits – Capital Adjustments. [Memorandum Method Excluded]

UNIT – II (12 HOUR)

Retirement of a Partner – Adjustment in the Profit Sharing Ratio – Calculation of Gaining Ratio Distinction between Gaining Ratio and Sacrificing Ratio – Treatment of Goodwill - Revaluation of Assets and Liabilities – Calculation of Ratios for Distribution of Profits – Capital Adjustments. [Memorandum Method Excluded] – Retirement Cum Admission.

UNIT – III (13 HOUR)

Dissolution – Modes of Dissolution – Treatment of Goodwill on Dissolution – Journal entries of dissolution.

UNIT – IV (12 HOUR)

Insolvency of partner –Capital ratio under fixed and Fluctuating Capital Method –Garner Vs. Murray-Insolvency of all partners-Deficiency Accounts –Piecemeal Distribution- Proportionate capital and maximum loss method.

UNIT – V (11 HOUR)

Conversion of partnership into company - Insolvency Accounts-Difference between Insolvency of Individual Partnership firm-Preparation of Statement of Affairs –Deficiency Accounts-Difference between Balance sheet and statement of affairs.

Note: Distribution of Marks between Problems and Theory shall be 80% and 20%.

TEXT BOOK

1. Reddy T.S and Murthy.A, Financial Accounting, Reprint 2017, Margham Publications, Chennai.

REFERENCE BOOKS

1. S.P.Jain & K.L.Narang, Principles Of Accountancy, Reprint 2013, Kalyani Publishers, New Delhi.

2. Gupta.R.L, Gupta.V.K, Shukla.M.C, Financial Accounting, 9th Edition, 2014, Sultan Chand and sons, New Delhi.

3. S.P.Jain & K.L.Narang, Advanced Accountancy, Volume - I Edition- 2010, Kalyani Publishers, New Delhi.

Course Outcome:

CO1:Determine the adjustment in admission of new partner

CO2: Explain the Accounting Treatment in retirement of partner.

CO3: Understanding about the treatment of Goodwill Of Partnership firms

CO4: Modes of Dissolution and Insolvency

CO5: Describing about the insolvency of Individual and partnership firm

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	M			M	H	M	
CO2	M	H	M	L	H	M	
CO3	L	H	M	H	H	M	
CO4		H	M	H	H		
CO5	L	M	M	H			

H- High; M-Medium; L-Low

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THIRD SEMESTER

PART III - CORE- V: PRINCIPLES OF MARKETING

Maximum CIA: 30

Maximum CE : 70

Total Hours : 60

Objective: To acquire the basic knowledge of marketing and its function, modern principles and state regulation of marketing concepts.

Unit- I (11 Hours)

Introduction to Market – Meaning - Definition of Market and Marketing – Classification of Market – Marketing Vs Selling – Role and Importance of Marketing — Marketing Process – Marketing Trends.

Unit - II (12 Hours)

Functions of Marketing – Functions of Exchange – Selling – Buying - Functions of Physical Supply – Transportation; Storage – Facilitating Functions – Financing – Risk Bearing – Standardization and Grading – Market Information.

Unit - III (13 Hours)

Consumer Behavior - Meaning, Need for Consumer Behavior –Consumerism - Consumer Rights – Concept of Consumer Protection Act - Factors influencing Consumer Behavior – Cultural – Social – Personal – Psychological factors – Market Segmentation - New product development and consumer adoption process.

Unit - IV (12 Hours)

Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle –Price Mix – Importance – Kinds of Pricing – Pricing Objectives – Methods of Price Determination – Pricing Strategies – Promotion Mix .

Unit - V (12 Hours)

Direct Marketing Vs Online Marketing – Concept of Market Research and Marketing Information Systems – Multi Level Marketing - Marketing Regulations – Agmark – Green Marketing – Digital Marketing (Social Media, Multiple Messaging Apps like Face book messenger, WhatsApp, Viber).

Text Books:

- 1.R.S.N.Pillai and Bhagavathi, Modern Marketing- Principles and Practice, Reprint 2013, S.Chand & Sons, New Delhi
- 2.Saxena, Rajan, Marketing Management, TataMcGraw Hill, New Delhi.
- 3.McCarthy, E.J Basic Marketing: A managerial approach, Irwin, New York.

Reference Books:

1. Varshney R.L and Gupta, Marketing Management, 6th Edition, 2012, Sultan Chand and Sons, New Delhi.
2. R. Jayaprakash Reddy, Marketing Management, 5th Edition, 2010, JBA, New Delhi

Course Outcomes

CO1: Demonstrate understanding of marketing terminology and concepts.

CO2: Identify wants and environmental factors that shape marketing activities for certain target markets.

CO3: Demonstrate knowledge of the individual components of a marketing mix.

CO4: Demonstrate knowledge of key business communication strategies within the marketing field.

CO5: Identify the organisational processes involved in the planning, implementation and control of marketing activities

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	S	M	M	L		L	
CO2	S	M	S	M	M		
CO3	M	L	M	L		M	
CO4	S	M	S	L			L

S- Strong; M-Medium; L-Low

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THIRD SEMESTER

CORE VI - PROGRAMMING IN C++

Maximum Marks: 70

Total Hour: 60

Course Objective: To understand and enable the students gain knowledge of OOPS and improves the C with object-oriented features.

UNIT- I

[12 Hours]

Introduction to C++ programming - C++ Program structure - OOP Paradigm and Concepts- Benefits- Object Oriented Languages and Applications - Input/output Operations - Tokens-Data Types -Type Casting -Declarations of Variables and Constants –symbolic constants-Operators

UNIT - II

[12 Hours]

Decision making and Looping statements-Arrays and Strings- C++Functions-The Main function -Recursion-Inline Functions-Function Overloading-Friend function-Virtual Function-Classes -Declaring Objects-Defining Member Function-Nesting of Member Function-Static Member Function- Static Objects.

UNIT -III

[12 Hours]

Overloading with Friend Function-Overloading Member Function – Constructors-Destructors-Operator Overloading- Inheritance – Single Inheritance – Multiple Inheritance – Hierarchical- Hybrid Inheritance –Virtual Base classes-Abstract classes.

UNIT -IV

[12 Hours]

Pointers – this Pointer-Pointer to derived classes-Virtual Functions – Polymorphism-Formatted and unformatted I/O Operations- Data Abstraction-Data Encapsulation.

UNIT -V

[12 Hours]

Files- File Stream Classes-Opening and closing a file-Binary and ASCII Files-Dynamic Memory- New and delete Operators -Dynamic Memory Allocation for Arrays and Objects- Exception handling—Templates.

TEXT BOOK

1. Balaguruswamy, “Object Oriented Programming with C++”Fifth Edition-Tata McGraw Hill Publishers Ltd., 2018, New Delhi.

REFERENCE BOOKS

1. Brian W. Kernighan” The C Programming Language “, 2nd Edition, 2015.
2. Herbert Schildt, “C++- The Complete Reference, 4th Edition, Tata McGraw Hill, Pub Ltd.2017.
3. Bjarne Stroustrup, “he C++ Programming Language” 4Th Edition, 2016.

Course Outcome:

CO1: Understand how C++ improves C with object-oriented features.

CO2: Understand the features of C++ supporting object oriented programming

CO3: Understand how to produce object-oriented software using C++

CO4: Understand how to apply the major object-oriented concepts to implement object oriented programs in C++, encapsulation, inheritance and polymorphism

CO5: Understand advanced features of C++ specifically stream I/O, templates and operator overloading

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3
CO1	M						L	
CO2	L						H	
CO3							H	
CO4							H	
CO5					M		L	

H-High ; M-Medium; L-Low

THIRD SEMESTER**CORE LAB II - PROGRAMMING IN C++ and TALLY****Maximum Marks: 60****Total Hour: 60****Course Objective:**

To inculcate the application knowledge on C++ and TALLY Programming concepts.

1. Write a C++ program to calculate depreciation under straight line method and diminishing Balance method (using class, defining member functions inside and outside the class).
2. Write a C++ Program to Find the Union of Two Sets.
3. Write a program to prepare the invoice from the data are customer number, customer name and address, date of sale, description, quantity, unit price, discount percentage, sales tax percentage.
4. Write a C++ Program to Create Class- Which Consists of EMPLOYEE Detail Like E Number E Name Department- Basic- Salary- and Grade. Write a Member Function to Get and Display Them. Derive a Class PAY from the Above Class and Write a Member Function to Calculate DA- HRA and PF Depending on the Grade.
5. Create Two Classes Which Consist of Two Private Variable Variables One Float and One Integer Variable in Each Class. Write Member Functions to Get and Display Them. Write Friend Function Common to Both the Classes and Display the Result.
6. Write a C++ Program Using Function Overloading to Read Two Matrices of Different Data Types Such As Integers and Floating Point Numbers Find Out the Sum of the Above Two Matrices Separately and Display the Sum of These Arrays Individually.
7. Write a C++ Program to Read an Integer Number and Find the Sum of All the Digits until It Reduces to a Single Digit Using Constructors- Destructors and Inline Member's Functions.
8. Write a C++ Program to Create a Class SHAPE Which Consists of Two VIRTUAL FUNCTIONS Calculate Area O and Calculate Perimeter O to Calculate Area and Perimeter of Various Figures. Derive Three Classes SQUARE- RECTANGLE. TRIANGLE from Class Shape and Calculate Area and Perimeter of Each Class Separately and Display the Result.

9. Write a C++ program for simple banking processes like Deposit, Withdraw and balance enquiry details. The program uses Classes and objects.
10. Write a C++ Program to merge two different files into a single file.
11. Company creation-Ledger creation-group creation and Accounting Voucher.
12. Introduction to GST getting started with GST-Goods.

Course Outcome:

CO1: Apply the concepts of object-oriented programming.

CO2: Implement advanced use of overloading functions in C++ programming.

CO3: Apply virtual and pure virtual function & complex programming situations

CO4: Apply how to implement copy constructors and class member functions

CO5: Illustrate the process of data file manipulations using C++.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3
CO1		M					H	
CO2			M			H		
CO3		L					H	
CO4					L		H	
CO5		L						M

H-High; M-Medium; L-Low

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2019-20 onwards**THIRD SEMESTER
SBC1: TALLY AND GST****Maximum Marks: 75****Total Hour: 36****UNIT I****(7 HOURS)**

Types of accounts – Golden rules of accounts – Accounting Concepts and Principles – Conventions – Double Entry systems of Book Keeping- Modes of Accounting- Financial Statements, Transactions, Recording Transactions.

UNIT II**(7 HOURS)**

Inventory in tally ERP 9- stock groups , stock categories, godowns, locations units of measures - Creating Inventory master for national traders. Central Sales Tax (CST)Basics Central Sales Tax (CST) Enabling CST in Tally-ERP 9-Recording Interstate Transactions in Tally-ERP 9 Payment of CST-CST Reports.

UNIT III**(7 HOURS)**

Introduction - Stages of Evolution of Goods and Services Tax - Methodology of GST – Subsuming of taxes- constitutional background - Benefits of implementing GST- Structure of GST-

UNIT –IV**(8 HOURS)**

Central Goods and Services Tax - State Goods and Services Tax - Important concepts and definitions under CGST Act and IGST Act-GSTN - GST council – Structure, Power and Functions.

UNIT - V**(7 HOURS)**

Accounting Vouchers Inventory Vouchers Invoicing- Value Added Tax (VAT) Configuring VAT in Tally.ERP 9 Creating Masters-Entering Transactions-Accounting for Return of Goods Rate Difference in Purchase

Reference books:

- 1) Indirect Taxes - Vinod K Singania, Taxmann's Publications, New Delhi
- 2) Indirect Taxes - H.C Mehrotra, Sahitya Bhavan Publications, New Delhi
- 3) Illustrated Guide to Goods and Service Tax- C A Rajat Mohan- Bharat Publications
- 4) All About GST- V S Datey- Taxmann Publications.

Course Outcome:

CO1: Providing a strong foundation in fundamental accounting concept and conventions.

CO2: Providing practical knowledge accounting process with practical examples and entries in tally.

CO3: Gives the knowledge about the growth perspective of economy.

CO4: The wider understanding about taxation system procedures of the state.

CO5: Enhance the knowledge of technical aspects of tally.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M						M		
CO2		M						M	
CO3			H					H	
CO4			M		M			M	
CO5									M

H-High; M-Medium; L-Low

19BCCED1

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic Year 2019-20 onwards.

THIRD SEMESTER

PART IV - EDC- I HUMAN RESOURCE MANAGEMENT

Maximum CIA : NA

Maximum CE : 50

Total Hours : 24

Objective: On the successful completion of this paper, the students would have acquired the preliminary knowledge in Human Resource Management.

Unit - I **[4 Hours]**

Human Resource Management- Definition, Objectives, Scope and Functions of HRM- Evolution and Development of HRM

Unit - II **[5 Hours]**

Job Analysis- Job Description- Job Specification. Recruitment, Sources - Selection Process- Placement and Induction- Training and Development.

Unit - III **[5 Hours]**

Performance Appraisal – Need, Importance and Methods - Job Evaluation – Methods – Career Planning – Features – Career Planning – Need – Career Planning Vs Human Resource Planning.

Unit - IV **[5 Hours]**

Wages and Salary Administration – Elements of Wage and Salary System - Payment of Wages Act 1936 – Wage Policy – Wage Policy in India – State Regulation of Wages

Unit - V **[5 Hours]**

Grievance Handling, Forms, Measurement Techniques and Steps – Collective Bargaining, Features, Types and Process - Employee's Participation.

Text Book:

1. V.S.P. Rao, Human Resource Management, 4th Edition, 2010, Excel Books, New Delhi

Reference Books:

1. K.Aswathappa, Human Resource Management, 8th Edition 2015, Tata Mc-Graw Hill, New Delhi
2. Dr.J.Jayasankaran, Human Resource Management, Reprint 2016, Margham Publishers, Chennai.
3. L.M.Prasad. Human Resource Management, Reprint 2014, Sultan Chand & Sons, New Delhi.

Course outcome:

CO1: The paper includes that education remains a veritable means of human resource management

CO2: Human resource management has some specific roles to play in an organization

CO3: The goals of human resource management in education are to develop the workers and to contribute to their achievement.

CO4: Knowledge about the wages and welfare measures of employees

CO5: Know about the grievance handling, measurement techniques and steps and employee's participation.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M						M		
CO2		M						M	
CO3			H					H	
CO4			M		M			M	
CO5									M

H-High; M-Medium; L-Low

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FOURTH SEMESTER

PART III –CORE VII- CORPORATE ACCOUNTING

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Objective: To enable the students understand the fundamental procedures in the preparation of Company Accounts.

Unit - I [12 Hours]

Share Capital- Terms of Issue of Equity shares – Issue at Par, Premium and at Discount – Under Subscription and Over Subscription-Pro-rata Allotment- Calls in Arrears and Calls in Advance- Forfeiture and Re-issue [including Pro-rata allotment] .

Unit - II [12 Hours]

Preference Shares – kinds - Issue of Preference Shares – Redemption of Preference Shares- conditions for Redemption- Redemption out of fresh issue - Computation of Cash available for Redemption- Transfer to Capital Redemption Reserve

Unit - III [11 Hours]

Debentures - Types of Debentures - Issue of Debentures at Par , Premium and Discount Redemption of debentures –Methods of Redemption (Theory only) – Difference between shares and Debentures: Underwriting of Shares–Needs- Types- Complete and Partial Underwriting- Firm Underwriting.

Unit - IV [12 Hours]

Profits Prior to Incorporation – Meaning – Treatment - Basis of Apportionment – Calculation of Managerial Remuneration - Calculation of Net Profit - Preparation of Final Accounts of Companies with Managerial Remuneration.

Unit - V [13 Hours]

Valuation of Goodwill - Methods for Valuation of Goodwill - Valuation of Shares - Methods for Valuation of Shares - Liquidation of Companies – Meaning –Preparation of Liquidators Final Statement – Preparation of Statement of Affairs and Deficiency Account.

Note: Distribution of Marks between Problems and Theory shall be 80% and 20%.

Text Book:

1. Reddy T.S and Murthy.A, Corporate Accounting, 10th Edition, 2017, Margham Publications, Chennai.

Reference Books:

1. S.P.Jain & K.L.Narang, Corporate Accounting , Reprint 2013, Kalyani Publishers, New Delhi.
2. Gupta R.L. and Radhaswamy M, Corporate Accounts , Theory Method and Application- 15th Revised Edition 2013, Sultan Chand and Co., New Delhi.
3. Shukla M.C., Grewal T.S. and Gupta S.L., Advanced Accountancy, 15th Edition 2014, Sulthan Chand and sons, New Delhi
- 4.

Course Outcome:

CO1 : Enabling the students to understand the features of Shares and its issue.

CO2: Develop an understanding about redemption of Preference Shares

CO3: Develop an understanding about issue and redemption of debentures .

CO4 : To give an exposure to the company final accounts

CO5: Students can get an idea about Good will and Liquidation of companies

Mapping with Programme Outcomes

CO/PO/PSOs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3
CO1	M	H	H	M	H	M	
CO2	M	H	H	M	H	M	
CO3	M	M	H	M	H	M	
CO4	H	H	M	H	H	M	
CO5	L	H	M	M	M	L	

H-High ; M-Medium; L-Low

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FOURTH SEMESTER

CORE VIII – MERCANTILE LAW

Maximum CIA: 30

Maximum CE: 70

Total Hours : 60

Objective: To provide the Ability to apply concepts, principles and theories to understand simple business laws. To create Awareness of the global business laws and its impacts on business.

UNIT – I

[12 HOURS]

Sources of Law – Indian contract Act 1872 – Essential Elements of Valid Contract – Kinds of Contracts - Offer and Acceptance – Legal Rules relating to Offer and Acceptance – Revocation of Offer and Acceptance - Consideration – Essentials of Valid Consideration

UNIT – II

[12 HOURS]

Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law – Free Consent- Coercion-Undue influence – Fraud- Misrepresentation and Mistake.

UNIT – III

[12 HOURS]

Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract –Modes of Discharge - Remedies for Breach of Contract.

UNIT – IV

[12 HOURS]

Special Contracts - Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety.- Bailment and Pledge – Contract of Agency.

UNIT – V

[12 HOURS]

Sale of Goods Act 1930 – Sale and Agreement to Sell – Implied Conditions and Warranties – Rights of unpaid seller.

Course Outcomes :

CO1: To enable students to become familiar with the basic principles of law of contract

CO2: Demonstrate and understanding of the legal environment of business.

CO3: Define relevant legal terms in business and understand the capacity of parties to enter in to a contact

CO4: Appreciate the relevance of business law to individuals and business to perform the contract

CO5: Identify the fundamental legal principles behind contractual agreements

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H				H		
CO2		M	H					
CO3		H	H	M				H
CO4		H		H				H
CO5		M						

H-High; M-Medium; L-Low

TEXT BOOK

1. R.S.N. Pillai & Bagavathi, Business Law, Reprint 2011, Sulthan Chand, New Delhi

REFERENCE BOOKS

1. N.D. Kapoor, Business Law, Reprint 2011, Sulthan Chand & Sons, New Delhi.
2. M.C.Kuchhal & Vivek Kuchhal, Business and Industrial Law, Reprint 2011, Sulthan Chand & Sons, New Delhi.
3. N.D. Kapoor, Mercantile Law, Reprint 2011, Sulthan Chand & Sons, New Delhi.

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2019-20 onwards

FOURTH SEMESTER

CORE IX - DATABASE MANAGEMENT SYSTEM

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objective:

The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.

(15 Hours)

UNIT-1

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.

(15 Hours)

UNIT-2

Relational Approach: Relational Data Structure: Relation, Domain, Attributes, Key, Entity Relationship Diagram. Relational Algebra - Introduction, Traditional Set Operation. Attribute names for derived relations - Special Relational Operations.

(15 Hours)

UNIT-3

Embedded SQL: Introduction – 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.

(15 Hours)

UNIT-4

Hierarchical Approach: IMS data structure - Physical Database, Database Description- Hierarchical sequence Network Approach: Architecture of DBTG System.

(12 Hours)

UNIT-5

Distributed data bases – structure of distributed databases – Trade offs in Distributing the database – Transparency and autonomy – distributed query processing – recovery in distributed systems – commit protocols – security and integrity violations – authorization and views – security specification – encryption – Statistical databases

Text book

1. Henry F.Korth, and Abraham Silberschatz,, Sudarshan —Database system Concepts, McGraw Hill, 4th Edition, 2002

Books for Reference

1. C.J.Date -An introduction to Database Systems, Seventh Edition
2. Bipin C Desai -An introduction to Database Systems

COURSE OUTCOME:

After successfully completion of this course, students will be able to:

CO1: Describe the fundamental elements of relational database management systems

CO2: Explain the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.

CO3: Design ER-models to represent simple database application scenarios

CO4: Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data.

CO5: Improve the database design by normalization.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M						L	
CO2	L						H	
CO3						H		
CO4							H	
CO5					M		L	

H-High ; M-Medium; L-Low

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2019-20 onwards

FOURTH SEMESTER

CORE LAB -III - DATA BASE MANAGEMENT SYSTEM LAB

Maximum Marks: 60

Total Hour: 60

Objective:

The major objective of this lab is to provide a strong formal foundation in database concepts, technology and practice to the participants to groom them into well-informed database application developers.

1. Create a company database with the following fields and performing queries.

Field name	Field type	Size
Company name	varchar	20
Proprietor	varchar	15
Address	varchar	20
Supplier name	character	10
No of employees	number	5
GP percent	Number	6, 2

- Display employee-names as ascending order.
- Display the name of the company whose supplier name is TATA.
- Display all the details of the company whose GP percent greater than 70.
- Display the details of the company having employee ranging from 1000 to 1200.
- Display the details of the company whose proprietor is same as the Telco.

2. Create a payroll database the following fields and performing queries.

Field name	Field type	Size
Emp_no	varchar	5
EMP name	character	15
Department	varchar	10
Date of join	date	
Basic pay	number	6,2
DA	number	6,2
HRA	number	6,2
PF	number	6,2
Net pay	number	6,2

- Display the employee details those are 'sales' department
- Display the employee names that are getting HRA above 4000.
- Delete the employee details whose join before apr 2000
- Display the employee whose names starts with 'S'
- Display the employee id and mane that's getting highest salary.

3. Create a student database with the following fields and the performing queries.

Field name	Field type	Size
Stu name	character	15
Roll no	varchar	10
Dept	character	10
Gender	character	6
Date of birth	date	
Marks %	number	5, 2

- a) Display the student details those are fails (below 40).
- b) Display the student names and roll number except 14BCC030.
- c) Update mark value 75 to roll number 14BCC13
- d) Find the number of 'Female' students.
- e) Order the student details based on marks

4. Create a employee table with the given fields and perform the following queries.

Field name	Field type	Size
EMP code	varchar	10
EMP name	varchar	15
Address	character	15
Designation	varchar	10
Date of joining.	Date	
Grade	character	10
Salary	number	8, 2

- a) Arrange the employees as per their grade level.
- b) Display the detail of the employees whose earning lowest salary.
- c) Find the no of employees who's joined before 2010.
- d) Display the employee details whose grade under 'A' with designation as manager
- e) Find the employees total salary value.

5. Create a table product with the given fields fields and performs the following queries.

Field name	Field type	Size
Product no	number	8
Product name	character	15
Unit of measure	character	10
Quantity	number	6, 2
Total amount.	Number	8, 2

- a) Calculate the average quantity of product.
- b) Display records whose quantity greater than or equal 20.
- c) Select the records whose unit of measure is "kg".
- d) Display the details those getting either quantity above 200 total amount below 2000
- e) Find the number of products those are 'meter' unit.

6. Create a college database with relevant fields

Field name	Field type	Size
College name	character	15
Course	character	10
No of students	number	6
No of students passed	number	6
Pass percentage	Number	6, 2
Organization	varchar	10
Placed students	number	6

- a) Alter the table.
- b) Count the number of students were placed on 'Wipro'.
- c) Update the placement those getting below 50%.
- d) Find the numbers of students were placed in BCOM (CA).
- e) Display the detail which course having highest pass percentage.

7. Create a table 'publisher' and 'book' with relevant fields

Publisher table:

Field name	Field type	Size
Publisher code	varchar	8
Publisher name	varchar	10
Publisher city	character	12
Publisher state	character	10
ISBN	varchar	8

Book table:

Title	varchar	15
Author	character	10
Publisher name	varchar	10
Book code	varchar	6
Prize	number	4, 2

- Display the details of the book with the title 'DBMS'
- Display the details of the book with publisher name as 'MacMillan'
- Select the book code, title, publisher name from 'Delhi'.
- Display the publisher details of 'programming in C++'.
- Find the average book prize from publisher state 'Tamilnadu'

8. Create a table Deposit and Loan with relevant fields.

Deposit table:

Field name	Field type	Size
Account no	varchar	16
Customer name	character	12
Bank name	character	10
Branch name	varchar	10
Balance amount	number	8, 2

Loan table:

Account no	varchar	16
Loan number	varchar	16
Loan amount	number	8, 2
Bank name	character	10
Branch name	character	10

- List the customer name whose getting loan from 'city union bank'.
- Find the customer name to having minimum balance amount
- Update deposits to add interest at 5% to the balance.
- Display the details whose having loan above 2lakhs and balance below 2lakhs.
- Find the number of customer whose getting loan above 5lakhs.

9. Create a table supplier part table with relevant fields

Supplier table:

Field name	Field type	Size
Supplier number	varchar	16
Supplier name	character	12
Part number	number	14
Address	varchar	12
Supplier city	character	10

Part table:

Part number	varchar	14
Part name	character	16
Quantity	number	6, 2
Price	number	6, 2
Total	number	8, 2

- Display the part name and supplier name from supplier city 'erode 'or 'Chennai'.
- Display the part number and part name those prize not less than 400.
- Find the average prize.
- Change prize whose supplier city 'pune'.
- Delete the details whose prize is greater than average prize.

10. Create a table producer, agent and customer with relevant fields.

Producer table:

Field name	Field type	Size
Producer id	varchar	10
Producer name	character	12
Part number	number	14
Address	varchar	12
City	character	10

Agent table:

Agent id	varchar	8
Agent name	character	12
Part number	varchar	12
Address	varchar	14
Phone number	number	12

Customer table:

Customer id	varchar	10
customer name	character	16
Agent id	varchar	8
Address	varchar	14
Part number	number	14

- Display the agent id, phone number and customer name whose producer city 'Salem'.
- Display the name of the agent whose producer names same as the 'Telco'.
- Display producer names and customer names.
- Display part number and address whose producer city 'Tirupur'
- Find the agent name and phone number whose customer address 'kuniyamuthur'.

11. Create a table Flight, Reservation and passenger with relevant fields.

Flight table:

Field name	Field type	Size
Flight number	varchar	10
Flight name	character	12
Country	character	10
Flight date	date	

Reservation table:

Flight number	varchar	10
Passenger name	character	12

Date of journey	date	
Date of Reserve	date	
PNR Number	varchar	10
Boarding place	varchar	15

Passenger table:

PNR Number	varchar	10
Passenger name	character	12
Flight number	varchar	10
Age	number	3
Gender	character	6
Phone number	number	14
Date of journey	date	
Departure	varchar	15
Arrival place	varchar	15

- Alter the table and set relevant key constraint.
 - Sort the passenger list by the date of journey.
 - Find the total number of Female passengers.
 - Display the name of passengers whose reserved for 'Spicejet'.
 - Get the passenger details whose reserved Indian Flight
12. Create a table project, employee and Assigned with relevant fields.

Project table:

Field name	Field type	Size
Organization	varchar	10
Project id	varchar	10
Project name	varchar	12
Project lead	character	14
No of members	number	4

Employee table:

Employee id	varchar	8
Employee name	character	12
Project id	varchar	10
Designation	varchar	12
Salary	number	8, 2
Phone number	number	12

Assigned table:

Project id	varchar	10
Employee id	varchar	8
Assigned date	date	
Employee name	character	12

- Find the average salary of employees whose involve in 'AT&T' project.
- Get the details of employee working on more than one project.
- Find the total salary of project lead.
- Get the name of employee who is having the project lead 'Siva'.
- Display the employee name & Project name those assigned date before Aug-2017.

Course Outcome:

- CO1: Transform an information model into a relational database schema and to use a data definition language and/or utilities to implement the schema using a DBMS.
- CO2: Use an SQL interface to create, manipulate, maintain, and query a database.
- CO3: Formulate query, using SQL, solutions to a broad range of query and data update problems.
- CO4: Populate and query a database using SQL DML/DDI commands.
- CO5: Demonstrate a rudimentary understanding of programmatic interfaces to a database and be able to use the basic functions of one such interface.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3
CO1		M					H	
CO2			M			H		
CO3		L				H		
CO4					L		H	
CO5		L						M

H-High; M-Medium; L-Low

Bcom(CA) Degree Examination – Syllabus for candidates admitted from the academic year 2019- 20120 onwards**THIRD SEMESTER****PART IV: SBC II: INTRODUCTION TO MULTIMEDIA****Maximum CE: 75
Total Hours : 36**

Objectives: To enable the students to be multimedia literates, this will give the knowledge of various media technology.

UNIT I (7 HOURS)

Introduction: What is Multimedia - Where to use Multimedia-Introduction to making Multimedia-Basic Software Tools-Text Editing and Word Processing Tools-Painting and Drawing Tools-3D Modeling and Animation Tools-Image Editing Tools-Sound Editing Tools Animation, Video and Digital Movie Tools.

UNIT II (7 HOURS)

Text - The Power of Meaning-About Fonts and Faces-Using Text in Multimedia-Computers and Text-Font Editing and Design Tools-Hypermedia and Hyper Text.

UNIT III (8 HOURS)

Sound-The Power of Sound-Multimedia System Sounds-MIDI versus Digital Audio-Digital Audio-Making MIDI Audio-Audio File Formats-Adding sound to Multimedia Projects-Production

UNIT IV (7 HOURS)

Images before start to Create-Making Still Images-Color-Image File Formats-Animation-The Power of Motion-The Principles of Animation-Making Animations That Work.

UNIT V (7 HOURS)

Video-Using Video-How Video Works-Broadcast Video standards-Integrating computers and Television-Shooting and Editing Video-Video Tips-Recording Formats-Digital Video.

Course Outcome

CO1: Understand about basic of multimedia and various multimedia tools

CO2: Apply the various text format using font editing and design.

CO3: Understand the concepts of MIDI with various projects

CO4: Apply the various images with colors for animations.

CO5: Analyze the audio and video formats to display the digital video.

Mapping with Programme Outcomes

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	M						M		
CO2		H						M	
CO3			L					L	
CO4			M		M			M	
CO5									M

H-High ; M-Medium; L-Low

Text Book

1. Tay Vaughan, "Multimedia Making It Work" - Fifth Edition, 2001, Tata McGraw-Hill Publications (Unit I - V).

Reference Book

1."Multimedia Computing, Communications & Application" - Ralf Steinmetz,Klara Nahrstedt, 14thEdition – 2013 , Pearson Education.

2."Digital Multimedia"- Nigel Chapman,Jenny Chapman, 2nd Edition, John Wiley & Sons Ltd., 2004.

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
Scheme of Examination (CBCS Pattern)
Syllabus for the Academic Year 2019-2020 for the
Candidates admitted for Academic Year 2018-2019

Part	Sub Code	Subject Title	Ins.Hrs/ Week	Examination				Total	Credit
				Dur. Hrs.	CIA	CE			
SEMESTER I									
I	16LAT001/ 15LAF001/ 15LAM001/ 18LAHI01	Language – I	5	3	30	70	100	3	
II	16ENGOO1	English –I	5	3	30	70	100	3	
III	18BCC101	Core I: Financial Accounting -I	6	3	30	70	100	4	
III	18BCC102	Core –II: Office Automation , C and Tally	6	3	30	70	100	4	
III	18BCCID1	IDC -I: Managerial Economics	6	3	30	70	100	4	
IV	18UFCA01	Foundation Course- I : Environmental Studies #	2	2	-	50	50	2	
		Total	30				550	20	
I	15LAT002/ 15LAF002/ 15LAM002/ 18LAHI02	Language –II	5	3	30	70	100	3	
II	16ENGOO2	English – II	5	3	30	70	100	3	
III	18BCC201	Core- III: Financial Accounting -II	6	3	30	70	100	4	
III	18BCCP01	Core Practical – I : MS Office, C and Tally Lab	6	3	40	60	100	4	
III	18BCCID2	IDC- I: Principles of Management	6	3	30	70	100	4	
IV	18UFCA02	Foundation Course -II: Value Education #	2	2	-	50	50	2	
		Total	30				550	20	
SEMESTER III									
III	18BCC301	Core – 4: Financial Accounting -III	5	3	30	70	100	4	
III	18BCC302	Core – 5: Principles of Marketing	5	3	30	70	100	4	
III	18BCC303	Core-6: Programming in C++	5	3	30	70	100	4	
III	18BCCP02	Core Lab-II : Programming in C++ Lab	5	3	40	60	100	4	
III	15BCCID3	IDC 3 :Business Mathematics	5	3	30	70	100	4	
IV	18BCCA01/O2	AOC - 1 : Corporate Communication	3	3	-	75	75	3	
IV	<i>16BTA001/</i> 16ATA001/ 18BCCED1	EDC- I :BT-I/ AT-I/ Human Resource Management #	2	2	-	50	50	2	
III	19BCCPR1	Institutional Training	-	-	-	-	-	-	
		Total	30				625	25	

SEMESTER IV								
III	18BCC401	Core 7- Corporate Accounting	5	3	30	70	100	4
III	18BCC402	Core 8- Mercantile Law	5	3	30	70	100	4
III	18BCC403	Core 9- DBMS	5	3	30	70	100	4
III	18BCCP03	Core Lab-III : DBMS (ORACLE) Lab	5	3	40	60	100	4
III	15BCCID4	IDC 4 Business Statistics	5	3	30	70	100	4
IV	18BCCA03/O 4	AOC 2 -Mobile Computing	3	3	-	75	75	3
IV	16BTA002/ 16ATA002/ 15EDC002	EDC 2:Basic Tamil / Advanced Tamil / Communicative English #	2	2	-	50	50	2
V	15NSS001/NC C001/15SPT/ EXT001	NCC/NSS/SPORTS/Extension Activities @				50	50	2
Total			30				675	27
SEMESTER V								
III	18BCC501	Core 10: Cost Accounting	5	3	30	70	100	4
III	18BCC502	Core 11: Income Tax Law and Practice	5	3	30	70	100	4
III	18BCC503	Core 12: Entrepreneurial Development	5	3	30	70	100	4
III	18BCC504	Core 13 : Visual Programming	5	3	30	70	100	4
III	18BCCP04	Core Lab-IV :Visual Programming Lab	5	3	40	60	100	4
III	18BCCE01/ 02/03	Elective I: Banking and Insurance Law	5	3	30	70	100	4
III	19BCCPR2	Research Project	-	-	-	-	-	-
Total			30				600	24
SEMESTER VI								
III	18BCC601	Core 14: Management Accounting	5	3	30	70	100	4
III	18BCC602	Core 15: Internet and Html Programming	5	3	30	70	100	4
III	18BCCP05	Core Lab V: HTML Programming	5	3	40	60	100	4
III	18BCCE04/ 18BCCE05/ 18BCCE06	Elective - II : Investment management	5	3	30	70	100	4
III	18BCCE07/ 08/09	Elective - III : Principles of Auditing	5	3	30	70	100	4
III	19BCCPR3	Project and Viva Voce	5	3	40	60	100	4
Total			30				600	24
Total							3600	140

No Continuous Internal Assessment (CIA) , only Comprehensive Examination(CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course, EDC – Extra Disciplinary Course,

AOC – Application Oriented Courses.

Summary			
Part	Number of Papers	Total Credits	Total Marks
I – Language	2	6	200
II - English	2	6	200
III –Core	20	80	2000
III – IDC	4	16	400
III – Elective	3	12	300
III -Project	1	4	100
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V – Extension Activities	-	2	50
Total	38	140	3600

List of Application Oriented Papers

Part	Code	List of AOC Papers
AOC -I	18BCCA01	Corporate Communication
	18BCCA02	Industrial Law
AOC-II	18BCCA03	Mobile Computing
	18BCCA04	Cyber Law

List of Elective Papers

Part	Code	List of AOC Papers
ELECTIVE -I	18BCCE01	Banking and Insurance Law
	18BCCE02	Management Information Systems
	18BCCE03	Retail Business Management
ELECTIVE –II	18BCCE04	E-Commerce
	18BCCE05	Principles of International Trade
	18BCCE06	Investment Management.
ELECTIVE -III	18BCCE07	Principles of Auditing
	18BCCE08	Network Management.
	18BCCE09	Brand Management

List of Additional Credit Papers

Sem	Code	Subject Title	Marks	Credits
III	19BCCAC1	Principles of International Trade	100	2
IV	18BCCAC2	Business Finance	100	2
V	19BCCAC3	Export and Import Trade Procedures	100	2

B.Com[CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

FIFTH SEMESTER

PART III - CORE 10: COST ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective: To enable the student to have a thorough knowledge on the cost accounting principles and the methods of accounting for cost.

Unit- I [12Hour]

Cost Accounting – Definition – Meaning and Scope – Concept and Classification – Costing an aid to Management — Types and Methods of Cost – Preparation of Cost Sheet – Cost accounting vs Financial accounting

Unit - II [12Hour]

Material Control: Need for Material Control – Levels of material Control [Maximum, Minimum and Reorder Level] – Economic Order Quantity. Purchase and stores Control. Methods of valuing material issue [FIFO, LIFO, Simple Average Method, Weighted Average Method and Standard Price and Base Stock Method].

Unit – III [12 Hour]

Labour: Systems of wage payment [Piece Rate, Time Rate, Taylor’s Differential Piece Rate System, Rowan’s plan, – Idle time – Control over idle time – Labour turnover.

Unit - IV [12 Hour]

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain.

Unit - V [12 Hour]

Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing – Break Even Analysis.

NOTE: Distribution of marks: Theory 20% and Problems 80%

Text Book

1. Jain.S.P and Narang.K.L , Cost Accounting Princilpes and Practice, 12th edition, Kalyani Publishers, 2015, New Delhi.

Reference Books

1. T.S.Reddy and Y.Hari Prasad Reddy, Cost Accounting Margham Publications, Chennai, 2018.
2. Pillai.R.S.N and Bagavathi.V , Cost Accounting, 9th edition, S. Chand and Company,2015

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

FIFTH SEMESTER

PART III CORE 11: INCOME TAX LAW AND PRACTICE

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective : To familiarize the students with the basic provisions of the Income -Tax

Unit I [12Hour]
Income tax-Definition of Income tax – Tax Planning-Authorities – Assessment year - previous year-Assesses Scope of Income-Charge of tax Residential status-Exempted Income.

Unit II [12 Hour]
Heads of income- Income from salaries – Income from house property.

Unit III [12 Hour]
Profits and Gains of business or Profession – Income from other sources.

Unit IV [12 Hour]
Capital gains- Exception and Provisions - Deductions from Gross Total Income – Set -off and Carry Forward of losses

Unit V [12Hour]
Aggregation of Income- Computation of tax Liability- Assessment of Individuals – E – Filing.

NOTE: Distribution of marks: Theory 20% and Problems 80%

TEXT BOOK

1.Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax , Revised edition, Kalyani Publishers , 2020, New Delhi.

REFERENCE BOOKS

1. Hariharan.N, Income Tax, Revised edition, Tata McGraw hill, 2020, New Delhi.
2. Singhanian, Income Tax Revised edition, Tax Mann Publishers, New Delhi – 2020.

FIFTH SEMESTER

PART III -CORE 12: ENTREPRENEURIAL DEVELOPMENT

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objectives: To enable the students to learn the fundamentals of being a good entrepreneur and the Concept of entrepreneurship, Knowledge about the financing institutions, project report, incentives and subsidies.

Unit - I [12 Hour]

Concept of Entrepreneurship: Definition Nature and Characteristics Of Entrepreneurship– Function and Type Of Entrepreneurship - Development Of Women Entrepreneur & Rural Entrepreneur – Self Employment of Women - Problem of Women Entrepreneur.

Unit–II [12 Hour]

The Start-Up Process, Project Identification–Selection of the Product–Project Formulation- Evaluation – Feasibility Analysis - Project Report.

Unit - III [13 Hour]

Institutional service to entrepreneur –DIC, SIDO, NSIC, SISI, SSIC, SIDCO, IIC, KUIC and commercial bank - Institutional finance to entrepreneurs: IFCI, SFC, IDBI, ICICI, TIIC, SIDCS, LIC and GIC, UTI, SIPCOT –SIDBI

Unit - IV [12 Hour]

Incentives and Subsidies–Subsidies Services –Subsidy for Market - Transport –Seed Capital Assistance -Taxation Benefit to SSI - Role of Entrepreneur in Export Promotion and Import Substitution - Industrial Sickness- Symptoms- Remedies – Causes.

Unit –V [11 Hour]

Franchising – Meaning – Definition – Types- Advantages – Evaluation of Franchise Agreement Industrial Sickness- Symptoms- Remedies – Causes

Text Books:

1. S. Khanka, Entrepreneurial Development
- 2 P. Saravanavel,. Entrepreneurial Development –5th edition, Essae Chandra Institute, 2015

Reference Books:

1. Gupta.C.B and Srinivasan N.P, Entrepreneurial Development, Revised Edition 2017 SultanChand and Co., New Delhi.
2. Renu Arora & S.KI.Sood, Fundamentals of Entrepreneurship and Small Business

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2018-19 onwards**FIFTH SEMESTER****PART III-CORE 13: VISUAL PROGRAMMING**

Maximum CIA: 30

Maximum CE: 70

Total Hour: 6

Objectives: To enable the students to learn the computer programming using Visual Basic.Net. It emphasis on the fundamentals of structured design, development testing and implementation.

Unit I [12 Hour]

Introduction To .NET, .NET Framework Features & Architecture, CLR, Common Type System, MSIL, Assemblies and Class Libraries. Introduction To Visual Studio, Project Basics, Types Of Project In .Net, IDE Of VB.NET- Menu Bar, Toolbar, Solution Explorer, Toolbox, Properties Window, Form Designer, Output Window, Object Browser. The Environment Editor Tab, Format Tab, General Tab, Docking Tab. Visual Development & Event Drive Programming -Methods and Events.

Unit II [12 Hour]

Data Types-Keywords, Declaring Variables and Constants, Operators, Understanding Scope and accessibility of variables, Conditional Statements-, Looping Statement- Operators- Arrays-Types of Arrays-Control Array, Collections, Subroutines, Functions, Passing Variable Number Of Argument Optional Argument, Returning Value From Function.

Unit-III [12 Hour]

Properties, Events and Methods of Form, Label, Textbox, List Box, Combo Box, Radio Button, Button, Check Box, Progress Bar, Date Time Picker, Calendar, Picture Box, Scrollbar, Scrollbars, Group Box, Tooltip, Timer

Unit IV [12 Hour]

Menus and toolbars- Menu Strip, Tool Strip, Status Strip, Built-In Dialog Boxes – Open File Dialogs, Save File Dialogs, Font Dialogs, Color Dialogs, Print Dialogs, Input Box, Message Box, Interfacing With End user- Creating MDI Parent and Child, Functions and Procedures- Built-In Functions- Mathematical and String Functions, User Defined Functions and Procedures.

Unit V [12 Hour]

Object Oriented Programming- Creating Classes , Objects, Fields, Properties, Methods, Events , Constructors and destructors, Exception Handling- Modals, Statements, Data Access withADO.Net – What are Databases?, Data Access with Server Explorer ,Data Adapter and Datasets, ADO.NET Objects and Basic SQL-Data Base Applications

Text Book:

1. Visual Basic.Net Black Book by Steven Holzner Dreamtech Press the Complete Reference Visual Basic .NET Jeffery R. Shapiro Tata McGraw Hills.

Reference Books:

1. Practical Database Programming with Visual Basic.NET by Ying Bai, 2012 Edition, Wiley Publication.
2. Programming VB.NET by Dave Grundgeiger, O'Reilly publications 1st edition
3. Beginning VB.NET, 2nd Edition by Richard Blair, Jonathan Crossland.
4. Microsoft Visual Basic .NET Deluxe Learning Edition by Michael Halvorson, Microsoft Press publications.

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2018-19 onwards

FIFTH SEMESTER

PART III-CORE LAB IV – VISUAL PROGRAMMING LAB

Maximum CIA: 40

Maximum CE: 60

Total Hour: 60

Objective: Impairing professional skills in Visual Basics designing || after the successful completion of the course the student must be able to develop an application using Visual Basic.Net.

1. Develop a VB.Net Form to calculate area and perimeter of circle using constant declaration.
2. Develop a VB.Net Form to prepare student mark statement using conditional statement.
3. Develop a VB.Net Form to sort the numbers by declaring array function.
4. Develop a VB.Net Form for adding menus and sub-menus in an application
5. Develop a VB.Net form in to Calculate your age using Calendar and DTP control.
6. Designing a form to display advertisement banner using image control with string function.
7. Develop a VB.Net application to perform timer based quiz.
8. Designing a VB.Net Form to display simple calculator using control array.
9. Develop a VB.Net database application to store the detail of students using ADO.NET.
10. Develop a VB.Net database application to display pay slip for an employee using ADO.NET.
11. Develop a VB.Net database application to display Super market bill using ADO.NET to insert, modify .update and delete operations.
12. Develop a VB.Net database application to display bank customer statement using ADO.NET to insert, modify .update and delete operations.

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

FIFTH SEMESTER

PART – III ELECTIVE I: BANKING AND INSURANCE LAW

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objectives: To enable the students to have better understanding and knowledge on Banking functions and Instruments.

To Gain the knowledge of different kinds of Insurance and the regulating authority

Unit – I [12Hour]

Banker and Customer – Definition – Relationship - Functions of Commercial Banks – Deposits – Loans offered – Recent Developments in banking : ATM, Credit card, Debit card, NEFT, RTGS, Internet banking.

Unit - II [12Hour]

Negotiable Instruments Act 1881 – Definition and Features : Promissory Note , Bill of Exchange, and Cheque – Crossing of Cheque – Endorsement - Material Alteration – Payment of cheques: Circumstances for dishonour -Types of crossing - Precautions and Statutory Protection of Paying and Collecting Banker.

Unit – III [12Hour]

Insurance : Meaning , Functions - Role and Importance of Insurance – Essentials of contract of insurance- Principles of Insurance: Classification of Insurance Based on Nature, Business and Risk

Unit - IV [12Hour]

Life Insurance – Meaning, Nature – Various Policies - Procedure for taking life Insurance policy- Surrender and Revival of policy - Assignment and Nomination – Procedures- Settlement of claim - Reinsurance General Insurance- Fire Insurance , Marine insurance , Health Insurance and Personal accident Insurance - Characteristics .

Unit –V [12Hour]

IRDA -Mission -Composition of Authority -Duties, Powers and Functions - Powers of Central Government in IRDA Functioning

Text Books

1. Varshney, “Banking Theory, Law and Practice”, Sultan & Chand Ltd, 2016
2. M.N. Mishra, “Insurance –Principles and Practice”, S.Chand & Company Ltd., New Delhi, 2018.

Reference Books

1. M.L. Tanna, “Banking Law and Practice”, Thacker & Co Ltd, 2018
2. B.S Bodla, M.C. Garg & K.P. Singh, “Insurance -Fundamentals, Environment & Procedures” , Deep & Deep Publications Pvt. Ltd., New Delhi, 2014 (Last Edition).

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018 2019 - onwards

SIXTH SEMESTER

PART III- CORE 14: MANAGEMENT ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective:

To enable the students understand the practical usage of Management Accounting

Unit I [10Hour]

Management Accounting – Meaning, Definition, Nature, Scope, Functions, Objectives, Importance and Limitations of Management Accounting – Comparison of Management Accounting with Financial and Cost Accounting – Management Accountant – Qualification, Duties and Liabilities of a Management Accountant.

Unit II [13 Hour]

Financial Statement Analysis and Interpretation – Common Size Statement Analysis, Comparative Statement Analysis and Trend Analysis. Working Capital Management-Meaning Definition- Determinants of working capital.

Unit III [12 Hour]

Ratio Analysis – Liquidity Ratios – Activity Ratios – Profitability Ratios – Solvency Ratios – Preparation of Balance Sheet.

Unit IV [13 Hour]

Funds Flow Statement –Schedule of changes in working capital – Preparation of Funds Flow Statement.–Preparation of Cash Flow Statement.

Unit V [12 Hour]

Budgeting and Budgetary Control – Definition – Importance, Essentials – Classification of Budgets –Cash Budget, Sales Budget, Purchase Budget, Production Budget, Production Cost Budget, Flexible Budget and capital budgeting

NOTE : Distribution of marks : Theory 20% and Problems 80%

Text Book

1.Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, Revised Edition, Kalyani Publishers, 2017, New Delhi.

Reference Books

1. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions, 14th Revised Edition, Sri Ram Publications, 2018, Trichy.
2. S.N. Maheswari. and S.K.Maheswari, A Text Book of Accounting for Management, Vikas Publishing House, 2017, Mumbai.

B.Com [CA] Degree Examination – Syllabus – for candidates admitted Academic year from 2018-19 onwards

SIXTH SEMESTER

PART III-CORE 15: INTERNET AND HTML PROGRAMMING

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

[12 Hour]

Unit I

Networking-LAN-MAN-WAN-Internet access-Configuration the machine for TCP/IP Account-Internet Addressing-IP Address-Domain name-Uniform Resource Locator-Inter Protocol-Internet Service- -E-mail messages-Customizing Email programs-Managing mails-Address Book- E-mail and its uses-Gopher-WAIS

Unit II

[12 Hour]

Web page-Hyper text-Hyper link-world wide web-Web index-Web browsing-web search engine-Web meta-Meta search site-Directories and Indexes- Specified Directories-Telnet-FTP-HTTP-mobile Computers.

Unit-III

[12 Hour]

HTML-HTML tags-Basics-Setup and display a webpage-Heading-Pre Format text-Comment-Special Character-Text Format-Font style-color-Sup script and Super script-Margins-Lists-Images.

Unit IV

[12 Hour]

Tables-Alignment-Column and row group-Text Wrapping-Cell space-Cell padding-Nested Table-Links - Create Keyboard Shortcuts-Tables-Table border-Caption-Color-Background Image-

Unit V

[12 Hour]

Frame-Link to Frame-Scroll bars-Nested Frame-Inline frames -Form-Setup a Form-Textbox-check Box-Radio Bottom-Menu-Organizing Form elements-Label from Elements- - Handling Audios and Videos.

Text Book:

1. Craigaldred,” Learn Basic HTML and Web Designers- A beginners guide”, Kindle Edition, 2015.

Reference Books:

1. Mike McGrath, “HTML in Easy Steps”, 2009 Publications.
2. Jeremy Keith , “HTML5 For Web Designers”, 2014 Publications.
3. Thomas A. Powell, “HTML & CSS: The Complete Reference”, Fifth Edition, 1 Jan 2018.

B.Com[CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

SIXTH SEMESTER

PART III CORE LAB V - HTML PROGRAMMING

Maximum CIA: 40

Maximum CE: 60

Total Hour: 60

Objective: Impairing professional skills in Internet and Web designing

1. Creating a program using HTML Tag to display the lists of departmental stores.
2. Design a webpage to display image and text using HTML tag for advertisement of a company
3. Creating a table to display list of products using HTML tag.
4. Creating a document using formatting and alignment to display sales letter
5. Design a webpage for our College with minimum five links using HTML
6. Creating Web pages for a business organization using HTML image links and internal links.
7. Creating a website of your department using formatted HTML Tags and Frames.
8. Creating a resume using HTML tag.
9. Creating a document using form to support local processing of order form.
10. Create a form for university exam fee payment.
11. Create a Multiform for quiz portal.
12. Creating a multiform document to display Survey Report.

B.Com [CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

SIXTH SEMESTER

PART III- ELECTIVE II: INVESTMENT MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective: To explain the concept of investments with special reference to securities market.

Unit-I [12Hour]
Investment – Meaning – Nature – Types – Features – Factors Influencing Investments – Risk and Return – Financial Markets – Financial Institutions.

Unit-II [12Hour]
Capital Market and Stock Exchange in India – Structure – Primary Markets and Secondary Markets – Mechanics of Trading – SEBI and Its Role.

Unit-III [12Hour]
Investment Alternatives: Bonds – Preference and Equity Shares – LIC – UTI – Mutual Funds – National Saving Scheme.

Unit-IV [12 Hour]
Fundamental and Technical Analysis and Evaluation: Economic Analysis – Industrial Analysis – Company Analysis – Technical Analysis.

Unit-V [12 Hour]
Portfolio Analysis and Management – Scope – Types – Portfolio Evaluation – Portfolio Selection – Portfolio Revision.

Distribution of Marks: 80%for Theory, 20% for Problem

Text Books

1. Dr. Preeti Singh- Investment Management- Himalaya Publishing House Pvt.
2. Investment Management, V.K.Bhall, 2017 Edition, S. Chand and Co.

Reference Books

1. Alexander- Gordon J. and Sharpe, William, Fundamental of Investment, Prentice Hall Inc- Englewood Cliffs [Pearson Education], New Jersey.
2. Ballad- V. K, Investment Management Security Analysis and Portfolio Management, 8th Edition- Sulthan and Chand, 2017, New Delhi.

B.Com[CA] Degree Examination – Syllabus for Candidates admitted from the Academic year 2018-19 onwards

SIXTH SEMESTER

PART III- ELECTIVE-III: PRINCIPLES OF AUDITING

Maximum CIA: 30

Maximum CE: 70

Total Hour: 60

Objective: On successful completion of this paper the students should have gained knowledge about auditing functions and classifications and acquired knowledge about vouching and verification of assets.

Unit I [10 Hour]
Origin of Auditing – Definition of Auditing – Objectives of Auditing- Tax Audit and Management Audit.

Unit II [14 Hour]
Classification of Audit –Scope and nature of Statutory Audit and continuous Audit – Periodical Audit, Partial Audit, Balance sheet Audit, Performance Audit and Proprietary Audit.

Unit III [10 Hour]
Qualification of an Auditor – Appointment of an Auditor – Duties, Rights and Liabilities of an Auditor.

Unit IV [14 Hour]
Audit plan- Developing an Audit plan- Vouching – Meaning – Objectives, Importance of Voucher – Types of Vouchers.

Unit V [12 Hour]
Verification and valuation of Assets and Liabilities – Audit Approach- EDP and mechanical system- Audit with the aid of computers- Recent trends in Auditing.

Text Books

1. Tandon.B.N, Practical Auditing, Revised edition, S Chand Company Ltd, 2018, New Delhi.
2. Aruna Jha, Auditing (University Edition), Taxmann Publication Pvt Ltd, 3rd Edition 2016

Reference Books

1. F.R.M De Paula, The Principles of Auditing-the English language Society and Sir Isaac Pitman and Sons Ltd,London,2016
2. Spicer and Pegler, Practical Auditing, Vikas publishing House, 2016, New Delhi.

B.Com PA

B.Com – PA (Professional Accounting)
Scheme of Examination (CBCS and OBE Pattern)
For the Candidates Admitted From the Academic Year 2019-2020 Onwards

Part	Subject Code	Subject Title	Ins. Hrs/Week	Examination					
				Dur. Hrs.	CIA	CE	Total	Credit	
SEMESTER-I									
I	19LATA01/ 19LAHI01/ 19LAMY01/ 19LAFR01	Language-I	5	3	30	70	100	3	
II	19ENG001	English-I	5	3	30	70	100	3	
III	19BCP101	Core-1 Fundamentals of Accounting-I	6	3	30	70	100	4	
III	19BCP102	Core-2 Management Principles and Practices	6	3	30	70	100	4	
III	19BCPID1	IDC-1 Mathematics for Business	6	3	30	70	100	4	
IV	19UFCA01	Foundation Course-I : EVS #	2	2	-	50	50	2	
Total			30				550	20	
SEMESTER-II									
I	19LATA02/ 19LAHI02/ 19LAMY02/ 19LAFR02	Language-II	5	3	30	70	100	3	
II	19ENG002	English –II	5	3	30	70	100	3	
III	19BCP201	Core-3 Fundamentals of Accounting-II	6	3	30	70	100	4	
III	19BCP202	Core-4 Business Law	6	3	30	70	100	4	
III	19BCPID2	IDC-2 Statistics for Business	6	3	30	70	100	4	
IV	19UFCA02	Foundation Course-II: Value Education #	2	2	-	50	50	2	
Total			30				550	20	
SEMESTER-III									
III	19BCP301	Core-5 Advanced Accountancy	6	3	30	70	100	4	
III	19BCP302	Core-6 Company Law and Secretarial Practice	5	3	30	70	100	4	
III	19BCP303	Core-7 Practical Banking	T	4	3	50	50	100	4
			P	1					
III	19BCP304	Core-8 General Economics	5	3	30	70	100	4	
III	19BCPID3	IDC-3 Introduction to Information Technology	4	3	30	70	100	4	
IV	19BCPSB1/ 19BCPSB2	SBC-I Principles of Marketing #	3	3	-	75	75	3	
IV	19BCPED1/ 19BTA001/ 19ATA001	BT – I/AT – I / EDC -I Web Designing #	2	2	-	50	50	2	
Total			30				625	25	

SEMESTER-IV							
III	19BCP401	Core-9 Corporate Accounting-I	6	3	30	70	100
III	19BCP402	Core-10 Cost Accounting	6	3	30	70	100
III	19BCP403	Core-11 Practical Auditing	T	4	3	50	50
			P	1			
III	19BCP404	Core-12 Industrial and Labour Laws	5	3	30	70	100
III	19BCPID4	IDC-4 M.S. Office and Tally (Practical)	3	3	40	60	100
IV	19BCPSB3/ 19BCPSB4	SBC-II Management of Financial Markets and services #	3	3	-	-	75
IV	19BTA002/ 19ATA002 19BCPED2	BT – II /AT – II / EDC - II Communicative English #	2	2	-	50	50
V	19NSS001/ 19NCC001/ 19SPT001 19EXT001	NCC/NSS/SPORTS/ EXT @	-	-	50	-	50
Total			30				675
SEMESTER-V							
III	19BCP501	Core-13 Corporate Accounting-II	5	3	30	70	100
III	19BCP502	Core-14 Strategic Management	5	3	30	70	100
III	19BCP503	Core-15 Business Ethics and Corporate Social Responsibility	5	3	30	70	100
III	19BCP504	Core-16 Taxation-I	5	3	30	70	100
III	19BCP505	Core-17 Research Methodology	5	3	30	70	100
III	19BCPE01/ E02/E03	Elective-I – Entrepreneurial Development / Corporate Governance /Brand Management	5	3	30	70	100
III	19BCPIT1	Institutional Training	-	-	-	-	-
Total			30				600
SEMESTER-VI							
III	19BCP601	Core-18 Management Accounting	5	3	30	70	100
III	19BCP602	Core-19 Investment Management	5	3	30	70	100
III	19BCP603	Core-20 Indirect Taxation	5	3	30	70	100
III	19BCPE04/ E05/E06	Elective-II – Financial Management / Micro Finance / Supply Chain Management	5	3	30	70	100
III	19BCPE07/ E08/E09	Elective-III – Human Resource Management / Business Environment / Materials Management	5	3	30	70	100
III	19BCPPR1	Project and Viva Voce	5	3	50	50	100
Total			30				600
Total							3600

No Continuous Internal Assessment (CIA) , only Comprehensive Examination (CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course, EDC – Extra disciplinary Course, AOC –Application Oriented Course

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2019-20 onwards

FIRST SEMESTER

PART – III – CORE-1 – FUNDAMENTALS OF ACCOUNTING-I

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective: On successful completion of this course, the student should have understood Basic Accounting framework Concepts and conventions of Accounting.

Unit-I (14Hours)

Fundamentals of Book Keeping – Branches of Accounting – Methods of Accounting – Types of Accounts – Accounting Rules - Accounting Concepts and Conventions –Accounting Standards – Concepts – objectives – Benefits and limitations – overview of Accounting Standards in India - Role of an Accountant - Journal – Ledger –Subsidiary books – Preparation of Trial balance.

Unit-II (14 Hours)

Final accounts of a sole trader - Closing Adjustments entries – Trading Account – Profit and Loss Account and Balance sheet - Bank Reconciliation statement – Introduction – Need – Importance - Reason – Preparation of Bank Reconciliation statement - Errors and Rectification –Types of Errors - Rectification in different stages in accounting cycles – Basic principle for Rectification of errors – suspense Account.

Unit-III (14Hours)

Bill of Exchange-Definition – Features – Parties involved – Advantages and Types – Trade Bills and Accommodation Bills – Accounting for Bill of Exchange – Account Current - Average due date – Meaning - Calculation of Average Due Date in various Situations.

Unit-IV (15Hours)

Accounting for Consignments – Meaning – Features – Distinction between Sale and Consignment – Accounting treatment for Consignment transaction and Events in the books of Consignor and

Consignee - Joint Ventures – Meaning – Features - Distinction between Joint Venture and Partnership
– Methods of maintaining Joint Venture Account and Memorandum Joint Venture Account.

Unit-V

(15 Hours)

Accounts of Non- Profit Organisation– Introduction – Distinction between Receipts and Payments
Income and Expenditure account - Preparation of Receipts and Payments account from Income
Expenditure account and Balance sheet

Note: Distribution of Marks between problems and theory shall be 80% and 20%.

Course Outcome

- Describe various accounting concepts and double entry system of book keeping.
- Understand on how to deal with adjustments in Final accounts and also about preparation
Bank Reconciliation statement.
- Acquired knowledge on various types of bill of exchange.
- Describe about preparation of Consignment and Joint Venture.
- Understand on how accounting books for Non-Profit Organization.

Text Books

- 1) T.S .Reddy-A. Murthy, Financial Accounting, 6th Revised Edition, Margham Publications
Reprint, Chennai, 2019.
- 2) Jain S.P, Narang K.L, Advanced Accountancy, 6th Edition, Kalyani Publishers, Chennai, 2014

Reference Books

- 1) P.C.Tulsian, Financial Accounting, 2nd Edition , Sultan Chand & Sons, New Delhi, 2014.
- 2) Gupta R.L, Radhaswamy, Advanced Financial Accounting, 4th Edition, Sultan Chand & Sons
New Delhi, 2009.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2019-20 onwards

FIRST SEMESTER

PART – III – CORE-2 - MANAGEMENT PRINCIPLES AND PRACTICES

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

To enable the students to acquire basic theoretical knowledge in Principles of Management

Unit-I (14 Hours)

Introduction to Management- Meaning – Administration vs. Management –Nature – Importance – Scope of Management - Management is a Science or an Art –Theories of Management - Taylor, Fayol, Peter F.Drucker – Levels and Functions of Management.

Unit-II (15 Hours)

Planning - Meaning and Definition – Nature of Planning – Objectives – Importance – Advantages and Limitations of Planning – Nine Steps in Planning – Types of Planning – Essentials of Sound Plan – Methods of Planning – MBO.

Unit-III (15 Hours)

Organizing - Meaning and Definition – Types of Organization –Nature - Organizational structure- Process of organization – Elements and Importance of organization – Principles of good organization - Span of Control – Delegation - Elements – Principles of Delegation – Types of Delegation-Importance, Advantages and Disadvantages – Barriers and Steps to make Effective Delegation - Decentralization – Line and Staff relationship.

Unit-IV (14 Hours)

Directing: Nature and purpose of Directing-Essentials Elements of Directing-Supervision- Qualities of Good Supervisor-Functions of Supervisor-Motivation-Meaning-Process-Elements-Nature-Theories

and Types of Motivation-Decision Making-Leadership-Nature-Needs-Functions and Types of Leadership Qualities of Leadership

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Unit-V

(14 Hours)

Co-ordinating: Definition – Features – Need for Co-Ordination – Elements of Co-Ordination – Types of Co-Ordination-Controlling: Definition – Characteristics of control – Steps in Controlling Techniques of Control – Effective Control.

Course Outcome

- Described about different management theories – Taylor & Fayol.
- Acquired knowledge on types of planning and sound planning.
- Understands about PODSCORB.
- Described about different concept like directing, leadership, staffing, and delegation.
- Understands about co-ordination & controlling.

Text Books

- 1) Dinkar Pagare, Principles of Management, Sixth Thoroughly Revised Edition, Sultan Chand Sons, 2018.
- 2) Gupta C.B, Management Principles and Practice, 3rd Revised Edition, Sultan Chand & Sons New Delhi, 2015.

Reference Books

- 1) S.A.Sherlekar and Dr. Khushpat S. Jain Principles of Business Management, Himalaya Publishing House, 2017.
- 2) P.C. Tripathi and P.N.Reddy Principles of Management, Mc Graw Hill, 2017.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2019-20 onwards

SECOND SEMESTER

PART – III – CORE-3 - FUNDAMENTALS OF ACCOUNTING-II

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

Enabling the students to acquire basic accounting knowledge in Financial Accounting

Unit-I (14 Hours)

Accounting for Depreciation – Meaning – Characteristics – Causes – Objectives – Basic factors affecting the amount of Depreciation - Methods of recording Depreciation – Distinction between Straight Line Method and Written down Value Methods-Annuity method-Depreciation fund or Sinking Fund method-Insurance Policy Method-Revaluation method- Depletion Method-Machine Hour Rate Method - Reserves and Provisions.

Unit-II (14 Hours)

Single Entry System - Meaning – Definition – Salient Features –Limitations – Difference between Double Entry System and Single Entry System - Methods of Single Entry System –Ascertainment of Profit – Net worth Method –Distinction between Balance Sheet and Statement of affairs - Conversion Method.

Unit-III (14 Hours)

Hire Purchase– Definition – Main features - Installment purchase System - Distinction between Hire purchase and Installment System - Accounting treatment for Hire purchase System - Calculation of Interest – Default and Repossession - Hire Purchase Trading Account – Debtors methods – Stock and Debtors System - Installment purchase System – Meaning – Accounting Treatment - Model Entries.

Unit-IV (15 Hours)

Branch Accounts – Meaning - Objectives – Types of Branches – Dependent Branches – Accounting in respect of Dependent Branches – Inland Branches – Independent Branches – Departmental

Accounts –Meaning – Need – Advantages - Distinction between Department and Branches – Methods and techniques of Departmental Accounting - Transfer at cost or selling prices.

Unit-V

(15 Hours)

Fire Claims for Loss of stock – Computation of Claim- Gross profit Ratio-Normal Loss – Abnormal Loss-Average clause – Loss of Profit. International Accounting Standards - International Financial Reporting Standard (IFRS), Significant difference Indian Accounting Standards and International Accounting Standards.

Note: Distribution of Marks between problems and theory shall be 80% and 20%.

Course Outcome

- Advancing knowledge in preparing the final accounts.
- Preparing the final Accounts with incomplete records.
- Introducing the system of Hire Purchasing and Installment.
- Familiarizing the concept of Branch account and its system and departmental accounting system.
- Gaining knowledge about International Financial Reporting Standard and International Accounting Standards.

Text Books

- 1) T.S .Reddy-A. Murthy, Financial Accounting, 6th Revised Edition, Margham Publications Reprint, Chennai, 2019.
- 2) Jain S.P, Narang K.L, Advanced Accountancy, 6th Edition, Kalyani Publishers, Chennai, 2014.

Reference Books

- 1) P.C.Tulsian, Financial Accounting, 2nd Edition , Sultan Chand & Sons, New Delhi, 2014.
- 2) Gupta R.L, Radhaswamy, Advanced Financial Accounting, 4th Edition, Sultan Chand & Sons, New Delhi, 2009.

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SECOND SEMESTER

PART – III – CORE-4 – BUSINESS LAW

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

Enabling the students to know the law relating to Business

Unit-I

(14 Hours)

Sources of Law- Law of Contract -Definition– Nature –Kinds - Essentials of Valid Contract-Formation of contract-Offer-Conditions of making an Offer-Acceptance-Conditions of Acceptance- Intention to create Legal Relations – Considerations-Definition-Needs-Kinds- Capacity to a Contract-Minor-Persons of Unsound mind-Persons disqualified by law

Unit-II

(14 Hours)

Free Consent- Coercion-Essentials of Coercion- Undue Influence –Difference between Coercion and Undue Influence – Misrepresentations- Fraud-Elements of Fraud- Consequences of Fraud- Mistake- Kinds of Mistake- Lawful Object- Agreements opposed to Public Policy- Exception – Agreement not declared Void –Types- Legal Formalities - Contingent Contract-Performance of Contract-Essentials of Valid tender- Discharge of contract -Remedies for Breach of Contract-Quasi Contracts- Kinds of Quasi Contracts.

Unit-III

(14 Hours)

Special Contracts – Contract of Indemnity - Contract of Guarantee – Essentials of contract of Guarantee- Kinds- Distinction between Contract of Indemnity and Guarantee– Bailment – Requisites of Bailment – Duties and Rights of Bailor and Bailee- Classification- Pledge– Agency-Agency Creation- Classification of Agent- Termination of Agency.

Unit-IV

(15 Hours)

Law relating Sale of Goods Act 1930 – Right of Unpaid Seller – Caveat Emptor – Auction Sale – Condition and Guarantees- Express and Implied Conditions – Sales and Agreement to Sale – Distinction between sale and agreement- essential elements of valid sale- classification of goods.

Unit-V

(15 Hours)

Right To Information Act 2005 – Meaning – Importance –Need - Scope – Procedure of Right To Information Act – Prevention of Money Laundering Act 2002 — Definitions – Features – Objectives – Obligations of Banking Companies, Financial Institutions and Intermediaries - Offence of Money Laundering - Summons, Searches and Seizures, etc - Appellate Tribunal – WRIT Petition – Types of WRIT Petition.

Course Outcome

- Understanding the legal rules regarding contract.
- Gaining Knowledge on rules necessary for legal enforcement and Describing about different kinds of performances of the contract.
- Familiarizing Special Contracts
- Identifying the rules and regulations of Sale of Goods Act.
- Understanding the Government Transparency in implementing RTI, PML, WRIT Petition.

Text Books

- 1) N.D.Kapoor, Business Law, 8th Edition, Sulthan Chand and Sons, New Delhi, 2017.
- 2) S.M.Sundaram, Commercial Law, 2nd Edition, Sulthan Chand and Sons, New Delhi, 2015.

Reference Books

- 1) S.Kathiresan V.Radha, Commercial Law, 5th Edition, Prasanna publication, Chennai, 2016.
- 2) N.Premadevi, Business Law, 4th Edition, Sri Vishnu publication, Chennai, 2016.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

THIRD SEMESTER

PART III – CORE-5 - ADVANCED ACCOUNTANCY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective:

To have an understanding of the conceptual **frame** work for the preparation and presentation of financial statements

Unit-I (15 Hours)

Partnership- Definition- Meaning- Features -Types of **partner**- – Admission of Partner – Treatment of Goodwill – Revaluation of Assets and Liabilities – **Calculation** of Ratios for Distribution of Profits – Capital Adjustments.

Unit-II (15 Hours)

Retirement Calculation of Gaining Ratio – Treatment of Goodwill- Revaluation of Assets and Liabilities - Death of a partner - Mode of payment – **Ascertainment** of Deceased Partners Share of profit- Joint life policy

Unit-III (14 Hours)

Dissolution – Insolvency of partners – Garner vs. **Murray** –Insolvency of Two partner - Insolvency of all partners – Deficiency A/C – Piecemeal Distribution-**Proportionate** Capital Method –Maximum loss method.

Unit-IV (14 Hours)

Insolvency Accounts, Meaning of Insolvent – **Relevant Acts** – Difference between Balance sheet and Statement of Affairs – Preparation of statement of **affairs** – Deficiency Accounts

Unit-V (14 Hours)

Voyage Account – Meaning- Methods of Voyage **Account**: Complete Voyage Account – Incomplete Voyage Account- Calculation

Course Outcome

CO1: Understanding the concept of partnership and Admission of partner and calculating the Ratios.

CO2: Preparing financial accounts for partnership firms in case of retirement and death.

CO3: Employing critical thinking skills to understand the difference between the dissolution of the firm and dissolution

CO4: Gaining knowledge in preparing the financial accounts for Insolvency Accounts

CO5: Familiarizing the concept of Voyage Account.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H					M		
CO2	H							L
CO3		H					M	
CO4	M			M				
CO5		M						H

Text Book

1. R.S.Reddy and Moorthy, Financial Accounting, 6th Edition 2011, Margham Publication, Year 2015.

Reference Books

- 1) R.L.Gupta, Advanced Accountancy Theory, Methods and Applications, Volume 1, 1st Edition, Sulthan Chand & Sons, Year 2013.
- 2) Amitabha Mukherjee, Advanced Accountancy, Volume 1, Mc Graw Hill Education India Private Ltd, Year 2011.

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B.Com (PA) Degree Examination – Syllabus for **Candidates** admitted from the academic year 2019-2020 Onwards

THIRD SEMESTER

PART III – CORE-6 - COMPANY LAW AND SECRETARIAL PRACTICE

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective

This course aims to enlighten the students on **the provisions** of the Companies Act, 2013 along with relevant case laws.

Unit-I (12 Hours)

Company – Definition – Characteristics – Kinds of Companies – Doctrine of Lifting the Veil- Promotion of a Company-The Companies Act 2013- Rules regarding Companies Act 2013- Registration procedures- Company Secretary – **Appointment**, Legal Position –Qualification – Duties and Responsibilities of a Secretary.

Unit-II (12 Hours)

Memorandum of Association- Forms – Contents – **Procedures** for Alteration – Secretarial Duties – Articles of Association – Forms and Contents- **Procedures** for Alteration. Doctrine of Indoor Management- Distinguish between Memorandum **And** Articles. Prospectus – Contents – Statement in Lieu of Prospectus – Legal Formalities.

Unit-III (12 Hours)

Share Capital – Kinds of share Capital –Issue and **Allotment** of Shares - Alteration –Rules regarding the Act- Provision regarding the Act - Increase and **Reduction** of share capital– Share Certificate- legal provisions - Transfer and Transmission of Shares – **legal** provisions- Secretarial duties.

Unit-IV (12 Hours)

Directors –Women Directors- EKYC Directors- **Appointment** – Qualification – Powers, Duties, Liabilities –Directorship- Disqualification - **Company Meeting** – Kinds of Meetings – Requisites of a Valid Meeting – Minutes - Voting- Proxy – **Resolution** .

Unit-V (12Hours)

Winding Up-Meaning-Modes of Winding Up-Consequences of Winding Up-Liquidator Appointment- Rules and Responsibilities- Rights and duties-**Qualification** and Disqualification.

Course Outcome:

CO1: Understanding the formation and kinds of companies.

CO2: To acquire knowledge on documents of the company

CO3: Acquiring knowledge on basic documents in a company and various methods of raising of capital.

CO4: Examining the provisions of Companies Act relating to meetings, resolutions and Company Management

CO5: To learn about law relating to winding Up of the company

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H					L	
CO2		H				M		
CO3	H						M	
CO4			L			M		
CO5			H				L	

Text Books

- 1) N.D.Kapoor, Company Law and Secretarial Practice, 13th Edition, Sulthan Chand & Sons, Year 2014.
- 2) J. Shanthi, Companies Act 2013, 1st Edition, Sulthan chand & Sons, Year 2013.

Reference Books

- 1) P.P.S. Gogna, A Textbook of Company Law, Latest edition, Sulthan Chand & Sons, Year 2015.
- 2) K.L. Maheswari, R.K. Maheswari, Company Law and Secretarial Practice, New Royal Book Company, Year 2013.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

THIRD SEMESTER

PART III – CORE-7 - PRACTICAL BANKING

Maximum CIA: 50

Maximum CE: 50

Total Hours: 60

Course Objective

The objective of this course is to acquaint students with the theoretical and practical aspects of modern banking.

Unit-I

(12 Hours)

Definition of Banker and Customer-General Relationship-Special Relationship-Nationalized Banks-Private Banks -Evolution of Commercial Banks-Functions of modern Commercial Banks-Branch Banking-CRM in Banking sector-Multinational Banking-Customer Service- Net Banking

Unit-II

(12 Hours)

Opening of New Bank Account-Precautions-Types-Savings Account-Current Account-Fixed Deposit-Recurring Deposit-Cumulative Deposit-TL-Cash Credit-Overdraft-Joint Account- KYC-Closure of bank Account- Role of RBI- Objectives- Functions and powers- Loans: Short term loans and long term loans.

Unit-III

(12 Hours)

Negotiable Instruments-Meaning-Characteristics- Bills of Exchange-Promissory Note- Cheque-Features- Crossing of a Cheque- Cancellation of Cheque –Types of Crossing- Endorsement-Dishonour of a Cheque – Stop the Payment of a Cheque - Demand Draft.

Unit-IV

(12 Hours)

Funding of Corporate seeds-Types of Finance-Seed Capital-Bank Finance of seed capital -Venure Capital- Procedures for loans-CIBIL-Concept of Security-Primary vs Collateral-Application Forms-Annexure-Electronic Payment-NEFT-RTGS-IMPS- Cardless withdrawals

Unit-V (Hands on Training)

(12 Hours)

Advancement and Innovation of Modern Banking services -PAN Card application-Opening of New Account- Physical Form issues-Pay-in Slips-Filling of Cheques and Demand Draft-Crossing of Cheques-Online Account activation-Live Fund transfer-NEFT and RTGS forms-Filling- Bank Reconciliation Statement-Bank Stock Statement.

Course Outcome

CO1: Understanding and explain the conceptual framework of banking

CO2: Classifying and demonstrate the types of Accounts, deposit and describing the role of RBI.

CO3: Acquiring knowledge on Negotiable instruments

CO4: Illustrating the various electronic payment methods

CO5: Giving Hands on training relating to Banking

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M						H	
CO2	H							L
CO3		H			M		M	
CO4		L				M		
CO5		M					H	

Text Book

- 1) Sundaram and Varshney , Banking Theory Law and Practice, 20th Revised Edition, Sultan Chand & Sons, Year 2014.

Reference Books

- 1) H.R. Gupta, Practical Banking in India, Gyan Publishing House, 2011.
- 2) Gurusamy, S., Banking Theory: Law and Practice, 2nd Edition, Tata McGraw Hill, Year 2010.

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B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

THIRD SEMESTER

PART III – CORE-8 - GENERAL ECONOMICS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective

To enable the students to understand various **economic** strategies in business decision making

Unit-I

(12 Hours)

Introduction to Economics: Meaning, Definition, **Nature** and Scope of Economics –Economic theories applied to business analysis-decision making in **business** –objectives of a business firm.

Unit-II

Demand and Supply Analysis:

(12 Hours)

Demand – Meaning – Definition – Determinants of Demand – Distinction of Demand – Law of Demand – Elasticity of Demand – Price, Income and Cross Elasticity – Meaning and Determinants of supply – Law of supply and Elasticity of supply.

Unit-III

(12 Hours)

Production Function:

Production – Meaning – Factors of production – **Laws** of Production – The Law of variable proportions – Laws of returns to scale – Meaning of **cost** – Concepts of Costs – Short-run and long-run costs.

Unit-IV

(12 Hours)

Market and its Functions:

Market – Definition – Classification –Various forms of **Markets** – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Price **determination** in these markets.

Unit-V

(12 Hours)

Indian Economy – Nature of the Indian economy – Role of different sectors – National Income of India – Economic Reforms in India: – Features of economic reforms since 1991 - The aspects of Indian Economy – Population – Poverty – Unemployment – Infrastructure- Recent developments in Indian Economy

Course Outcome

CO1: Understanding the roles of managers in firms

CO2: Analyzing the demand and supply conditions and assess the position of a company

CO3: Familiarizing the concept about production and law of variable proportions

CO4: Gaining knowledge about market condition and monopolistic competition

CO5: Analyze real-world business problems with a systematic theoretical framework.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			H				L	
CO2		H						
CO3			H				M	
CO4				H			M	
CO5		M		H			L	

Text Book

1. R.L.Varshney and K.L.Maheswari, Managerial Economics, 22nd Edition, Sultan Chand & Sons, Year 2014.

Reference Books

1. S.K.Agarwal, General Economics, Sultan Chand & Sons, Year 2011.
2. Dr.S.Sankaran, Managerial Economics, Margham Publication, Year 2013.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

THIRD SEMESTER

PART IV – SBC - I - PRINCIPLES OF MARKETING

Maximum CE: 75

Total Hours: 36

Course Objective

To help students to understand the concept of **marketing** and its applications. Also to expose the students to the latest trends in marketing

Unit-I

Market and Marketing: (8 Hours)

Introduction to Market - Meaning, Definition, **Classification** and Concept –Marketing- Features- Objects-Importance of Marketing- Traditional and **Modern** marketing – Role and importance of Market and Marketing function - Marketing process

Unit-II

(7 Hours)

Marketing mix : Meaning- Definition- Elements – **Problems** - Product mix – Meaning of products- Expansion and Contraction – PLC – Pricing **strategies** - **Importance** of price – Pricing objectives - Kinds of pricing – methods of price determination.

Unit-III

(7 Hours)

The Promotional Programme:

Sales Promotion: Definition, Purpose, Importance, **Objective**, kinds, Advantages and Limitations – Advertising: Objectives, Functions, Importance and **Kinds** – Personal Selling and Sale promotion – Channels of Distribution - Importance of **channels** of distribution – Meaning – Functions of middlemen – Elimination of middlemen

Unit-IV

(7 Hours)

Market Segmentation – Benefits – Bases – **Requisites** of sound market segmentation – Market Segments and marketing mix – Buyer Behaviour – **Significance** – Buying Process – Steps in Buying Process – Buyer Behaviour Models.

Unit-V

(7 Hours)

Recent Trends in marketing – E-marketing, Direct **marketing**, Online marketing, Market research, Marketing information system, Consumerism and **Consumer** rights.

Course Outcome

CO1: Understanding of marketing terminology and concepts

CO2: Demonstrate knowledge of key business communication strategies within the marketing field

CO3: Identifying the different promotional methods

CO4: Understanding the concept of Market segmentation and Buyer Behaviour

CO5: Demonstrate knowledge in recent trends in marketing

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H					H	
CO2			M					M
CO3		H						M
CO4							H	
CO5			L					L

Text Book

- 1) Philip Kotler , Principles of Marketing, 15th Edition, Pearson Publications, Year 2015.

Reference Books

- 1) C.B.Gupta, Principles of Marketing, Sultan Chand & Sons, Year 2013.
- 2) R.S.N. Pillai and Bagavathi, Modern Marketing Principles and Practices, Sultan Chand & Sons, Year 2010.

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B.Com (PA) Degree Examination – Syllabus for **Candidates** admitted from the academic year 2019-2020 Onwards

FOURTH SEMESTER

PART III – CORE-9 - CORPORATE ACCOUNTING I

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

Course Objective

This course aims to enlighten the students **on the** accounting procedures followed by the Companies.

Unit-I

(15 Hours)

Issue of Equity shares – Issue at Par, Premium and **at Discount** – Forfeiture and Re-issue (including Pro-rata allotment) Surrender of shares – Right Issue.

Unit -II

(15 Hours)

Redemption of Preference shares- Issue of Debentures – **Par**, Premium and Discount - Redemption of Debentures- Ex Interest & Cum Interest Quotations –**Conversion** Method – Installment Method - Sinking Fund Method

Unit-III

(14 Hours)

Underwriting of shares- Definition and Meaning- **Purpose and Importance** of Underwriting –Complete Underwriting – Partial Underwriting -Firm underwriting – Valuation of Shares- Need for Valuation of Shares – Factors Affecting Valuation of Shares- **Methods** of Valuation of shares: Net Assets Method, Yield Method, Fair Value- Valuation of Goodwill –**Factors** Affecting Goodwill –Methods of Valuation of Goodwill : Average Profit Method, Weighted **Average**, Super Profit Method, Annuity Method, Capitalisation Method

Unit-IV

(14 Hours)

Preparation of Final Accounts of companies- Profits **prior to** incorporation – Preparation of Managerial Remuneration Calculation.

Unit-V

(14 Hours)

Liquidation of Companies- Liquidators final Statement- **Deficiency** Account.

Course Outcome

CO1: Acquire the conceptual knowledge on issue of shares

CO2: Explaining Redemption of preference shares and issues of debentures

CO3: Familiarizing with underwriting of shares and valuation of goodwill

CO4: Have a comprehensive knowledge about the latest provisions of the Companies Act.

CO5: Describing Liquidators final statement and deficiency account

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H						H	
CO2		H				M		
CO3	L					M		
CO4		H					H	
CO5			L					H

Text Book

- 1) T.S.Reddy and Murthy, Corporate Accounting, Volume 1, Revised Edition, Margham Publications, Year 2017.

Reference Books

- 1) S N Maheshwari & Suneel K Maheshwari, Corporate Accounting, Vikas Publishing, Year 2013.
- 2) R.S. Singal, Corporate Accounting, Latest Edition 2011, VK Publication, Year 2011

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

FOURTH SEMESTER

PART III – CORE-10 - COST ACCOUNTING

Maximum CIA: 30
Maximum CE: 70
Total Hours: 72

Course Objective

On successful completion of this course, the student should be well versed in the concepts, methods and principles in cost accounting.

Unit-I

(15 Hours)

Cost Accounting – Definition – Meaning and **Scope** , Advantages and Limitations of Cost Accounting– Concept and Classification — **Types and Methods** of Cost – Elements of Cost Preparation of Cost Sheet and Tender- Difference

Unit-II

(15 Hours)

Material Control: Need for Material Control -**Levels of 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-III

(14 Hours)

Labour: System of wage payment – Methods and **Incentives** Schemes - Idle time – Control over idle time – Labour turnover. Overhead – **Classification of overhead** – allocation and absorption of overhead.

Unit-IV

(14 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)-Job Costing- Batch Costing.

Unit-V

(14 Hours)

Operating Costing - Contract costing – **Reconciliation of Cost** and Financial accounts.

Note: Distribution of Marks: Theory 20% and **Problems 80%**

Course Outcome

CO1: Explaining the basic concept of cost and how costs are presented in financial statements

CO2: Demonstrate how material costs are added at each stage of the production cycle.

CO3: Demonstrate how labor and overhead costs are added to a product at each stage of the production cycle.

CO4: Gaining knowledge in Process costing, Job costing and Batch costing.

CO5: Understanding the basic concept of operating costing and contract costing.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H		M				M	
CO2	L			M				
CO3	M						L	
CO4			M				M	
CO5		H				L		

Text Book

- 1) Jain.S.P and Narang.K.L , Cost Accounting, Revised Edition, Kalyani Publishers, Year 2014.

Reference Books

- 1) Ashish Kalra, Cost Accounting, IGP Publications, Year 2015.
- 2) Pillai.R.S.N and Bagavathi.V , Cost Accounting, Reprint, Sultan Chand & Sons , Year 2013.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

FOURTH SEMESTER

PART III – CORE-II – PRACTICAL AUDITING

Maximum CIA: 50
Maximum CE: 50
Total Hours: 60

Course Objective

To understand objective and concepts of **auditing** and gain working knowledge of generally accepted auditing procedures and of techniques and **skills** needed to apply them in audit.

Unit-I (12 Hours)

Auditing – Origin – Definition – Objectives – Types – Advantages and Limitations – Qualities of an Auditor – Audit Evidence – Audit Procedure – **Audit Programmes** – Audit Working papers – Test checking.

Unit-II (12 Hours)

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

Unit-III (12 Hours)

Verification and Valuation of Assets and Liabilities – Auditor's position – Depreciation – Reserves and Provisions – Secret Reserves. Investigation: **Meaning of Investigation**- Definition – Objectives of Investigation – Audit of Computerised Accounts – **Investigation** under the provisions of Companies Act – Internal Control Process

Unit-IV (12 Hours)

Audit of Joint Stock Companies – **Appointment** of Company Auditor-**Qualification** and **Disqualifications** – Rights and Duties- Role and **Power** of Auditor – Liabilities of a Company Auditor – Share Capital and Share Transfer Audit – **Preparation** of Audit Report – Professional Ethics of an Auditor

Unit-V (Hands on Training) (12 Hours)

Engagement letter – Practical auditing of Payments/Receipts/Purchase/Sales – Difference between Vouching and Verification – Process of verification of **Assets and Liabilities** – Audit Report procedure and specimen – Special Audits (Practical procedure of **different industries**)

Course Outcome

CO1: Understanding the basic auditing principles, concepts, **planning an audit and due diligence.**

CO2: Illustrating the steps required to perform **Internal control and Internal check, Vouching and Verification and Valuation of Assets and Liabilities.**

CO3: Illustrating the steps required to perform of **Valuation of Assets and Liabilities.**

CO4: Gaining knowledge in **Audit of joint stock companies and professional ethics of an auditor.**

CO5: Giving **Hands on training relating to Auditing.**

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M						M	
CO2		H				L		
CO3			M		M			
CO4				H			H	
CO5			M			M		

Text Book

- 1) Tandon.B.N, Practical Auditing, 15th edition, Sultan Chand & Sons, Year 2012.

Reference Books

- 1) Spicer and Pegler, Auditing, 11th Edition, Vikas publishing House, 2010.
- 2) Kamal Gupta, Auditing , 12th edition, Tata Mc Graw Hill, 2011.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-20 Onwards

FOURTH SEMESTER

PART III – CORE-12 - INDUSTRIAL AND LABOUR LAW

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective

Enabling the students to know about the **Industrial and Labour law**.

Unit-I

(12 Hours)

Factories Act 1948 - Provision Relating to **Health, Safety, Welfare**-Employment of Children and Young People- Provisions relating to **Child Labour-Adult Welfare and Women Workers** and its working environment – Factory inspector: **Duties and Powers**.

Unit-II

(12 Hours)

Payment of Wages Act, 1936: **Minimum Wage Act: Objectives and Provisions** - Fixation of wage periods - Time payment deduction and fines - **Maintenance** of records and registers – Inspectors: Labour union and practices in India.

Unit-III

(12 Hours)

Payment of Bonus Act, 1965: **Objectives and Provisions- Role and Powers- Amendments- Eligibility- Computation and determination of Bonus - Eligibility and payment** - Provisions for new companies.

Unit-IV

(12 Hours)

Employee's Provident Fund Act 1952 – **objectives and provisions** – Application of the Act – Definitions – scheme - Employee's state Insurance Act 1948: object registration of factories and establishments of ESI, Standing Committee and **Medical Benefit Council**- Provisions relating to contribution - inspectors – their functions and **disputes - benefits** - adjudication of disputes and claims- offences and penalties.

Unit-V

(12 Hours)

Workers Compensation Act, 1923: **objectives and provisions- highlights- Employer's liability for compensation- Amount of compensation- Methods of calculating wages** – Review, distribution of compensation - Notice and claims – **Commissions relating to workmen's compensation**.

Course Outcome

CO1: Acquiring the conceptual knowledge in Factories Act

CO2: Explaining payment of wages Act and legal provisions

CO3: Familiarizing with payment of bonus act and provisions for new companies

CO4: Have a comprehensive knowledge about the latest EPF and ESI and provisions

CO5: Describing Workers compensation act and liability for compensation

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H						L	
CO2			L			M		
CO3		H					M	
CO4			L				H	
CO5			M			H		

Text Book

- 1) N.D.kapoor, Elements of Industrial Law, Revised Edition, Sultan Chand & Sons, Year 2013.

Reference Books

- 1) N.D.kapoor, Elements of Mercantile Law, Revised Edition, Sultan Chand & Sons, Year 2014.
- 2) S. N. Mishra, Labour and Industrial Law, 27th Edition, Central Law publications, Year 2013.

B.Com (PA) Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

FOURTH SEMESTER

PART IV – SBC - II – MANAGEMENT OF FINANCIAL MARKETS AND SERVICES

Maximum Marks: 75

Total Hours: 36

Course Objective

On successful completion of this course, the student should know about the methods of financing by these agencies and the key role played by them in Corporate Financing.

Unit-I (7 Hours)

Financial Markets – Structure of Financial Markets – Money Market in India – Indian Capital Markets – Difference between Money Market and Capital Market – Participants and instruments of money market and capital market.

Unit-II (7 Hours)

Markets for Corporate Securities – New Issue Markets – Functions- Issue Mechanism – Merchant Banking - Role - Functions of Merchant Bankers in India – Under writing- Role- Features

Unit-III (7 Hours)

Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange functions – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.

Unit-IV (7 Hours)

Mutual fund – meaning and definition- features – types of mutual fund- SEBI guidelines on mutual fund- Present status of mutual fund.

Unit-V (8 Hours)

New Modes of Financing – Venture Capital – Dimension Functions – Venture Capital in India – Factoring – Types – Modus Operandi of Factoring – Factoring as Source of Finance- Credit Rating Agencies and CRISIL.

Course Outcome

CO1: Acquiring the conceptual knowledge on Financial Markets

CO2: Explaining market for corporate securities

CO3: Familiarizing with the concept secondary market and the role of SEBI

CO4: Have a comprehensive knowledge about the latest Mutual funds and SEBI Guidelines

CO5: Describing New modes of Financing and CRISIL.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H				M			
CO2		L				H		
CO3		H					H	
CO4		L					M	
CO5		M					M	

Text Book

- 1) Gardon and Natarajan.K, Financial Markets and Services, 9th Edition, Himalaya Publications, Year 2015.

Reference Books

- 1) P.Pandian, Financial Markets and Services, 1st Edition, Sultan Chand & Sons, Year 2010.
- 2) Dr.S.Guruswamy, Financial Markets and Institutions, 4th Edition, Vijay Nicole Imprints Pvt Ltd, Year 2015.

B.Com – PA (Professional Accounting)
Scheme of Examination (CBCS Pattern)

For the Candidates Admitted From the Academic Year 2018-2019 Onwards

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01/ 18LAHI01/ 15LAMY01/ 15LAFR01	Language – I Tamil/Hindi/ Malayalam/French	5	3	30	70	100	3
II	16ENG001	English –I	5	3	30	70	100	3
III	18BCP101	Core 1 Fundamentals of Accounting –I	6	3	30	70	100	4
III	15BCP102	Core 2 Management Principles and Practices	6	3	30	70	100	4
III	15BCPID1	IDC 1 Mathematics for Business	6	3	30	70	100	4
IV	18UFCA01	Foundation Course I : Environmental studies #	2	2	-	50	50	2
Total			30				550	20
SEMESTER II								
I	16LATA02/ 18LAHI02/ 15LAMY02/ 15LAFR02	Language –II Tamil/Hindi/ Malayalam/French	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	15BCP201	Core 3 Fundamentals of Accounting –II	6	3	30	70	100	4
III	15BCP202	Core 4 Business Law	6	3	30	70	100	4
II	15BCPID2	IDC 2 Statistics for Business	6	3	30	70	100	4
V	18UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
Total			30				550	20
SEMESTER III								
I	15BCP301	Core 5 Advanced Accountancy	6	3	30	70	100	4
I	15BCP302	Core 6 Company Law & Secretarial Practice	5	3	30	70	100	4
I	15BCP303	Core 7 Practical Banking	T	3	40	60	100	4
			P					
	15BCP304	Core 8 General Economics	5	3	30	70	100	4
	15BCPID3	IDC 3 Introduction to Information Technology	4	3	30	70	100	4
	15BCPA01/ 15BCPA02	AOC I Principles of Marketing	3	3	-	75	75	3
	16BTA001/ 16ATA001 15BCPED1	Basic Tamil-I/ Advanced Tamil-I / EDC – I : Web Designing #	2	2	-	50	50	2
Total			30				625	25

SEMESTER IV								
III	15BCP401	Core 9 Corporate Accounting I	6	3	30	70	100	
III	15BCP402	Core 10 Cost Accounting	6	3	30	70	100	
III	15BCP403	Core 11 Practical Auditing	T	4	3	40	60	100
			P	1				
III	15BCP404	Core 12 Industrial and Labour Laws	5	3	30	70	100	
III	15BCPID4	IDC 4 M.S. Office and Tally (Practical)	3	3	40	60	100	
IV	15BCPAO3/ 15BCPAO4	AOC II Management of Financial Markets and services	3	3	-	-	75	
IV	16 BTA002/ 16 ATA002/ 15EDC002	Basic Tamil-II/ Advanced Tamil-II / EDC – II: Communicate English #	2	2	-	50	50	
V	15NSS001/ 15NCC001/ 15SPT001 15EXT001	NSS/NCC/SPORTS/ Extension Activities @	-	-	50	-	50	
Total			30				675	
SEMESTER V								
III	15BCP501	Core 13 Corporate Accounting II	5	3	30	70	100	
III	15BCP502	Core 14 Strategic Management	5	3	30	70	100	
III	15BCP503	Core 15 Business Ethics and Corporate Social Responsibility	5	3	30	70	100	
III	15BCP504	Core 16 Taxation – I	5	3	30	70	100	
III	15BCP505	Core 17 Research Methodology	5	3	30	70	100	
III	15BCPE01/ E02/E03	Elective I – Entrepreneurial Development / Corporate Governance / Brand Management	5	3	30	70	100	
III	15BCPIT1	Institutional Training	-	-	-	-	-	
Total			30				600	
SEMESTER VI								
III	15BCP601	Core 18 Management Accounting	5	3	30	70	100	
III	15BCP602	Core 19 Investment Management	5	3	30	70	100	
III	15BCP603	Core 20 Taxation – II	5	3	30	70	100	
III	18BCPE04/ 15BCPE05/ 15BCPE06	Elective II – Financial Management / Micro Finance / Supply Chain Management	5	3	30	70	100	
III	15BCPE07/ E08/E09	Elective III – Human Resource Management / Business Environment / Materials Management	5	3	30	70	100	
III	15BCPPR1	Project and Viva Voce	5	3	50	50	100	
Total			30				600	
Total							36	

No Continuous Internal Assessment (CIA) , only Comprehensive Examination (CE)

@ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)

IDC- Inter disciplinary Course ,EDC – Extra disciplinary Course. AOC–Application Oriented Course

FIFTH SEMESTER

PART – III – CORE – 13 – CORPORATE ACCOUNTING-II

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective:

Enabling students to acquire theoretical knowledge to be successful in Corporate Accounting.

UNIT-I (12 HOURS)
Holding Companies [Excluding Inter Company Holding] – Application of 1st 9 Rule.

UNIT-II (12 HOURS)
Inflation Accounting – Features - Methods — Difference between Inflation and Deflation. (Simple Problems).

UNIT-III (12 HOURS)
Accounts of Electricity Companies [New format] – Treatment of Repairs and Renewals – Disposal of Surplus – Replacement of Capital Assets.

UNIT-IV (12 HOURS)
Banking Company Accounts [New format] – Rebate on Bills Discounted.

UNIT-V (12 HOURS)
Insurance Company Accounts [New Format] – Valuation of Balance Sheet.

NOTE: Theory and Problems 20:80.

TEXT BOOK:

1. T. S. Reddy and Murthy, Corporate Accounting, 3rd Edition, Margham Publications, Year- 2016, Chennai.

REFERENCE BOOKS:

1. Gupta, R.L and Radhawsamy. M, Advanced Accounting, 8th Edition, Sulthan Chand and Co, Year- 2012, New Delhi.
2. Dr.S.K. Singh, Corporate Accounting, SBPD Publications, Latest Edition Year 2017.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

FIFTH SEMESTER

PART – III – CORE – 14 – STRATEGIC MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective:

To develop an understanding of Strategic Management concepts and techniques.

UNIT-I (12 HOURS)

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

UNIT -II (12 HOURS)

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

UNIT -III (12 HOURS)

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

UNIT- IV (12 HOURS)

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

UNIT- V (12 HOURS)

Reaching Strategic Edge: Business Process Reengineering, Benchmarking, Total Quality Management, Six Sigma Contemporary Strategic Issues.

TEXT BOOK:

1. L.M. Prasad, Strategic Management, 16th Edition, Sulthan Chand and Co, Year- 2014, New Delhi.

REFERENCE BOOKS:

1. Francis Cherunilam, Strategic Management, 16th Edition, Himalaya Publications, Year- 2014, New Delhi.
2. Dr. S. Senthil Kumar, Marutha Durai, A. Sharmila, J. Poornima, Business Strategic Management and Policy, 1st Edition, Sulthan Chand and Co, Year- 2014, New Delhi.

FIFTH SEMESTER
PART – III – CORE – 15 - BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Maximum CIA: 3

Maximum CE: 7

Total hours: 6

Objective:

To develop an understanding of business ethics and corporate social responsibility concepts.

UNIT- I

(12 HOURS)

Business ethics; Definition and nature, The Importance of Business Ethics, Emerging Business Ethics Issues, Business Ethics in a Global Economy. Environmental ethics Marketing Ethics, Corporate Ethics, Ethical Issues in HRM.

UNIT -II

(12 HOURS)

Ethical theories; Ethical Dilemmas, Sources and Their Resolutions. Individual Factors Moral Philosophies, Organizational Factors: The Role of Ethical Culture and Relationships Value based organizations.

UNIT- III

(12 HOURS)

Concept of Corporate Social Responsibility (CSR), - Meaning -Features – Significance Historical phases of CSR - Perspectives on CSR - CSR models - Drivers of CSR.

UNIT- IV

(12 HOURS)

Corporate Social Responsibility Practices in India. CSR- Within the Organisation, CSR and Society.

UNIT- V

(12 HOURS)

Corporate Governance: Principles, Issues and Trend - Ethical Decision Making in Business and Ethical leadership

TEXT BOOK:

1. V. Balachandran and V. Chandrasekaran, "Corporate Governance and Social Responsibility", PHI Learning Private Limited, New Delhi. Year 2011.

REFERENCE BOOKS:

1. Bhatt, K. and Sumitha, A., Business Ethics and Corporate Social Responsibility, 2nd Edition, Himalaya Publications, Year 2011, New Delhi.
2. C.V. Baxi, Rupamanjari, Sinha Ray, Corporate Social Responsibility, Vikas Publishing House Pvt Ltd, Year 2012.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

FIFTH SEMESTER

PART - III - CORE - 16 - TAXATION I

Maximum CIA: 30
Maximum CE: 70
Total hours: 60

OBJECTIVE:

To gain the knowledge of the provisions of Income- tax law relating to the topics mentioned in the contents below; and To gain ability to solve simple problems concerning assesses with the status of "Individual" and covering the areas mentioned in the contents below.

UNIT- I

(12 HOURS)

Important definitions in the Income –tax Act, 1961 – Basis of charge; Rates of taxes- applicable for different types of assesses – Concepts of pervious year and assessment year – Residential status and scope of total income; Income deemed to be received / deemed to accrue or arise in India – Incomes which do not form part of total income.

UNIT- II

(12 HOURS)

Income from salary – Income from House Property.

UNIT -III

(12 HOURS)

Income from Business or Profession.

UNIT -IV

(12 HOURS)

Income from Capital Gains – Income from other sources.

UNIT -V

(12 HOURS)

Income of other persons included in assesses total income – Aggregation of income; Set –off or carry forward and set off of losses – Deductions from gross total income – Computation of total income and tax payable; Rebates and relief's – Provisions concerning advance tax and tax deducted at source.E-Filing - Meaning of E-filing-Benefits & Limitations-Difference between Regular Filing & E-Filing-Types- Process.(E-Filing Theory Only)

TEXT BOOK:

1. Gaur.V.P and Narang.D.B, Puja Gahai, Rajeev Puri , Income Tax ,40th edition, Kalyani Publishers , 2016, New Delhi.

REFERENCE BOOKS:

1. Hariharan.N, Income Tax, 4th edition, Tata McGraw hill, 2015, New Delhi.
2. Girish Ahuja Ravi Gupta, Direct tax law and practice, 34th Edition Bharat Law House Pvt Ltd.year 2014.

FIFTH SEMESTER

PART III – CORE 17 – RESEARCH METHODOLOGY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

OBJECTIVE:

Enabling the students to acquire knowledge in Research Methodology.

UNIT-I

(12 HOURS)

Research - Meaning - Definition – Nature – Scope and Objective – Types of Research - Experimental Research - Survey Research - Case study methods.

UNIT-II

(12 HOURS)

Research Design - Defining Research Problem and Formulation of Hypothesis - Experimental Design.

UNIT-III

(12 HOURS)

Research Process - Steps in the process of Research, Data Collection and Measurement : Sources of Secondary Data - Methods of primary data collection - Questionnaire Construction - Attitude measurement and Scales - Sampling and Sampling Designs - Philosophy and Pre-testing.

UNIT-IV

(12 HOURS)

Data Presentation and Analysis - Data Processing - Methods of Statistical Analysis and Interpretation of Data - Testing of Hypothesis and Theory of Inference.

UNIT-V

(12 HOURS)

Report Writing and Presentation - Steps in Report Writing - Substance of Reports - Formats of Reports - Presentation of a Report.

TEXT BOOK:

1. C.R. Kothari, Research Methodology, 5th Edition , Wiley Eastern Ltd, New Delhi, Year 2016.

REFERENCE BOOKS:

1. P. Saravanavel, Research Methodology, 5th Edition , Kitab Mahal, Allahabad, Year 2012
2. Dr.C.Paramasivan, Research Mothodology for Commerce and Management, Regal Publications, year 2011.

3.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

FIFTH SEMESTER

PART – III – ELECTIVE I – ENTREPRENEURIAL DEVELOPMENT

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

OBJECTIVE:

To enable the students to learn the fundamentals of being a good entrepreneur and the Concept of entrepreneurship, Knowledge about the financing institutions, project report, incentives and subsidies.

UNIT - I

(12 HOURS)

Concept of entrepreneurship : Definition Nature and characteristics of entrepreneurship – function and type of entrepreneur. Development of women entrepreneur and rural entrepreneur – self employment- Problem of Women Entrepreneur.

UNIT- II

(12 HOURS)

The start-up process, Project identification – Business Idea – Sources of Business Idea – Selection of the product – project formulation - evaluation – feasibility analysis, Project Report.

UNIT- III

(12 HOURS)

Institutional services to entrepreneurs – DIC, SIDO, NSIC, SISI, SIDCO and KVIC, Institutional finance to entrepreneurs : IFCI, SFC, IDBI, ICICI, TIIC and SIPCOT.

UNIT- IV

(12 HOURS)

Incentives and subsidies – Subsidised services – subsidy for market - Transport – seed capital assistance - Taxation benefit to SSI role of entrepreneur in export promotion and import substitution.

UNIT -V

(12 HOURS)

Industrial Sickness- Symptoms- Remedies – Causes.

TEXT BOOK:

1. Gupta.C.B and Srinivasan N.P, Entrepreneurial Development, Sultan Chand and Co., 2015, New Delhi.

REFERENCE BOOKS:

1. Vasant Desai ,Dynamics Of Entrepreneurial Development Management, Himalaya Publishing House,2011
2. Dr. S. S. Khanka.,Entrepreneurial Development, Sulthan Chand and Co, Year- 2012, New Delhi.

**FIFTH SEMESTER
PART III - ELECTIVE I - CORPORATE GOVERNANCE**

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective:

Enabling students to acquire theoretical knowledge in Corporate Governance.

UNIT I

(12 HOURS)

Corporate Governance – Meaning – Features – Importance – Macro Issues – Micro Issues – Board of Governance– SEBI Committee on Corporate Governance.

UNIT II

(12 HOURS)

Corporate Governance and the Role of the Board [BOD] – Corporate Governance System Worldwide – The Board, CEO and the Chairman – Non-executive Directors –Legal Position and Liabilities of Directors.

UNIT III

(12 HOURS)

Company Audit – Auditor’s Independence – Audit Committees – Audit Committees and Corporate Governance – Management Audit – Tool for value addition –[Economic value addition] Corporate Disclosures – Disclosures Norms and Investors Interest - Corporate Governance Report of Infosys.

UNIT IV

(12 HOURS)

New Companies Bill – Companies Act 2013 – Classification of Companies – Corporate Restructuring – Mergers and Takeovers – Desirable Corporate Governance in India.

UNIT V

(12 HOURS)

E – Governance – Trends in E-governance – Business Process Reengineering - Value Based Management – Ethical Imperatives in Corporate Governance – Environmental Reporting - Corporate Governance Rating - Models of Rating.

TEXT BOOK:

1. N. Gopalsamy, Corporate Governance, The new paradigm, 3rd Edition, Wheeler Publishing, New Delhi, year 2014

REFERENCE BOOKS:

1. Corporate Governance, Principles & Policies, Practices, Fernando A.C, Prentice Hall Publications, 2nd Edition, Year 2011.
2. Dr.S.Singh, Corporate Governance, Excel Books ,Chennai.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

**FIFTH SEMESTER
PART III - ELECTIVE I - BRAND MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Objective:

To teach the importance of brand and its impacts among the customers

UNIT -I (12 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 -II (12 HOURS)

Brand Associations: Brand vision – brand ambassadors – brand as a personality, as trading asset, Brand extension – brand positioning – brand image building.

UNIT- III (12 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- IV (12 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- V (12 HOURS)

Brand Strategies: Designing and implementing branding strategies

TEXT BOOK:

1.S.Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2012.

REFERENCE BOOKS:

1. Jean Noel, Kapferer, “Strategic brand Management”, The Free Press, New York, 5th Edition 2012.

2. Paul Tmeporal, Branding in Asia, John Wiley & sons (P) Ltd., New York, 2010.

SIXTH SEMESTER

PART – III – CORE -18 – MANAGEMENT ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

OBJECTIVE: To acquaint the students with the Management Accounting Techniques that facilitate managerial decision – making.

UNIT-I (12 HOURS)

Management Accounting-Meaning, Objective and scope-Relationship between management accounting, cost accounting and financial accounting-Need and significance of management accounting in organization - Financial statements-Analysis-Financial statements and their importance-Tools for analysis and interpretation.

UNIT-II (12 HOURS)

Analysis and interpretation of financial statement-Ratio analysis-Significance of ratios and long term financial position-Profitability – Uses and limitations of ratios.

UNIT-III (12 HOURS)

Working capital-Concepts, kinds, importance of working capital-Working capital requirements and their computation-Sources of working capital-Fund flow and cash flow analysis.

UNIT-IV (12 HOURS)

Cost-volume-profit analysis-Marginal costing and break-even analysis, managerial applications of marginal costing-Significance and limitations of marginal costing.

UNIT-V (12 HOURS)

Budgeting and budgetary control- Definition, importance, essentials, classifications of budgets, master budget, preparation of different, budgets-Steps in budgetary control, standard costing-Material and labour variances.

NOTE : Distribution of marks : Theory 20% and Problems 80%

TEXT BOOK:

1. Shashi K. Gupta and R.K. Sharma, Neeti Gupta, Management Accounting, 3rd Revised Edition, Kalyani Publishers, 2012, New Delhi.

REFERENCE BOOKS:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions, 14th Revised Edition, Sri Ram Publications, 2014, Trichy.
2. S.N. Maheswari. and S.K. Maheswari, A Text Book of Accounting for Management, 7th Reprint, Vikas Publishing House, 2012, Mumbai.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

SIXTH SEMESTER

PART – III – CORE 19 – INVESTMENT MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

OBJECTIVE: The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process, including Portfolio Management.

UNIT -I

(12 HOURS)

Investment – Meaning and Definition- Concept- Nature and Scope of Investment-Types of Investment- Stages of Investment- Speculation- Types of speculators – Difference between Investment and Speculation- Importance- Basic principles of investment.

UNIT- II

(12 HOURS)

Risk – Meaning of Risk- Causes of Risk- types of risk- systematic and unsystematic risk- Return Analysis- Factors analyzing the return on investment.

UNIT -III

(12 HOURS)

Introduction of security analysis- Approaches to Security Analysis- Fundamental Analysis- Economic Analysis- Industry Analysis- Company Analysis- Technical Analysis.

UNIT -IV

(12 HOURS)

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

UNIT -V

(12 HOURS)

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

TEXT BOOK:

1. Dr. L. Natarajan, Investment Management, Margam Publishers, 3rd Edition, Year 2011

REFERENCE BOOKS:

1. Reilly and Brown, Investment Analysis and Portfolio Management, Cengage Learning publications, 8th edition, 2011.
2. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2015.

SIXTH SEMESTER

PART – III – CORE 20 – TAXATION II

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective: To gain knowledge of the provisions of service tax as mentioned below and basic concepts of Value Added Tax (VAT) in India.

UNIT-I (12 HOURS)

Constitutional back ground of taxes-Types of taxes – Direct and Indirect taxes- Indirect taxation – nature – Advantages- Disadvantages – Excise, Sales, Customs and Service taxes – Contribution to State Exchequer - Tax evasion – Tax avoidance – Cause and Consequences .

UNIT-II (12 HOURS)

The Central Excise Act 1944 - Important definitions - Nature and Levy of Excise Duty- Types- Definitions- Manufacture-Production- Excisable goods under Central Excise Tariff Act (CETA)- Valuation of Excisable Goods.

UNIT-III (12 HOURS)

The Customs Act 1962-Customs Duty- Important Definitions – Types - Negative list of items of Import and Export- Assessment of Duty-Valuation of Dutiable goods.

Unit - IV (12 HOURS)

Service Tax – Concepts and general principles. Charge of service tax and Taxable services . Valuation of taxable services. Payment of service tax and filing of returns.

UNIT – V (12 HOURS)

VAT – Concepts and general principles Calculation of VAT Liability including input Tax Credits- Small dealers and Composition Scheme- VAT Procedures.

TEXT BOOKS:

1. Dinkar Pagare, Business Taxation , 6th edition, Sultan Chand & Sons, 2012, New Delhi.
2. Radha and Parameswaran. R, Business Taxation and Indirect Taxes, 5th edition, Prasanna Publishers, 2011, New Delhi.

REFERENCE BOOKS:

1. Balachandra.V, Indirect Taxation, 6th edition, Sultan Chand & Co, 2012, New Delhi.
2. Radhakrishnan.P , Indirect Taxation, 8th edition, Kalyani Publishers, 2013, New Delhi.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

SIXTH SEMESTER

PART III - ELECTIVE II- FINANCIAL MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective:

To acquaint knowledge about the budgetary controls used in the corporate.

UNIT-I (12 HOURS)

Financial Management – Meaning – Nature and Scope – Functions – Objective – Profit Maximization – Wealth Maximization- Importance of Financial Management – Finance Manager – Role.

UNIT-II (12 HOURS)

Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits, factors affecting long term funds requirements.

UNIT-III (12 HOURS)

Lease financing: Concept, types. Advantages and disadvantages of leasing. Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.(Problems)

UNIT-IV (12 HOURS)

Capital budgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing. (Problems)

UNIT-V (12 HOURS)

Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in dividend policy, Forms of Dividends, Dividend Theories, Bonus Shares, .EVA, MVA, and CAPM.

Note : Distribution of Marks - Theory 60% and Problems 40%.

TEXT BOOK:

1. I.M. Pandey, Financial Management, 3rd Edition, Vikas Publications House, Year 2010, Chennai.

REFERENCE BOOKS:

1. Dr. V. R. Palanivelu, Financial Management, 5th Edition, Sulthan chand & Co Pvt Ltd, Year -2012, New Delhi.
2. S N Maheshwari, Financial Management Principles and Practice, Vikas Publications House, Year 2013, Chennai.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

**SIXTH SEMESTER
PART III - ELECTIVE II- MICRO FINANCE**

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

OBJECTIVE: To acquire conceptual knowledge of the micro financing system in India.

UNIT-1 (12 HOURS)

Overview of Microfinance - Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, Microfinance models - Emerging practices of Microfinance in India state wise cases, Emerging Global Microfinance practices - Need of Microfinance.

UNIT- II (12 HOURS)

Microfinance, Development, Income generating activities and Micro enterprise :Market (demand) analysis, financial analysis including sources. Technological analysis, Socioeconomic analysis, Environmental analysis. Logical framework, Implementation & Monitoring.

UNIT-III (12 HOURS)

Credit Delivery Methodology : Credit Lending Models : Associations; Bank Guarantees Community Banking, Cooperatives, Credit Unions, Grameen Model, SHG, Individual, Intermediaries, Could be individual lenders, NGOs, micro credit programmes, and Commercial banks)

UNIT-IV (12 HOURS)

Pricing of Microfinance products: Purpose base, Activity base, Economic class base Open bidding, etc. Pricing saving products, Amount of savings base, Attendance at periodical meeting Adding to corpus. Gender issues in Microfinance and Conflict resolution in Microfinance –Client impact studies measuring impact of Microfinance and Micro enterprises

UNIT-V (12 HOURS)

Commercial Microfinance: MFIs: Evaluating MFIs- Social and performance metrics, fund structure, value-added services The Rise of Commercial Microfinance-: Transforming NGOs. Structure of Microfinance Industry and Constraints on MFI Growth. The partnership model – MFI as the servicer.

TEXT BOOK:

1. Panda .K. Debadutta and John, Understanding Micro Finance, Wiley India Pvt Ltd, Year – 2012, New York.

REFERENCE BOOK:

1. Beatnz Armaondariz, Johathan Marduch, the Economics of Micro Finance, 8th Edition, Prentice Hall of India ,Year – 2007,U.S.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

SIXTH SEMESTER

PART III - ELECTIVE II- SUPPLY CHAIN MANAGEMENT

Maximum CIA: 30
Maximum CE: 70
Total hours: 60

Objective:

To create awareness about the supply chain activities taken in order to deliver the goods

UNIT-I (12 HOURS)
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management – economic lot size model. Supply contracts – centralized vs. decentralized system.

UNIT-II (12 HOURS)
Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies.

UNIT-III (12 HOURS)
Strategic Alliances: Frame work for strategic alliances – 3PL – merits and demerits – retailer – supplier partnership – advantages and disadvantages of RSP – distributor Integration.

UNIT-IV (12 HOURS)
Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement.

UNIT-V (12 HOURS)
Dimension of customer Value – conformance of requirement – product selection – price and brand – value added services – strategic pricing – smart pricing – customer value measures.

TEXT BOOK:

1. G. Raghugam, N, Rangar, Logistics and Supply Chain Management, Mac Millan Publications, Year 2012, U.S

REFERENCE BOOKS:

1. Donald Waters, logistics : An introduction to Supply Chain Management, Palgrare publications, Year 2010.
2. R.P. Mohanty, C,G, Deshmukh , Supply Chain Management, Biztantra Year 2012.

SIXTH SEMESTER

PART – III - ELECTIVE III- HUMAN RESOURCE MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

OBJECTIVE:

To enable students learn the various concepts and functions of HRM

UNIT-I (12 HOURS)

Introduction - Evolution of HRM — Importance of HRM- Personnel Management vs Human Resource Management- Strategic Human Resource Management.

UNIT-II (12 HOURS)

Employment Planning and Forecasting -Job analysis- – Process of Job analysis – Job description- Job specification.

UNIT-III (12 HOURS)

Interview, Common Interviewing Mistakes, Designing and Conducting the Effective Interview, Small Business Application, Computer Aided Interview

UNIT-IV (12 HOURS)

Job Evaluation-Performance Appraisal- Essential characteristics of an effective appraisal system

UNIT- V (12 HOURS)

Industrial Relations- Trade Unions- Collective Bargaining- Employee grievance.

TEXT BOOK:

1. VSP Rao, Human Resource Management : Text And Cases, First Edition, Excel Books , New Delhi- 2014

REFERENCE BOOKS:

1. Gary Dessler –Human Resource Management, 7th Edition, Prentice Hall Of India Private Ltd, Year 2011, New Delhi.
2. Dr. R. Venkatapathy And Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publication ,Year 2013, Coimbatore.

B.Com [PA] Degree Examination – Syllabus for Candidates admitted from the academic year 2015-16 onwards

**SIXTH SEMESTER
PART – III - ELECTIVE III- BUSINESS ENVIRONMENT**

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Objective:

To acquaint knowledge about the Business Environment.

UNIT –I (12 HOURS)
Concept of Business Environment- Significance-Types of Environment-External and Internal – Inter - Relationship between economic and non-economic environment - Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business .

UNIT-II (12 HOURS)
Industrial Policies and Regulations - New Industrial Policy 2013 - Public, Private, Joint and Co-operative Sectors - Privatization and Disinvestment - Ways of Privatization- Benefits and Arguments against Privatization - Privatization in India.

UNIT-III (12 HOURS)
Economic Systems – Meaning – Characteristics -Types of economic systems Capitalism- Socialism-Mixed economy - Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.

UNIT-IV (12 HOURS)
Technological environment-Factors Governing Technological Environment - Management of Technology - Patents and Trademarks - Financial Institution in India - IFCI-ICICI-IDBI- IIBI-SIDBI-SFC's.

UNIT-V (12 HOURS)
Globalisation - Meaning and Dimensions - Features of Current Globalisation - Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants- India's policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNC's-MNC in India.

TEXT BOOK:

1. Francis Cherunilam, Business Environment, 4th Edition, Himalaya Publications, Year 2012, New Delhi.

REFERENCE BOOKS:

1. Dr. C. B. Gupta, Business Environment, 10th Edition, Sulthan chand &Co Pvt Ltd. Year -2017, New Delhi.
2. Raj , Business Environment, Agarwal Excel Books, Year 2012.

**SIXTH SEMESTER
PART – III - ELECTIVE III- MATERIAL MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Objective

To acquaint knowledge about the Material management.

UNIT-I (12 HOURS)

Material Management: Nature, Scope, Definition, Benefits and Objective. Materials Planning. An Integrated system, Approach organization for Materials Management, forecasting.

UNIT-II (12 HOURS)

Purchasing Management: Functions of purchasing, organization for purchasing quality determination and control Selecting sources of supply Vender Rating. Price determination, contracts, purchase timing. Purchase of Capital equipment and replacement make-but decisions. Buyer-seller negotiations. Import Purchasing. Government purchasing.

UNIT-III (12 HOURS)

Inventory Management: Inventories defined, Types of Inventories, Objective of inventory control. Inventory Costs. Inventories classification ABC, VED, FSM, Inventory models. Economic order quantity, Replenishment system, fix quantity variable Quantity system (P.Q. system), Inventory performance measurement. Quantity Discounts, Economic Batch Size.

UNIT-IV (12 HOURS)

Stores Management: Definition, Functions of Stores, organization for stores,- Receiving section, Inspection Quality Control.

UNIT-V (12 HOURS)

Classification and Codification of Materials: Stock verification Stores, Accounting and adjustments of discrepancies. Material Movement-handling Equipment, storing equipment Layout and Location of stores. Storage and preservation methods. Theft, malpractices and loss.

TEXT BOOK:

1. Gopalakrishnan.P, handbook of Material Management, 5th Edition, Prentice Hall Of India Private Ltd, Year 2010, New Delhi.

REFERENCE BOOKS:

1. M.M. Varma, Material Management, Sulthan chand &Co Pvt Ltd, Year -2012, New Delhi.
2. J.R. Tony Arnold, Stephen N. Chapman, Introduction to Material Management, 10th Edition, Pearson Education, Year 2011, Asia.

BA English

BACHELOR OF ARTS – B.A. ENGLISH LITERATURE

Scheme of Examination (CBCS and OBE Pattern)

For the Candidates admitted during the academic year **2020-2021** onwards

Common Scheme for UG - Language Papers [4 Semesters]

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01	Language – I	5	3	30	70	100	3
	19LAH101	Hindi-I						
	19LAMY01	Malayalam-I						
	19LAFR01	French-I						
II	19ENG001	English –I	5	3	30	70	100	3
III	19BAE101	Core 1- Prose	6	3	30	70	100	4
III	19BAE102	Core 2 -Fiction	6	3	30	70	100	4
III	19BAEID1	IDC 1- Social History of England	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I : EVS #	2	2			50	2
		Total	30				550	20
SEMESTER II								
I	19LATA02	Language –II	5	3	30	70	100	3
	19LAH102	Hindi-II						
	19LAMY02	Malayalam-II						
	19LAFR02	French-II						

II	19ENG002	English – II	5	3	30	70	100	3
III	20BAE201	Core 3- Poetry-I	6	3	30	70	100	4
III	19BAE202	Core 4- English Grammar and Usage	6	3	30	70	100	4
III	19BAEID2	IDC 2 –Literary Forms	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20

SEMESTER III

I	19LATA03	Language – III	5	3	30	70	100	3
	19LAH103	Hindi-III						
	19LAMY03	Malayalam-III						
	19LAFR03	French-III						
II	19ENG003	English – III	5	3	30	70	100	3
III	19BAE301	Core 5 -Poetry-II	5	3	30	70	100	4
III	19BAE302	Core 6- Drama	5	3	30	70	100	4
III	19BAEID3	IDC 3 – History of English Literature	5	3	30	70	100	4
IV	19BAESB1/ 19BAESB2	Skill Based Course I – Personality Development / Translation Tasks#	3	3	-	75	75	3
IV	19BTA001/ 19ATA001/ 19BAEED1	EDC 1:BT 1 / AT 1/PC Software #	2	2	-	50	50	2
		Total	30				625	23

SEMESTER IV

I	19LATA04	Language –IV	5	3	30	70	100	3
	19LAH104	Hindi-IV						

	19LAMY04	Malayalam-IV							
	19LAFR04	French-IV							
II	19ENG004	English – IV	5	3	30	70	100	3	
III	19BAE401	Core 7 -Elements of Phonetics	5	3	30	70	100	4	
III	19BAE402	Core 8 - Indian Writing in English	5	3	30	70	100	4	
III	19BAEID4	IDC 4-Literary Criticism	5	3	30	70	100	4	
IV	19BAESB3/ 19BAESB4	Skill Based Course II: - Developing Communicative Skills/Technical English#	3	3	-	75	75	3	
IV	19BTA002/ 19ATA002/ 19BAEED2	EDC 2 :BT 2/AT 2/ Introduction to Information security #	2	2	-	50	50	2	
V	19NCC001/ 19NSS001/ 19SPT001 / 19EXT001	NCC/NSS/Sports /Extension Activities @			50		50	2	
		Total	30				675	25	
SEMESTER V									
III	19BAE501	Core 9-Shakespeare	5	3	30	70	100	4	
III	19BAE502	Core 10- American Literature	5	3	30	70	100	4	
III	19BAE503	Core 11-Children Literature in English	4	3	30	70	100	4	
III	19BAE504	Core 12-New Literatures	4	3	30	70	100	4	
III	19BAE505	Core 13- English Language Teaching	6	3	30	70	100	5	
III	19BAEE01/ 19BAEE02/ 19BAEE03	Elective I :	6	3	30	70	100	5	
		Total	30				600	26	

SEMESTER VI

III	19BAE601	Core 14- Journalism & Mass Communication	5	3	30	70	100	4							
III	19BAE602	Core 15- Ethics in English Literature	5	3	30	70	100	4							
III	19BAE603	Core 16-World Literature in English Translation	6	3	30	70	100	4							
III	19BAE604	Core 17- Project – Creative Writing	4	3	50	50	100	5							
III	19BAEE04/ 19BAEE05/ 19BAEE06	Elective II :	6	3	30	70	100	5							
	19BAEE07/ 19BAEE08/ 19BAEE09								Elective III :	4	3	30	70	100	4
Total		30				600	26								
Total							3600	140							

List of Elective Courses

	Subject Code	Subject Title
Elective I	19BAEE01	English for Specific Purpose
	19BAEE02	Introduction to MS Office and Internet Research Skills
	19BAEE03	Study of Indian Theatre
Elective II	19BAEE04	Comparative Literature
	19BAEE05	English for Competitive Exams
	19BAEE06	Creative Writing
Elective III	19BAEE07	Intensive Study of an Author- Rabindranath Tagore
	19BAEE08	Critical Approaches to Literature

	19BAEE09	Inspiring Speeches
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Bachelor of Arts (English Literature) Degree Examination-Syllabus- for the Candidates admitted from the academic year 2018-2019 onwards

FIRST SEMESTER

Part-III- Core-1 Prose

Maximum CIA- 30

Maximum CE-70

Total Hours – 72

Course Objective:

To enable students to identify themes, styles, and techniques of writers and to provide students a scope for creative writing by modeling on these writers

Unit-I (15 Hours)

- Francis Bacon - Of Studies
- Francis Bacon - Of Fame
- Sir Richard Steele - The Trumpet Club

Unit – II (15 Hours)

- Joseph Addison - Sir Roger At The Theatre
- Oliver Goldsmith - The Man in Black
- Daniel Defoe - Description of a Quack Doctor

Unit-III (14 Hours)

- Charles Lamb -A Dissertation upon a Roasted Pig
- Charles Lamb -Dream Children- A Reverie
- William Hazlitt - The Fight

Unit -IV (14 Hours)

- Aldous Huxley - English Snobbery
- G K Chesterton - The Worship of the Wealthy
- J B Priestly - Travel by Train

Unit – V (14 Hours)

- A G Gardiner - A Fellow Traveller

A J Cronin - The Best Investment I Ever Made
Pele With RL Fish - Pele's Thousandth goal

Course Outcome:

- Interpret Bacon's essays and Sir Richard Steele in prose form.
- Identify Eighteenth Century Collaborative Journalism is learnt by the students.
- Compare Prose Romanticism through Lamb and Hazlitt.
- Apply Theological, Paradoxical theories.
- Make use of Prose writers.

Text Books:

1. MG Nayar, A Galaxy of English Essayists, Trinity, 2014.
2. Vimala Ramarao, Current prose for Better Learning, Macmillan, 2009.
3. DK.Sebastian and AG.Xavier, Prose &Poetry for the Young Reader, Trinity, 2014.

Reference Book:

1. Dr.S.Sen, Essays of Elia, unique Publishers, 2014.

19BAE102

Bachelor of Arts (English Literature) Degree Examination -Syllabus- for the Candidates admitted from the academic year 2018-2019 onwards

FIRST SEMESTER
Part-III-Core 2 Fiction

Maximum CIA- 30

Maximum CE-70

Total Hours – 72

Course Objective:

To make the students understand the fictional writings.

Unit - I (15 Hours)

Jane Austen – Emma

Unit – II (15 Hours)

George Eliot – Mill on the Floss

Unit – III (14 Hours)

Charles Dickens – Great Expectations

Unit – IV (14 Hours)

Wilkie Collins – The Moonstone

Unit – V (14 Hours)

F. Scott Fitzgerald -The Great Gatsby

Course Outcome:

- Infer Eighteenth Century life of woman.
- Outline moralistic views of the Victorian Age.
- Relate social reform of the Nineteenth Century.
- Identify the elements of Detective Novel.
- Interpret the fictional writings of the various ages.

Text Books:

1. Austen, Jane. *Emma*, Fingerprint Publishing, 2014.
2. Eliot , George. *Mill on the Floss*, Maple Press, 2014.
3. Dickens, Charles. *Great Expectations*, Penguins Revised Edition, 2014.
4. Collins, Wilkie. *The Moonstone*, Maple Press, 2010.
5. Fitzgerald, Scott. *The Great Gatsby*, Fingerprint Publishing, 2014.

Reference Books:

1. Byrne, Paula, *Jane Austen's Emma: A Sourcebook*. Routledge ed. (2004).
2. Byatt, A.S. Introduction to the Penguin Classics Edition, 1985.
3. *John Forster (1872–1874), The Life of Charles Dickens, London: J. M. Dent & Sons*, edited by J. W. T. Ley, 1928.
4. Hall, Sharon K (1979). Twentieth century literary criticism. p.531. University of Michigan.
5. Randall, Mónica. *The Mansions of Long Island's Gold Coast*. Rizzoli., 2003.

19BAEID1

Bachelor of Arts (English Literature) Degree Examination-Syllabus- for the Candidates admitted from the academic year 2018-2019 onwards

FIRST SEMESTER

Part-III- IDC – 1 Social History of England

Maximum CIA- 30

Maximum CE-70

Total Hours – 72

Course Objective:

To introduce the historical and social background of England.

Unit – I	The Renaissance The Reformation The Tudor navy and Armada	(15 Hours)
Unit – II	The East India Company Colonial Expansion Civil War and its social significance	(15 Hours)

Unit – III	Puritanism Restoration in England The Origin & Growth of Political Parties in England	(14 Hours)
Unit – IV	Age of Queen Anne Agrarian Revolution Industrial Revolution	(14 Hours)
Unit – V	Effects of French Revolution The Victorian Age World wars & social security	(14 Hours)

Course Outcome:

- Compare between the Renaissance and Reformation period and the development in learning.
- Relate the consequences of colonization and the significance of the Civil War.
- Identify the political reformation in England.
- Analyze the effects of Industrial and Agrarian Revolution that led to changes in learning.
- Relate French Revolution, World Wars and the consequences.

Text Book:

1. Xavier.A.G. *Introduction to the Social History of England*, Viswanathan Printers and Publishers, 2009.

Reference Books:

1. Thailambal.P. *Social History of England*, Ennes Publications, 1996.
2. Johri.A.N. *A Social History of England*, Doaba House, 1994.
3. Traveylyon.G.M. *English Social History*, Surjeet Publications, 2011.

20BAE201

**Bachelor of Arts (English Literature) Degree Examination-Syllabus- for the Candidates
admitted from the academic year 2020-2021 onwards**

**SECOND SEMESTER
PART - III - CORE 3 POETRY - I**

Maximum CIA: 30
Maximum CE: 70
Total Hours: 72

Course Objective:

To familiarize learners about the diverse schools of poetry, trends, individual traits of poets and to identify poetic devices and strategies and how to interpret a poem.

Unit I & II (28 Hours)

John Milton - Paradise Lost Book IX

Unit III (14 Hours)

John Donne - A Valediction: Forbidding Mourning

Andrew Marvell - To His Coy Mistress

John Dryden - Hidden Flame

Unit IV (15 Hours)

Alexander Pope - Ode on Solitude

Thomas Gray - Elegy Written in a Country Churchyard

Oliver Goldsmith - The Village Schoolmaster

Unit V (15Hours)

William Collins - Ode to Evening

William Blake - The Tyger

Dante Gabriel Rossetti - The Blessed Damozel

Course Outcome:

CO1: Interpret various types of poetry beginning with Epic poems.

CO2: Relate the Metaphysical poets and their revolutionary ideas.

CO3: Identify poems with the reasons and wit.

CO4: Explain the modern forms of poetry.

CO5: Analyse various themes of poems.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1		L					L	
CO 2			H					M

CO 3	M					M		
CO 4					L			L
CO 5				M			M	

Text Books:

1. Green David, *Winged Words*, Macmillan, India: 1997.
2. Milton John. *Paradise Lost Book IX*, Macmillan, India: 2013.

Reference Book:

1. Blaney Justin, *Whispers Willow*, Inkliss, 2017.

19BAE202

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SECOND SEMESTER

Part-III-Core 4 Grammar and Usage

Maximum CIA- 30

Maximum CE-70

Total Hours – 72

Course Objective:

To train the Learner to make use of Grammar in sentence construction and to enhance the Learner to use traditional and Modern Grammar

Unit – I

(15 Hours)

Part-I Grammar and Usage

The Sentence- Parts of Speech- Nouns-I- Nouns-II- Adjectives- Comparison of Adjectives- Articles-Pronouns-Demonstrative, Indefinite, Interrogative, Distributive and Reciprocal Pronouns- Relative Pronouns- Verbs- Verbs -Mood and Tense-Concord or Agreement of the Verb with the Subject- Non-Finite Verbs - Strong and Weak Verbs-The Auxiliaries- Modal Auxiliaries- Anomalous Finites-Adverbs- Prepositions- Conjunctions- Interjections

Unit – II

(15 Hours)

Part II Sentence Structure-A

Simple, Compound, Complex and Compound-Complex Sentences
Analysis of Simple Sentences- Clauses- Analysis of Complex Sentences
Analysis of Compound Sentences and Compound-Complex Sentences

Unit – III

(15 Hours)

Part II Sentence Structure-B

Synthesis of Sentences-Transformation of Sentences-I-Transformation of Sentences-II-Sequence of Tenses and Direct and Indirect Speech- Punctuation and Capitals

Unit – IV (15 Hours)

Part III Structures, Literary and Conversational

Verb Patterns and Structures-I-Verb Patterns and Structures-II-Verb

Patterns and Structures-III-Verb Patterns and Structures (Mainly Conversational)

Unit – V (12 Hours)

Part IV Vocabulary and Composition

Word-Formation-The Use of Prefixes- Word-Formation-The Use of Suffixes

Word-Formation-Compound Words- Synonyms and Antonyms

One-Word Substitutes for Phrases and Clauses- Words Often Confused

Words with Appropriate Prepositions- Writing Stories from Outlines

Course Outcome:

- Categorize Parts of Speech.
- Analyze the types of sentences.
- Utilize transformations of sentences are concentrated inclusive of punctuation.
- Organize structures and patterns.
- Identify word formation - enlargement of vocabulary.

Text Book:

1. Green David. *Contemporary English Structure and Composition*, Trinity, 2015.

Reference Book:

1. N. Krishnaswamy. *Modern English* (A book of Grammar Usage and Composition), Trinity, 2017.

19BAEID2

Bachelor of Arts (English Literature) Degree Examination-Syllabus- for the Candidates admitted from the academic year 2018-2019 onwards

SECOND SEMESTER
Part-III-IDC- 2 Literary Forms

Maximum CIA- 30

Maximum CE-70

Total Hours -72

Course Objective:

To provide a thorough knowledge of the literary genres and the significant literary movements in the field of English literature.

Unit - I

(15 Hours)

Subjective and Objective poetry

Poetical types

Stanza Forms- The Heroic Couplet and The Spenserian Stanza

Unit-II	The Metaphysical School of Poets The Classical Movement The Romantic Revival	(14 Hours)
Unit-III	The Dramatic Art Dramatic Types Dramatic Devices	(14 Hours)
Unit -IV	Origin of the English Drama Origin of the English Theatre	(14 Hours)
Unit-V	The Essay The Novel The Short Story Biography and Autobiography	(15 Hours)

Course Outcome:

- Compare poetic types and stanza forms.
- Relate various school of poetry.
- Outline the features of Drama and its life.
- Interpret the origin of English Drama and Essay.
- Utilize various genres like the Novel, Short story, Biography and Autobiography.

Text Book:

1. Prasad. B *A Background to the Study of English Literature*, Macmillan, 2013.

Reference Book:

1. Abrams M.H. *A Glossary of Literary Terms*, Cengage Learning. 2015.

19BAE301

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART-III CORE 5 POETRY-II

Maximum CIA: 30

Maximum CE:70

Total Hours:60

Course Objective:

To familiarize learners about the diverse schools of poetry, trends, individual traits of poets and to identify poetic devices and strategies and how to interpret a poem.

Unit I		(12 Hours)
	William Wordsworth	Resolution and Independence
	S.T.Coleridge	Kubla Khan
	P.B.Shelley	Ode to Skylark
Unit II		(12 Hours)
	John Keats	Ode on a Grecian Urn
	Lord Byron	Epitaph to a Dog
	Sir Walter Scott	The Truth of Woman
Unit III		(12 Hours)
	Alfred Lord Tennyson	Tithonus
	Alfred Lord Tennyson	Lotus Eaters
	Robert Browning	My Last Duchess
Unit IV		(12 Hours)
	Mathew Arnold	Scholar Gypsy
	W.B.Yeats	Easter 1916
	T.S.Eliot	The Hollow Men
Unit V		(12 Hours)
	W.H.Auden	The Shield of Achilles
	Wilfred Owen	Strange Meeting
	LoisMacniece	Prayer before Birth

Course Outcome:

CO1: Appreciate the nuances of poetic language and poetic devices.

CO2: Differentiate the different kinds of poetry – lyric, ode, ballad, elegy and dramatic monologue.

CO3: Analyze the poems critically.

CO4: Understand and get acquainted with the creative imagination and techniques of poetry.

CO5: Understand and appreciate poetry as a literary art form.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1		L					L	
CO 2			H					M
CO 3	M					M		
CO 4			L				L	
CO 5					M			M

Text Books

1. Ed. Robert Burns. *Spectrum of Verse*, McMillan Publication, 1991.
2. Compiled by Prof. Lalitha Natarajan. *English for Excellence Poetry*, Anuradha Publications, Chennai, 2013.

Reference Book

1. Green, David. *The Winged Word*, Laxmi publications, 2006.

19BAE302

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART-III CORE 6 - DRAMA

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to have knowledge about the dramatic devices used in the prescribed plays and facilitate the students to appreciate drama.

Unit I (12 Hours)

Christopher Marlowe Dr. Faustus

Unit II (12Hours)

John Dryden All for Love

Unit III (12 Hours)

Henrik Ibsen Doll's House

Unit IV (12 Hours)

George Bernard Shaw Arms and the Man

Unit V (12 Hours)

Oscar Wilde The Importance of Being Earnest

Course Outcome:

CO1: Understand the structure of a play and learn the dramatic devices used in writing a play.

CO2: Gain knowledge in the development of English drama.

CO3: Conceptualize various types of drama viz. Tragedy, Comedy, Farce, Melodrama, Historical Plays.

CO4: Interpret literary texts in English by nurturing and utilizing their ability to understand drama in a skilled, knowledgeable, and ethical manner.

CO5: Develop reading, writing and analytical skills and communicate their ideas critically and Creatively.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M						L	

CO 2		L				L		
CO 3				H				L
CO 4		L			L		M	
CO 5				L				M

Text Books

1. Marlowe Christopher, *Doctor Faustus*. New Mermaids, Paperback, 2014.
2. Dryde John n *All for Love*. New Mermaids, Paperback, 2014.
3. Ibsen Henrik, *Doll's House*, Dover Thrift Edition, Dover Publication, 2017.
4. Shaw Bernard, *Arms and the Man*. Maple Classics, 2013.
5. Wilde Oscar, *The Importance of Being Earnest*, Dover Thrift Edition, Dover Publication, 2016.

Reference Book

1. George Bernard Shaw's – *Arms and The Man*, A Complete Study by YashRampal,Paramvir publications.

19BAEID3

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART-III IDC- 3 HISTORY OF ENGLISH LITERATURE

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Course Objective:

To make the students aware and understand growth and development of English literature.

Unit I (12 Hours)

Age of Chaucer

Unit II (12 Hours)

The Age of Elizabeth

Unit III (12 Hours)

The Puritan Age

Unit IV (12 Hours)

The Romantic Age

Unit V (12 Hours)

20th Century Literature

Course Outcome:

CO1: Perceive a chronological survey of the major writers and their writings that have contributed to the development of English literature.

CO2: Chronologically fix authors, texts, movements' ideologies and literary practices.

CO3: Acquire knowledge about the three basic genres of literature namely poetry, prose and drama.

CO4: Develop a view of how English literature has evolved through the centuries, establishing a perception of its Literary History.

CO5: Understand texts in their cultural and historical contexts.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1		M					M	

CO 2			H			L		
CO 3	L							L
CO 4				M		M		
CO 5			L				L	

Text Book

1. Hudson W.H. *An Outline History of English Literature*, B.I. Publications.

Reference Books

1. Shanmugakani.A. *History of English Literature*, Vasans Publications, 2006.
2. Albert, Edward. *History of English Literature*, Oxford UP, 1979.
3. Hudson.W.H. *An Introduction to the study of English Literature*, Surjeet Publications

19BAESB1

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART – IV SBC – I PERSONALITY DEVELOPMENT

Maximum CE: 75

Total Hours: 36

Course Objective:

To enhance the holistic development of students and improve their employability skills and personality.

Unit I

Interpersonal Skills

(7 Hours)

Gratitude-Understanding the relationship between Leadership Networking & Team work-Interpersonal Skills Situation description of Interpersonal Skill-Necessity of Team Work Personally, Socially and Educationally.

Unit II

(7 hours)

Leadership

Skills for a good Leader, Assessment of Leadership Skills

Unit III

(7 Hours)

Stress Management

Causes of Stress and its impact, how to manage & distress,

Circle of control, Stress Busters, Emotional Intelligence

What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales. Managing Emotions.

Unit IV

(7 Hours)

Conflict Resolution

Conflicts in Human Relations-Reasons Case Studies, Approaches to conflict resolution.

Unit V

(8 Hours)

Decision Making

Importance and necessity of Decision Making, Process and

Practical way of Decision Making, Weighing Positives & Negatives.

Technical Topic Presentation

Course Outcome:

CO1: Develop Communication Skills as well as Positive Personality Traits.

CO2: Acquire the Language Suitable for Technical Communication.

CO3: Inculcate the Habit of Regular Reading and Writing.

CO4: Acquaint students with the major practices in effective personality development.

CO5: Experience the language to co-relate their classroom learning with their outside work.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1		L						L
CO 2			M			M		
CO 3	H						M	
CO 4				L		L		
CO 5					M			M

Text Book

1. Soft Skills, *Career Development Centre*, Green Pearl Publications. 2015.

Reference Books

1. Covey, Sean, *Seven Habits of Highly Effective Teens*, New York, Fireside Publishers: 1998.
2. Carnegie Dale, *How to win Friends and Influence People*, New York: Simon & Schuster: 1998.
3. Thomas A Harris, *I am ok, You are ok*, New York, Harper and Row: 1972.
4. Daniel Coleman, *Emotional Intelligence*, Bantam Book: 2006.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART – IV SBC I- TRANSLATION TASK

Maximum CE: 75

Total Hours: 36

Course Objective:

To familiarize the basic theories related to Translation by giving a practical exposure to various forms of Translations.

Unit I (6Hours)

History of Translation

The Concept of Translation, Definition, Theories.

Unit II (8Hours)

Kinds of Translation and Methods,

Specific Problems of Translation, Translation Procedures

Unit III (6Hours)

Bible Translation, poetry Translation

Unit IV (8Hours)

Translation of Statements, Proverbs, Headlines

Translation of Paragraphs

Unit V (8Hours)

Translation of Official Letter, Articles – Editorials

Course Outcome:

CO1: Understand and appreciate aesthetic, moral and cultural trends of literatures in the English language.

CO2: Compare and discuss important similarities and differences between the various literary forms, periods, and histories.

CO3: To provide students with opportunities to generate high-quality specialized translated texts.

CO4: To acquaint students with translation theory so to enable them to obtain a detailed understanding of the process of translation.

CO5: To provide students with a comprehensive understanding of the professional world of the translator and thereby to prepare them for entry into that employment sector.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	H						H	

CO 2		L				L		
CO 3			M					M
CO 4				M		M		
CO 5					L		L	

Text Book

1. S.Kanagaraj and Samuel Kirubakar-*The Anatomy of Translation*, Madurai, Prem Publishers, 1995.

Reference Books

1. Bassnett Susan: *Translation Studies*, Psychology Press, 2002.
2. Newmark Peter: *Approaches to Translation*, Prentice Hall, 1988
3. Bassnett Susan &Lefevere Andre: *Translation, History and Culture*, Pinter Publishers, 1990.
4. Bassnett Susan &Lefevere Andre: *Constructing Cultures:Essays on Literary Translation*.

19BAE401

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-III CORE-7 ELEMENTS OF PHONETICS

Maximum CIA: 30

Maximum CE:70

Total Hours:60

Course Objective:

To enhance the students the broad areas of phonetics inclusive of Consonants, Vowel sounds, Phonology and use of language in context.

Unit I	Phonetics: The Articulation of Speech Sounds Classification of Speech Sounds Classification and Description of consonants Classification and Description of Vowels	(12 Hours)
Unit II	Phonology: Phonemes and Allophones The Syllable	(12 Hours)
Unit III	The Pure Vowels and Diphthongs of English The Consonants of English Consonant clusters in English	(12 Hours)
Unit IV	Word Accent in English Accent and Rhythm in Connected speech	(12 Hours)
Unit V	Intonation Assimilation and Elision	(12 Hours)

Course Outcome:

CO1: Comprehend the production and perception of speech sounds.

CO2: Understand model of language structures.

CO3: Identify and familiarize the concepts in Phonetics and linguistics.

CO4: Analyse the system of language.

CO5: Apply the intonation of speech through practical usage.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							L
CO 2		M				M		
CO 3				H			H	
CO 4			L					L
CO 5					M	M		

Text Book

1. Balasubramanian.T, *A Textbook of English Phonetics for Indian Students*, Trinity Press, 2014.

Reference Book

1. Roach, Peter. *Phonetics (Oxford Introduction to Language Study ELT)*, Oxford University Press India, 2012.

19BAE402

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-III CORE-8 INDIAN WRITING IN ENGLISH

Maximum CIA: 30

Maximum CE: 70

Total Hours:60

Course Objective:

To acquaint the learners toward the various phases of evolution in Indian Writing in English.

Unit I Prose (12 Hours)

Dr.S.Radhakrishnan	Character is Destiny
Dr.APJ.AbdulKalam	My Visions for India
C.Rajagopalachari	The Tree Speaks

Unit II Poetry (12 Hours)

Toru Dutt	Our Casurina Tree
Nissim Ezekiel	Very Indian Poem in Indian English
Sarojini Naidu	Coromandel Fishers

Unit III Drama (12 Hours)

BadalSircar	Evam Indrajit
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Unit IV Fiction (12 Hours)

Mulk Raj Anand	Coolie
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Unit V Short Stories (12 Hours)

R.K.Narayan	Snake in the Grass
Manoj Das	A Substitute for the Sitar
Kushwant Singh	Karma

Course Outcome:

CO1: Appreciate the language and thought process of Indian writers. mastery and skill over the different periods of time.

CO2: Analyse and interpret the masterpieces of Indian Writing in English.

CO3: Understand the rich cultural diversity and aesthetics in Indian Literature.

CO4: Interpret the diverse texts and distinguish their salient features.

CO5: Highlights the glory of Indian writings in English.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					L		
CO 2		L						L
CO 3					H		H	
CO 4				M		M		
CO 5			L					L

Text Books

1. Compiled by Prof.Lalitha Natarajan. *English For Excellence Pose*, Anuradha Publications, Chennai, 2013.
2. Ed. Dr.S.Kanitha, *An Anthology of English Verse by Women*, ArivuPathipagam, 2009.
3. Compiled by Prof. Lalitha Natarajan. *English for Excellence Poetry*, Anuradha Publications, Chennai, 2013. *Vintage Wine*, NCBH, 2007.
4. EvamIndrajit: *Three-act Play Paperback*, OUP, 9 Jan 1975.
5. Mulk Raj Anand : *Coolie Unique Publisher(I)Pvt Ltd*; 2 edition (2014).
6. Ed. Prof. K.G.Seshadri, *Twelve Tales*. Anuradha Publications, Chennai, 2015.

Reference Books

1. Ed. By Dr.K.Gunasekaran. *English Prose Selections*, NCBH, 2011.
2. Dr. P.N.Ramani. *Vignettes*, NCBH, 2007.

19BAEID4

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-III-IDC 4- LITERARY CRITICISM

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enhance the basic concepts and methods of criticism and the ability of understanding literature through it.

Unit I (12 Hours)

The Background of English Criticism

The Greek Masters – Plato, Aristotle

Unit II (12 Hours)

The Battle of Tastes – Sir Philip Sidney

The Triumph of Classicism – John Dryden

Unit III (12 Hours)

William Wordsworth

S.T.Coleridge

Unit IV (12 Hours)

Mathew Arnold

Walter Pater

Unit V (12 Hours)

T.S.Eliot

I.A.Richards

Course Outcome:

CO1: Outline the literary views of criticism.

CO2: Identify the role of writers responsible for the Triumph of Classicism.

CO3: Compare the critical aspects of writers belonging to the period of Romantic Revolt.

CO4: Demonstrate the period of Victorian compromise and writers belonging to this period.

CO5: Illustrate the importance of the age of interrogation.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							L
CO 2			H			H		
CO 3				M				M
CO 4		L					L	
CO 5					L			L

Text Book

1. Prasad, Birjadish. *An Introduction to English Criticism*, Macmillan Publishers India Ltd., 2011.

Reference Book

1. Nagarajan.M.S, *English Literary Criticism and Theory*, Orient Blackswan, 2006.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-III- SBC II DEVELOPING COMMUNICATIVE SKILLS

Maximum CE: 75
Total Hours: 36

Course Objective:

To impart LSRW Skills, in social, academic, business and literary contexts.

Unit I	Education Word Grid Reading Problems and Solutions	(4 Hours)
Unit II	Syllabification Forms for Expressing Quality Expressing Comparison Monosyllabic Comparison	(8 Hours)
Unit III	Di/Polysyllabic Comparison The Best Monosyllabic Comparison The Best Di/Polysyllabic Comparison Practising Quality Words	(8 Hours)
Unit IV	Wh Words Yes/No Recollection Unscramble Wh Questions Wh Practice	(8 Hours)
Unit V	Education and the Poor Controlled Role Play Debate on Education Education in the Future	(8 Hours)

Course Outcome:

CO1: Make the students communicate effectively.

CO2: Enable them to Speak Impromptu.

CO3: Develop internal and external communications.

CO4: Enhance LSRW Skills.

CO5: Reply optimistically in written form.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M					M		
CO 2		L					L	
CO 3					L			L
CO 4				H		H		
CO 5			M					M

Text Book

1. John Love Joy & Francis M.Peter, *Let's Communicate 2*. Trinity Press, 2015.

Reference Books

1. The Secrets of Successful Communication: *A Simple Guide to Effective Encounters in Business* (Big Brain vs. Little Brain Communication) Paperback – September 1, 2011.
2. John Love Joy & Francis M.Peter, *Let's Communicate 1*. Trinity Press, 2015.

19BAESB4

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-IV-SBC II -TECHNICAL ENGLISH

Maximum CE: 75
Total Hours: 36

Course Objective:

To train the Learner to make use of Technical English and strengthen the LSRW Skills in English Language.

Unit I Fundamentals (4 Hours)

Nature of Technical Communication

Unit II Listening Comprehension (8 Hours)

The Listening Process

Unit III Speaking Strategies (8 Hours)

The Speech Process

Speaking Techniques

Unit IV Reading and Language Comprehension (8 Hours)

The Reading Process

Reading Strategies

Unit V Professional Writing (8 Hours)

Resume and Job Application

E-mail Messages

Course Outcome:

CO1: Practice the unique qualities of professional rhetoric and writing style.

CO2: Exploredifferent formats of technically using the language.

CO3: Make the students communicate effectively.

CO4: Use variety of reading strategies to foster comprehension

CO5: Demonstrate the ability to revise and to discover errors and correct them.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L						L	
CO 2		H				H		

CO 3					M			M
CO 4			L			L		
CO 5				M			M	

Text Book

1. RixwiM.Ashraf, *Effective Technical Communication*, (1stEdition, Tata McGraw Hill), 2005.

Reference Books

1. Sharon J.Gerson, *Technical writing- Process and Product*. Steven M. Greson (3rd Edition, Pearson Education(Singapore) Pvt.Ltd) 2004.
2. Hari Mohan Prasad & Uma Ram Sinha, *Objective English for Competitive Examinations*, Tata McGraw Hill, 2005.

BACHELOR OF ARTS – B.A. ENGLISH LITERATURE
Scheme of Examination (CBCS Pattern)
For the Candidates admitted during the academic year 2018-2019 onwards
Common Scheme for UG - Language Papers [4 Semesters]

Part	Sub Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01 18LAH101 15LAMY01 15LAFR01	Language – I Hindi-I Malayalam-I French-I	5	3	30	70	100	3
II	16ENG001	English –I	5	3	30	70	100	3
III	18BAE101	Core 1- Prose	6	3	30	70	100	4
III	18BAE102	Core 2 -Fiction	6	3	30	70	100	4
III	18BAEID1	IDC 1- Social History of England	6	3	30	70	100	4
IV	18UFCA01	Foundation Course I : EVS #	2	2			50	2
		Total	30				550	20
SEMESTER II								
I	16LATA02 18LAH102 15LAMY02 15LAFR02	Language –II Hindi-II Malayalam-II French-II	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	18BAE201	Core 3- Poetry-I	6	3	30	70	100	4
III	18BAE202	Core 4- English Grammar and Usage	6	3	30	70	100	4
III	18BAEID2	IDC 2 –Literary Forms	6	3	30	70	100	4
IV	18UFCA02	Foundation Course II: Value Education	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	16LATA03 18LAH103 15LAMY03 15LAFR03	Language – III Hindi-III Malayalam-III French-III	5	3	30	70	100	3
II	16ENG003	English – III	5	3	30	70	100	3
III	18BAE301	Core 5 -Poetry-II	5	3	30	70	100	4
III	18BAE302	Core 6- Drama	5	3	30	70	100	4
III	18BAEID3	IDC 3 – History of English Literature	5	3	30	70	100	4
IV	18BAEAO1/ 18BAEAO2	AOC I – Personality Development / Translation Tasks#	3	3	-	75	75	3

IV	16BTA001/ 16ATA001/ 18BAEED1	EDC 1:BT 1 / AT 1/PC Software @	2	2	-	50	50	2
Total			30				625	23
SEMESTER IV								
I	16LATA04 18LAH104 15LAMY04 15LAFR04	Language –IV Hindi-IV Malayalam-IV French-IV	5	3	30	70	100	3
II	19ENG004	English – IV	5	3	30	70	100	3
III	18BAE401	Core 7 -Elements of Phonetics	5	3	30	70	100	4
III	18BAE402	Core 8 - Indian Writing in English	5	3	30	70	100	4
III	18BAEID4	IDC 4-Literary Criticism	5	3	30	70	100	4
IV	18BAEAO3/ 18BAEAO4	AOC II: - Developing Communicative Skills/Technical English	3	3	-	75	75	3
IV	16BTA002/ 16ATA002/ 15BAEED2	EDC 2 :BT 2/AT 2/ Introduction to Information security #	2	2	-	50	50	2
V	15NCC001/ 15NSS001/ 15SPT001 / 15EXT001	NCC/NSS/Sports /Extension Activities			50		50	2
Total			30				675	25
SEMESTER V								
III	18BAE501	Core 9-Shakespeare	5	3	30	70	100	4
III	18BAE502	Core 10- American Literature	5	3	30	70	100	4
III	18BAE503	Core 11-Children Literature in English	4	3	30	70	100	4
III	18BAE504	Core 12-New Literatures	4	3	30	70	100	4
III	18BAE505	Core 13- History of English Language	6	3	30	70	100	5
III	18BAEE01/ 16BAEE02/ 18BAEE03	Elective I :	6	3	30	70	100	5
Total			30				600	26
SEMESTER VI								
III	18BAE601	Core 14- Journalism & Mass Communication	5	3	30	70	100	4
III	18BAE602	Core 15- Ethics in English Literature	5	3	30	70	100	4
III	18BAE603	Core 16-World Literature in English Translation	6	3	30	70	100	4
III	18BAE604	Core 17- Project –Creative Writing	4	3	50	50	100	5
III	18BAEE04/ 18BAEE05/ 18BAEE06	Elective II :	6	3	30	70	100	5
III	18BAEE07/ 18BAEE08/	Elective III :	4	3	30	70	100	4

	18BAEE09							
			Total	30				600 26
							Total	3600 140

No Continuous Internal Assessment (CIA) , only Comprehensive Examination (CE)
 @ No Continuous Internal Assessment (CIA) and Comprehensive Examination (CE)
 IDC- Inter disciplinary Course , EDC – Extra Disciplinary Course, AOC – Application Oriented course

List of Application Oriented Papers

Sem	Code	Subject Title	Max Marks
III	18BAEAO1	Personality Development	75
III	18BAEAO2	Translation Tasks	75
IV	18BAEAO3	Developing Communicative Skills	75
IV	18BAEAO4	Technical English	75

List of Elective Papers

List of Elective Papers	
	Subject Code Subject Title
Elective I	18BAEE01 English for Specific Purpose
	16BAEE02 Introduction to MS Office and Internet Research Skills
	18BAEE03 Study of Indian Theatre
Elective II	18BAEE04 Comparative Literature
	18BAEE05 English for Competitive Exams
	18BAEE06 Creative Writing
Elective III	18BAEE07 Intensive Study of an Author- Rabindranath Tagore
	18BAEE08 Critical Approaches to Literature
	18BAEE09 Inspiring Speeches

List of Additional Credit Papers

Sem	Code	Subject Title	Credits
III	18BAEAC1	Professional Communication	2
IV	18BAEAC2	Writing for Corporate Secretary ship	2
V	18BAEAC3	Theatrical Arts	2

Summary

Part	No of Papers	Total Credits	Total Marks
I	4	12	400
II	4	12	400
III –Core	17	69	1700
III – Allied	4	16	400
III – Elective	3	15	300
IV –Foundation Course	2	4	100
IV – EDC	2	4	100
IV – Application Oriented Course	2	6	150
V –Extension Activities	-	2	50
Total	38	140	3600

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III- CORE 9- SHAKESPEARE

Maximum Marks CIA:30

Maximum CE:70

Total Hours: 60

Objective:

To enable the students to gain the theatrical methods, style, complexities in characterization and the distinctive features of Shakespeare's comedies, tragedies, and histories.

Unit I Comedy (12 Hours)

Midsummer Night's Dream

Unit II History (12 Hours)

Henry IV Part I

Unit III Tragedy (12 Hours)

Macbeth

Unit IV (12 Hours)

Sonnets XVIII, XXIX, XXXII, LIII, LVII- No's: 18, 29, 32, 53, 57

Unit V General study (12 Hours)

Shakespeare's Theatre and Audience, Women characters in Shakespeare, Fools and

Clowns in Shakespeare

Text Books

1. Shakespeare, William. *The Complete Works of William Shakespeare*. Wilco Publishing House: 2011.
2. Harrison. G. B. *Introducing Shakespeare*. Penguin Classics New York: 1950.

Reference Books

1. Jonathan Bate, Eric Rasmussen. *The RSC Shakespeare: The Complete Works*. Palgrave Macmillan: Chennai, 2007.
2. René Girard. *A Theater of Envy: William Shakespeare* Oxford University Press: 1991.
3. Thronidike, Ashley. *H. Shakespeare's Theater* New York: Macmillan: 1960.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III - CORE 10- AMERICAN LITERATURE

Maximum Marks CIA: 30

Maximum CE: 70

Total Hours: 60

Objective:

To gain the knowledge of major periods and trends in American literature.

Unit I Poetry (12 Hours)

Emily Dickinson: A Bird Came Down the Walk

Robert Frost: After Apple-Picking

Edgar Allan Poe: The Raven

Sylvia Plath: Daddy

Walt Whitman: A Noiseless Patient Spider

Unit II Prose (12 Hours)

Thoreau: "Where I Lived and What I Lived for"

Ralph Waldo Emerson: Self Reliance

Unit III Drama (12 Hours)

Tennessee Williams: The Glass Menagerie

Unit IV Novel (12 Hours)

Ernest Hemingway: The Old Man and the Sea

Unit V Criticism (12 Hours)

Edgar Allan Poe: Philosophy of Composition

Text Books

1. Poems can be taken from any authentic source
2. Ed. Fisher, William J. *An Anthology: American Literature of the Nineteenth Century* Eurasia Publishing House Pvt. Ltd., New Delhi: 2002.
3. Williams, Tennessee: *The Glass Menagerie* OUP: 1989.
4. Hemingway, Ernest *The Old Man and the Sea* Atlantic: 2007.
5. Subbian C, *An Anthology of Poems* Emerald Publications: 1987.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III- CORE 11- CHILDREN LITERATURE IN ENGLISH

Maximum Marks CIA:30

Maximum CE:70

Total Hours:48

Objective:

To achieve a general overview of Children's Literature and to acquire a historical perspective on its development

Unit I (8 Hours)

General Introduction: The Contexts of Children's Literature: The Eighteenth Century- The Nineteenth Century- The Twentieth Century and Beyond- Summary- Timeline

Unit II

Poetry & Picture Books (10 Hours)

Robert Louis Stevenson - My Shadow

Ted Hughes -Tiger

Ronald Dahl - Little Red Riding Hood and the Wolf

Grace Nicholas - Lizard

Valery Nash - Witch Words

Unit III

Tales (12Hours)

Walter de la Mare Dick and the Beanstalk

A Penny a Day

The Scarecrow

Unit IV

One Act Play (8 Hours)

George Bernard Shaw - A Meeting in a Forest

Fritz Karinthy - Refund

Unit V

Fiction (10 Hours)

Sudha Murthy - The Magic of the Lost Temple

Text Books

1. David L, Russell. *Literature for Children: A Short Introduction*. Pearson Publication 2011.
2. Hughes, Ted. *Collected Poems for Children*: London: Faber and Faber 2005.
3. Mare de la Walter. *Collected Stories for Children*: Faber & Faber, 1947.
4. Shaw, G.B. *A Meeting in the Forest*: Limelight 1, SSK Publishers & Distributors, 2015.
5. Karinthy, Fritz. *Refund*: Limelight 3, SSK Publishers & Distributors, 2015.
6. Murthy, Sudha. *The Magic of the Lost Temple*: Penguin Books India, 2015.

Reference Books

1. Heyman, Michael, Sumanyu Satpathy, and Anushka Ravishankar *The Tenth Rasa: An Anthology of Indian Nonsense*. New Delhi: Penguin, 2007.
2. Zipes, Jack et al. *The Norton Anthology of Children's Literature: The Traditions in English* New York: Norton, 2005.
3. Reynolds, Kimberley, and M O Grenby, eds. *Children's Literature Studies: A Research Handbook*: Basingstoke and New York: Palgrave Macmillan, 2011.
4. Rudd, David. *Routledge Companion to Children's Literature*: Abingdon and New York: Routledge, 2010.
5. Stahl, J. D., Tina L. Hanlon, and Elizabeth Lennox Keyser, eds. *Crosscurrents of Children's Literature*: New York: Oxford University Press, 2007.
6. Wolf, Shelby, Karen Coats, Patricia A. Enciso, and Christine Jenkins, eds. *Handbook of Research on Children's and Young Adult Literature*: Abingdon and New York: Routledge, 2011.
7. Subramaniam, Manasi. *Karadi Tales the Story and the Song* Karadi Tales Company, December 2012.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III - CORE 12- NEW LITERATURES

Maximum Marks CIA:30

Maximum CE: 70

Total Hours:48

Objective:

To make the students recognize and appreciate the importance of major literary genres in different literary traditions.

Unit I

Poem (12 Hours)

Maya Angelou	-	Still I Rise
Derek Walcott	-	A Far Cry from Africa
Judith Wright	-	The Old Prison
Wole Soyinka	-	Telephonic Conversation

UnitII

Prose (12 Hours)

Edward Said	-	Orientalism (Introductory Part)
NgugiWaThiongo	-	Decolonizing the Mind (Introduction)

UnitIII

Drama (8 Hours)

George Ryga	-	The Ecstasy of Rita Joe
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UnitIV

Fiction (8 Hours)

Patrick White	-	Tree of Man
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UnitV

Short Story (8 Hours)

O Henry	-	The Gift of Magi
Anton Chekhov	-	My Life

Text Books

1. Said, Edward. *The World, the Text and the Critic*: Cambridge: M.A.Harward University Press, 1983.
2. Thiong'oWaNgugi. *Decolonising the Mind- the Politics of Language in African Literature*: Boydell& Brewer Limited, US. 1986.
3. White, Patrick. *Tree of Man*: Vintage Classics, 1994.
4. Ryga, George. *The Ecstasy of Rita Joe*:Talon Books, Canada; Reprint edition, 1970.
5. Henry. *Best Stories of O. Henry: Gift of the Magi: The Ransom of Red Chief, Mammon and the Archer and Others*, Kessinger Publishing Co. 2004.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III - CORE 13- HISTORY OF ENGLISH LANGUAGE

Maximum Marks CIA:30

Maximum CE:70

Total Hours:72

Objective:

To give the enhanced appreciation of the language and literature through history.

Unit I (15Hours)

The Origin of language

The Descent of the English language

Unit II (15Hours)

The Old English

The Renaissance and After

Unit III (14Hours)

The Growth of Vocabulary

Change of Meaning

Unit IV (14Hours)

The Evolution of Standard Language

Unit V (14Hours)

The Foreign Contribution

Text Book

1. Wood. FT. *The Outline History of English Language*, Macmillan India Press. Chennai, 2008.

Reference Book

1. Baugh, C. Albert. *A History of the English Language*, Sixth Edition, Routledge Publishers, 2012.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III - ELECTIVE I –ENGLISH FOR SPECIFIC PURPOSE

Maximum Marks CIA:30

Maximum CE: 70

Total Hours:72

Objective:

To fulfill the specific needs of the learners of English and to make use of underlying methodology and activities of the discipline it serves to turn the learners into users.

Unit I (15 Hours)

The Reading Skill

Unit II (15 Hours)

The Writing Skill

Unit III (15 Hours)

Listening Skill

Unit IV (15 Hours)

Speaking in ESP/EAP (English for Specific Purpose and Academic Purpose)

Unit V (12 Hours)

Business Skills - Developing and Understanding

Text Book

1. Sifakis, Nicos. *The Teaching of English for Specific Purposes*: Patras, 2008.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

FIFTH SEMESTER

PART III - ELECTIVE I –STUDY OF INDIAN THEATRE

Maximum Marks CIA:30

Maximum CE:70

Total Hours:72

Objective:

To help the students to develop histrionic talents and to give them an orientation in theatrical concepts.

Unit I (15 Hours)

Introduction to Indian Theatre

Unit II (15 Hours)

Traditions of Performance

Unit III (15 Hours)

How to write a play

Unit IV (15 Hours)

How to produce a play

Unit V (12 Hours)

Review of a play- project or dialogue for a situation

Text Book:

1. Thailambhal.P*Study of Indian Theatre*. ENNES Publications-04252-226283.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III - CORE 14- JOURNALISM AND MASS COMMUNICATION

Maximum Marks CIA: 30

Maximum CE: 70

Total Hours: 60

Objective:

To instill knowledge and fundamentals of communication in the students and hone written and spoken communication skills essential for various media platforms.

Unit I (12Hours)

1. What is News – Concept and Definition – News Values?
2. Duties and Responsibilities of a Journalist
3. Various types of News-Follow-up,CurtainRaiser,Human Interest Story etc.
4. News Story, Structure, Headlines-exercise in writing Headlines-Lead-Significance and its Types
5. Page makeup – Importance and its types

Unit II Reporting – Editing (12 Hours)

1. News gathering-sources of news-Hard and Weak sources of News – Beats
2. Reporting (translation)
3. Editing – Translation and its role

Unit III (12 Hours)

1. Definition of Mass Communication – Nature and Scope – role of Communicator – Communication process
2. Types of Communication – Downward, Upward, Horizontal, Lateral
3. Communication Barriers – How to remove them

Unit IV (12 Hours)

1. Functions of Mass Media
2. Mass Media-Role of Press-Role of Radio-Role of T.V

Unit V (12 Hours)

1. Importance of Film Communication-different types of films-division-Censor Board film Awards
2. Precision News writing
3. Communication in the coming decade-Computer and Mass Communication – Internet

Reference Books

1. KevalJ.Kumar – *Mass Communication in India(Third Edition)*Jaico Publishing House, Mumbai: 2012.
2. N.Vembusamy – *ABC of Mass Media*: Blackie Books, 1975.
3. RangaswamiParthasarathy – *Basic Journalism*: Macmillan, 2000.
4. K.M Shrivastava – *News Reporting and Editing*: Sterling Publishers Private Limited, 1989.
5. Mehta Vinod, *Lucknow Boy* Viking Penguin Books, India 2011.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III - CORE 15- ETHICS IN ENGLISH LITERATURE

Maximum Marks CIA: 30

Maximum CE: 70

Total Hours: 60

Objective:

It helps the students to gain knowledge about ethical virtues from various genres to cultivate state of character that recognizes the flaws in other human beings, and adapt to the world.

Unit I

Poem (12 Hours)

The Holy Bible Book of Job(King James Version)(Chapters 1 – 5)

Unit II

Prose

(12 Hours)

A.P.J. Abdul Kalam My Early Days

Norman Vincent Peale Power in the Positive

Unit III

Short Stories (12 Hours)

Mulk Raj Anand The Lost Child

A.J.Cronin Two Gentleman of Verona

Unit IV &V

Fiction (24 Hours)

Nathaniel Hawthorne The Scarlet Letter

Text Books

1. Hawthorne, Nathaniel. *The Scarlet Letter*: New York, N.Y., U.S.A: Signet Classic: 1988.
2. Kalam, Abdul. *My Early Days, Sunlight I*: Anuradha publications, Chennai 2016.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III - CORE 16- WORLD LITERATURE IN ENGLISH TRANSLATION

Maximum Marks CIA: 30

Maximum CE: 70

Total Hours: 72

Objective:

To familiarize the students with the literary classics written and translated from different parts of the world and to acquaint the students with the global literary and cultural sensibilities prevalent in other parts of the globe.

Unit I	
Prose	(15 Hours)
Walter Benjamin: Unpacking my Library: A Talk about Book Collecting	
Michel de Montaigne: Of Friendship	
Unit II	
Poetry	(15 Hours)
Khalil Gibran: Your Children are not your Children	
Goethe: The Reunion	
Pablo Neruda: If You Forget Me	
Unit III	
Short Story	(14 Hours)
Anton Chekov: Vanka	
Gabriel Garcia Marquez: A Very Old Man with Enormous wings	
Ivan S. Turgenev: The District Doctor	
Unit IV	
Drama	(14 Hours)
Kalidasa: Shakuntala (Translated by Arthur W. Ryder)	
Unit V	
Fiction	(14 Hours)
Hermann Hesse: Siddhartha	

Text Book

1. *World Literature in Translation*. Angel Publishers. Chennai-8.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III- CORE 17-PROJECT – CREATIVE WRITING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objective:

To develop the writing skills of the students

- Paragraph Writing- Creating Paragraph from individual sentences using cohesion to link sentences, using a topic sentences.
- Writing on given themes, expansion of ideas, developing from topic sentences, developing from a paragraph, essay writing.
- Writing advertisements, slogans, caption, word games, puzzles.
- Rewriting of texts- excerpts from novels and scenes from plays.
- Poetry writing /Story writing /One act play.

No. of Pages:30

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III –ELECTIVE II- COMPARATIVE LITERATURE

Maximum Marks CIA:30
Maximum CE:70
Total Hours:72

Objective:

To acquaint students of literature with a knowledge of using comparison as a tool of criticism and to help the students to have a broad outlook on literature.

Unit I (12 Hours)

Comparative Literature Definition and Function, The Art of Translation

Unit II (12 Hours)

Literature and Psychology, The Study of Literary Genres

Unit III (16 Hours)

Epoch, Period and Generation – the Link between Comparative Literatures and World Literature

History of Literature – The difference between Epoch, Period and Generation

Unit IV (16 Hours)

Genres – Comparing two Texts on the basis of Form – Comparing Novels, Plays and Poems –

Variations – a Drama and an Epic also can be compared based on the Common Qualities –

Comparing Burns with Bharathidasan and Bacon with Valluvar, Kamban with John Milton,

Bharathidasan with Wordsworth

Unit V (16 Hours)

Thematology – Comparing Works on the basis of Themes – Defining terms like Motif, Leitmotif –

Characters and Situations. In addition to these, the teacher can illustrate the Study of Comparative

Literature by Comparing Antony and Cleopatra with All for Love and Macbeth with Dr. Faustus,

Gayathri Spivak's Death of a Discipline

Text Books

1. Newton P. Stallknecht, Horst Frenz. *Comparative Literature: Methods and perspective* 1971.
2. Peck, John and Martin Coyle. *Practical Criticism*: New York: Palgrave, 1995.
3. Ddaiches, David. *Critical Approaches to Literature*: Kolkata: Orient Longman, 2006.

4. Spivak, GayatriChakravorty. *Death of a Discipline*: Columbia: Columbia University Press, 2003.

Reference Books

1. Ulrich Weissteerin. *Comparative Literature and Literary Theory: Survey and Introduction*: Indiana University Press, 1974.
2. Brooks, Cleanth and Robert Penn Warren. *Modern Rhetoric Atlanta*: Harcourt, Brace & World, 1958.
3. Mohan, Devinder. *Comparative Poetics: Aesthetics of the Ineffable*: New Delhi: Intellectual Publishing House, 1988.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III - ELECTIVE II- ENGLISH FOR COMPETITIVE EXAMS

Maximum Marks CIA:30

Maximum CE:70

Total Hours:72

Objective:

To prepare the students for various Competitive Examinations and make them understand the various methods those are essential for Competitive Examinations.

Unit I Grammar (15 Hours)

Subject – Verb Agreement

Articles

Sequences of Tenses

Common Errors

Unit II Word Power (15 Hours)

Idioms and Phrases

One word substitution

Synonyms & Antonyms

Words often confused

Unit III Paragraph & Essay (14 Hours)

Expansion of an idea

Unit IV Report Writing (14 Hours)

Essay

Letters

Unit V Speaking (14 Hours)

Public Speaking

Group Discussion

Interview

Text books

1. J.K Gangal. *Competitive English for Professional Courses*: S.Chand Publication (Sections D, E & F).
2. R P Bhatnagar & Rajual Bhargava. *English for Competitive Examinations*, Macmillan, 2005.

Reference Book

1. V. Saraswathi & Maya K. Mudbhatkal, *English for Competitive Examinations*: Emerald Publishers 2005.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

ELECTIVE II - CREATIVE WRITING

Maximum CIA:30

Maximum CE:70

Total Hours:72

Objective:

To encourage the students to have a hands-on experience of writing poetry, fiction, drama and literary prose.

Unit I (15 Hours)

The Art of writing: an introduction to various types of writing (literary-critical; journalistic; non-literary, theoretic, scientific, communicative) discussing and responding to specimens.

Unit II (15 Hours)

Creative writing: understanding the notion, general/common characteristics; types of creative writing: literary prose, poetry, drama, fiction etc; reading/ presentation of select items; discussion of genre and genre-based characteristics of selected specimen; encouraging the students to write and present their work to the class.

Unit III (14 Hours)

Major components of creative writing; theme, style, form, structure, vision; discussion of model specimen - (encourage students participation) practical session on identifying subject matter, research for writing; exercise on chosen themes.

Unit IV (14 Hours)

Significance of grammar, punctuation, focus and rhythm in creative writing; a brief introduction to the notion of the rhyme; lyric, narrative and dramatic modes of writing.

Unit V (14 Hours)

Importance of re-reading, re-writing; self-editing/copy-editing, revision and publication.

Text Book

1. AnjanaNeiraDev, *Creative writing: A Beginner's Manualby and Others*: Pearson, Delhi, 2009.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

**PART III - ELECTIVE III- INTENSIVE STUDY OF AN AUTHOR –
RABINDRANATH TAGORE**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objective:

To introduce the students to appreciate the contribution of Indian writers and explore them to Rabindranath Tagore's philosophy, creative and artistic style, his mysticism and freedom of education.

Unit I

Poetry

(12 Hours)

Gitanjali (1-5 poems)

Unit II & III

Prose

(16 Hours)

Sadhana- The realization of Life (Chapter 1-3)

Unit IV

Drama

(12 Hours)

Mukthathara

Unit V

Short Stories

(8 Hours)

Kabuliwallah

The Post Master

Text Books

1. Tagore, Rabindranath *Mutha-Dhara* New Delhi: Educational P, 1993.
2. Tagore, Rabindranath. *Gitanjali* Mac Millan and co limited, London 1913.
3. Tagore, Rabindranath. *Selected Short Story* Penguin 1985.

Reference Books

1. Rabindranath, Tagore. *Poet and Dramatist* Edward J. Thompson Read Books. 2008.
2. Ghosal, Sukriti. *The Language of Gitanjali: The Paradoxical Matrix*. 1912.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III –ELECTIVE III - CRITICAL APPROACHES TO LITERATURE

Maximum CIA:30

Maximum CE:70

Total Hours:48

Objective:

To make the students understand the concepts and approaches to literature.

Unit I (10 Hours)

IrvingBabbit – Genius & Taste

Unit II (8 Hours)

Sigmund Freud – “Creative Writers & Day Dreaming”

Unit III (8 Hours)

Christopher Caudwell – George Bernard Shaw’s “A study of the Bourgetis Superman”

Unit IV (10 Hours)

Allen Tate’s – Tension in poetry

Unit V (12 Hours)

Northrop Frye – Archetypes of Literature

Text Book:

1. Wilbur Scott – *The Five Approaches to Literature*, Macmillan: 1966.

B.A (English- Literature) Degree Examination-Syllabus- For the Candidates admitted from the academic year 2018-2019 onwards

SIXTH SEMESTER

PART III –ELECTIVE III - INSPIRING SPEECHES

Maximum CIA:30

Maximum CE:70

Total Hours:48

Objective:

To motivate the students and make them understand the various speeches which are essential for their life.

Unit I (10 Hours)

J.K. Rowling: 'The Fringe Benefits of Failure, and the Importance of Imagination'

Unit II (8 Hours)

Jim Carry – Speech at Maharishi University of Management

Unit III (8 Hours)

Barack Obama's – Yes We Can

Unit IV (10 Hours)

Martin Luther King Jr. - I Have a Dream

Unit V (12 Hours)

Swami Vivekananda's Chicago speech of 1893

Text Book:

1. Compiled by the Department of English

B.Sc CDF

COSTUME DESIGN AND FASHION BOARD
SCHEME OF EXAMINATION (CBCS AND OBE PATTERN)
For the Candidates admitted during the academic year 2019-2020
Programme B.Sc Costume Design and Fashion

Part	Sub Code	Subject Title	Ins. Hrs/Week	Examination				
				Dur.Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01/ 19LAHI01/ 19LAMY01/ 19LAFR01	Language- I Tamil I/Hind I/Malayalam I/French I	5	3	30	70	100	3
II	19ENG001	English -I	5	3	30	70	100	3
III	19CDF101	Core Paper – I Basics of Apparel Designing	5	3	30	70	100	4
III	19CDFP01	Core Practical – I Basics of Apparel Designing	5	3	25	50	75	3
III	19CDF102	Core Paper – II Fundamentals of Pattern Making	4	3	30	70	100	4
III	19CDFID1	IDC – I Illustration Technique Practical	4	3	25	50	75	3
IV	19UFCA01	Foundation Course I EVS#	2	2	-	50	50	2
Total			30				600	22
SEMESTER II								
I	19LATA02/ 19LAHI02/ 19LAMY02 /19LAFR02	Language- II Tamil II/Hind II/Malayalam II/French II	5	3	30	70	100	3
II	19ENG002	English -II	5	3	30	70	100	3
III	19CDF201	Core Paper -III – Sewing Operation System	4	3	30	70	100	4
III	19CDFP02	Core Practical – II- Kids Garment Production	5	4	25	50	75	3
III	19CDF202	Core Paper – IV Fabric Care	3	3	30	70	100	4
III	19CDFID2	IDC – II - Customer Oriented Sketching	6	3	25	50	75	3
IV	19UFCA02	Foundation Course II Value Education#	2	2	-	50	50	2
IV	19CDFPRI	15 days Internship in any Apparel Unit	-	-	-	-	-	-
Total			30				600	22
SEMESTER III								
III	19CDF301	Core Paper -V – Indian Historic Costumes and Textiles	4	3	30	70	100	4
III	19CDF302	Core Paper –VI- Fashion Art	5	3	30	70	100	4
III	19CDFP03	Core Practical – III Fashion Art	4	3	25	50	75	3
III	19CDF303	Core Paper- VII- Fiber to Fabric	4	5	30	70	100	4
III	19CDFP04	Core Practical – IV – Fiber to Fabric	5	3	25	50	75	3
III	19CDFID3	IDC – III Fashion and Clothing Psychology	3	3	30	70	100	4
IV	19CDFSB1/ 19CDFSB2	SBC- I Basic Draping Practical/ Interior Designing Practical #	3	3	-	75	75	3
IV	19BTA001/ 19ATA001/ 19CDFED1	EDC1:Basic Tamil I /Advanced Tamil I / Fashion Photography #	2	2	-	50	50	2
Total			30				675	27
SEMESTER IV								

III	19CDF401	Core Paper –VIII- Fabric Structure and Design	5	3	30	70	100	4
III	19CDFP06	Core Practical – VI Fabric Structure and Design	3	3	25	50	75	3
III	19CDF402	Core Paper- IX - Textile Processing	4	3	30	70	100	4
III	19CDFP07	Core Practical – VII – Textile Processing	4	3	25	50	75	3
III	19CDFP05	Core Practical –V- Women’s Garment Production	5	4	25	50	75	3
III	19CDFID4	IDC – IV- Garment Quality and Cost Control	4	3	25	50	75	3
IV	19CDFSB3/ 19CDFSB4	SBC - II Surface Embellishments Practical /Beauty Care #	3	3	-	75	75	3
IV	19BTA002/ 19ATA002/ 19EDC002	EDC 2- Basic Tamil II /Advanced Tamil II / Communicative English #	2	2	-	50	50	2
V	19NCC001/ 19NSS001/ 19SPT001/ 19EXT001	NCC/NSS/Sports/Extension Activity @	-	-	50	-	50	2
IV	19CDFPR2	15 days Internship in any Apparel Processing Unit	-	-	-	-	-	-
Total			30				675	27
SEMESTER V								
III	19CDF501	Core Paper –X- Visual Merchandising	6	3	30	70	100	4
III	19CDF502	Core Paper– XI- Computers in the Garment Industry	6	3	30	70	100	4
III	19CDFP08	Core Practical –VIII- Men’s Garment Production	8	4	25	50	75	3
III	19CDFP09	Core Practical- IX- Computer Aided Design- I	6	3	25	50	75	3
III	19CDFE01/ 19CDFE02/ 19CDFE03	Elective I Functional Clothing / Fashion Promotion / Home Furnishings.	4	3	30	70	100	4
Total			30				450	18
SEMESTER VI								
III	19CDF601	Core Paper– XII - Knitting	5	3	30	70	100	4
III	19CDFP11	Core Practical - XI- Knitting	5	3	25	50	75	3
III	19CDFP10	Core Practical –X-Computer Aided Design -II	6	3	25	50	75	3
III	19CDFE04/ 19CDFE05/ 19CDFE06	Elective II Apparel Marketing / Apparel Production Management/ Fashion Merchandising and Marketing.	4	3	30	70	100	4
III	19CDFE07/ 19CDFE08/ 19CDFE09	Elective III Organization of Garment Unit / Export Analysis and Documentation /Apparel Quality Management.	4	3	30	70	100	4
III	19CDFPR3	PROJECT- Fashion Port folio Presentation	6	3	75	75	150	6
Total			30				600	24
Grand Total							3600	140

B.Sc. Costume Design and Fashion Degree Examination- Syllabus for Candidates admitted from the academic year 2019-2020 Onwards

FIRST SEMESTER

PART III-CORE -I BASICS OF APPAREL DESIGNING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objectives: Identify the basic in apparel design, construction skills and also to prepare for the exciting global apparel industry.

Unit-I (12 Hours)

Parts and functions of a single needle machine, essential tools – cutting tools, measuring tools, marking tools, general tools, pressing tools, seams and seam finishes – types, working of seams and seam finishes Hems – types, stitches used. Introduction to the field of textiles- classification of fibers- natural, animal and chemical – primary and secondary characteristics of textile fibers.

Unit-II (12 Hours)

Fullness- definition, types. Darts, tucks, pleats, flares and gadgets, gathers and shirrs, frills or ruffles, flounces, facings – bias facing, shaped facing and decorative facing. Binding – single bias binding, double bias binding.

Unit – III (12 Hours)

Plackets – definition, characteristics of a good placket, types – inconspicuous placket and conspicuous plackets. Method of constructing the same. Fasteners – conspicuous (Button and button-holes, button loops, button with holes, shank buttons, eyelets and cords). Inconspicuous (press, buttons, hooks and eyes, zips).

Unit – IV (12 Hours)

Sleeves – definition, types, set-in-sleeves – plain sleeve, puff sleeve, bishop sleeve, bell, circular. Modified armhole – squared armhole. Cap sleeve and Magyar sleeve. Sleeve and bodice combined – raglan, kimono and dolman. Yokes – types, simple yoke, yoke with fullness within the yoke, yoke supporting.

Unit-V (12 Hours)

Collars – definitions, types, peter pan, scalloped, puritan, sailor, square, rippled, full shirt collar, open collar, Chinese, turtle neck, shawl collar pockets – types – patch pocket, bound pocket, pocket in a seam, front hip pocket.

Course Outcome

- Recognizing the use of tools and equipment for tailoring trade and sewing terminology.
- Manipulate different types of fullness for garment.
- Examine the different types of plackets with the aid of fasteners.
- Generate various styles of sleeves and thus vary in their construction.
- Discriminate the collars an important part of a garment.

Text Books

1. Practical Clothing Construction – Part I and II, Mary Mathews, Cosmic Press, Chennai (1986).
2. New Complete Guide to Sewing, Step-by-Step Techniques for Making Clothes and Home Accessories, Reader's Digest, Updated ed. edition (November 11, 2010).

Reference Books

1. The Complete Book of Sewing New Edition, DK ADULT, Revised edition (August 4, 2003).
2. Textbook of Fabric Science, Fundamentals to Finishing Prentice Hall India Learning Private Limited, Second edition (2016).

**B.Sc. Costume Design and Fashion Degree Examination- Syllabus for Candidates
admitted from the academic year 2019-2020 Onwards**

FIRST SEMESTER

PART III- CORE PRACTICAL-I BASICS OF APPAREL DESIGNING

Maximum CIA: 25

Maximum CE: 50

Total Hours: 60

Course Objectives: Practice the hand – on experience and to inculcate the basic stitching to the students

1. Preparation of samples for seam (any 5)-plain, Top Stitched, Flat fell, piped seam. (6 Hour)
2. Preparation of samples for seam finishes (any 3) - overcast, Hem, Edge stitched, bound. (6 Hour)
3. Preparation of samples for fullness-darts, tucks (any 3)-pin, cross, group tucking with scalloped effect. (6 Hour)
4. Pleats (any 3)-knife, box, kick, gathering by machine, elastic. Ruffles-single, double. (6 Hour)
5. Preparation of samples for facing and binding-bias facing, shaped facing, binding. (6 Hour)
6. Preparation of samples for plackets and fasteners-continuous, bound, faced and zipper plackets, button and buttonhole, press button, hook and eye. (6 Hour)
7. Preparation of samples for sleeves-plain sleeve, puff sleeve (any one type),raglan or cap sleeve. (6 Hour)
8. Preparation of samples with yoke –simple yoke, yokes supporting fullness, partial yoke (6 Hour)
9. Preparation of samples for collar – peter pan collar- one piece/ two piece, shirt collar and Chinese collar. (6 Hour)
10. Preparation of samples for pocket-patch pocket. (6 Hour)

Course Outcome

- Locate various seams according to the nature of fabric and design
- Demonstrate better skills at controlling sewing machine.
- Discriminate the manual dexterity at hand stitches
- Justify the sewing terminology and its application to garment construction.

Text Book

1. Practical Clothing Construction – Part I and II, Mary Mathews, Cosmic Press, Chennai (1986).
2. Illustrated Guide to Sewing, Garment Construction Paperback by Peg Couch, Fox Chapel Publishing – 1 Apr 2011.

Reference Books

1. The Complete Book of Sewing – DK Publishing, Inc, Betsy Hosegood Dorling Kindersley, 2003.
2. The New Complete Guide to Sewing – A Readers Digest, step- by – step guide, Editors of Reader's Digest, 11-Nov-2010.

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FIRST SEMESTER

PART III - CORE PAPER-II FUNDAMENTALS OF PATTERN MAKING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objectives: Understanding the existing patterns to enable a garment to fit correctly for the body or an item to meet desired size and fit specifications.

Unit-I (9 Hours)

Body measurement –importance, preparing for measuring, ladies measurements, boys and men’s measurements. Standardizing body measurements –importance, techniques used. Relative length and girth measures in ladies /gentlemen Preparation of fabric for cutting –importance of grain in cutting and construction, steps in preparing the fabric for cutting.

Unit-II (9 Hours)

Pattern making –method of pattern making – (Drafting and draping), merits and demerits. Types of paper patterns (Patterns for personal measurements and commercial patterns) Principles of pattern drafting. Pattern details, steps in drafting basic bodice front and back and sleeve.

Unit-III (10 Hours)

Styles created by shifting of blouse darts , adding fullness to the bodice, converting darts to seam and partial yokes and incorporating darts in to seams forming yokes. Fitting - Standards of a good fit, steps in preparing a blouse for fitting, checking the fit of a blouse, solving fitting problems in a blouse.

Unit- IV (10 Hours)

Pattern alteration –importance of altering patterns, general principles for pattern alteration, common pattern alteration in a blouse. Pattern grading –definition, types, manual and computerized grades, basic front, basic back basic sleeve, basic collar.

Unit-V (10 Hours)

Pattern layout- definition, purpose, rules in layout, types of layouts for length wise stripped designs, fabric with bold design, asymmetric designs, one way designs. Fabric adjustment- dove tailing and piecing, fabric cutting, transferring pattern marking, stay stitching, ease stitching.

Course Outcome

- Generalize overseas buyer's specification and measurement size chart.
- Practicing on industrial pattern making with highly developed technical skill.
- Interpret on designs with a practical understanding of garment construction
- Grading helps in adapting the size of a pattern to a person's changing body size.
- Evaluate the methods to match material pattern significantly improve processing of garments from intricate pattern fabrics.

Text Book

1. Zarapker system of cutting –Zarapker. K. R., Navneet Publications Ltd., 2008.
2. Pattern making for fashion design, Helen, Joseph Armstrong, Pearson education, India.2013.

Reference Books

1. Professional Pattern Grading for Women's, Men's and Children's Apparel, Jack Handford Bloomsbury Academic, 03-Jan-2003.
2. Metric Pattern Cutting for Women's Wear, Winifred Aldrich- 2015
3. Practical clothing construction -part I and part-II Mary Mathews, cosmic press, Chennai (1986).

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FIRST SEMESTER

PART III - IDC I - ILLUSTRATION TECHNIQUE – PRACTICAL

Maximum CIA: 25

Maximum CE: 50

Total Hours: 48

Course Objectives: Interpretation on fundamental of drawing and its concepts, and encourages the students to discover and develop a unique relationship with all kinds of drawing mediums.

1. Introduction to strokes and shading. Lines and line drawings – object drawing and perspective view drawings, enlarging and reducing motif

(9 Hour)

2. Illustrating pattern details- pockets, sleeves, yokes, skirts, trousers, tops illustrating different type of ornaments and accessories.

(10 Hour)

3. Illustrating details of ruffles, cowls, shirring, smocking, quilting, draping, gathers, pleats, frills and flounces.

(10 Hour)

4. Drawing a stick figure for both normal and fashion figure. Forming a fleshy figure over a stick figure using 10 and 12 heads.

(9 Hour)

5. Dividing the figure into various parts using lines like plumb line, center front line, Princess line, waistline, side seam, armholes, jewel neckline, panty line, bust line practicing the art of creating textures.

(10 Hour)

Course Outcome

- Recognizing to draw a basic figure, adding detail and design.
- Emphasis is given on making quick sketches to identify the human body and clothing
- Prepare human sketches maintaining accurate representation, proportion, tone and depth.
- Practice 9-head proportion, body elements from head to toe and its movement.
- Evaluate freehand modes of drawing, and techniques in relationship to the human body.

Text Books

1. Basics Fashion Design, Research and Design, Second Edition, Simon Seivewright- 2012.
2. Fashion Illustration Inspiration and Technique, AnnaKiper F&W Media International, Ltd- 2011.

Reference Books

1. Fashion Drawing Illustration Techniques for Fashion Designers, Michele Wesen Bryant Laurence King Publishing, 2011.
2. The Fundamentals of Illustration Second Edition, Lawrence Zeegen AVA Publishing- 2012.

SECOND SEMESTER**PART III – CORE PAPER- III SEWING OPERATION SYSTEM**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objectives: Indicate the characteristic information about sewing machine and make interactions for real-time control of the industrial sewing process.

Unit-I (9 Hour)

Sewing Machineries- Classification of sewing machines, parts functions of single Needle machine, over lock machine, bar tacking machine, button Hole making machine, button fixing machine, blind stitching Machine, fabric examining machine. Special attachments, care and maintenance, Common problems and remedies

Unit-II (9 Hour)

Stitching mechanism- Needles, bobbin and bobbin case, bobbin winding, loops and loop Spreader, upper and lower threading, auxiliary hooks, throat plates, take-ups, tension discs- upper and lower thread tension, stitching auxiliaries, pressure foot and its types, Feed mechanisms - drop feed, differential fed, needle feed, compound feed, unison feed, puller feed.

Unit-III (10 Hour)

Cutting technology – definition, function, scope. Cutting equipment and tools, vertical reciprocity cutting machine, rotary cutting machine band knife cutting machine, dies cutters. Spreading - Types of spread, requirement of fabric spreading, methods of spreading, advancement in spreading.

Unit– IV (10 Hour)

Marking - positioning marking, types of markers, marker planning, requirements of marker planning, method of marker planning – manual marker and computerized maker and its types , efficiency of a marker plan.

Pressing Equipments – purpose, pressing equipments and methods – iron, steam press, steam air finisher, steam tunnel, special types – pleating, permanent press.

Unit – V (10 Hour)

Sewing federal standards for stitch and stitch classification, federal standards for seam and seam classification, fabric sewability and assessment method. Sewing threads- types, essential qualities of a sewing thread, manufacturing process of cotton and synthetic threads, twisting process.

Course Outcome

- Recognize the techniques of sewing and various types of sewing machine.
- Relate stitching mechanism and many upgraded, technically modified stitching.
- Analyze the cutting technology and types of spreading equipments and tools used.
- Develop knowledge on marker efficiency, marker plan and pressing equipments.
- Appraise the skill on fabric sewability and manufacturing process of sewing threads.

Text Book

1. The Complete Book of Sewing – DK Publishing, Inc, Betsy Hose-good Dorling Kindersley, 2003.

Reference Book

1. The New Complete Guide to Sewing – A Readers Digest, step- by – step guide, Editors of Reader's Digest, 11-Nov-2010.

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SECOND SEMESTER

PART III - CORE PRACTICAL –II KIDS GARMENT PRODUCTION

Maximum CIA: 25

Maximum CE: 50

Total Hours: 60

Course Objectives: Prepare the usage of appropriate textile materials for the development of kids wear, design details and special features for kids as well as to acquire construction and finishing techniques.

Designing, drafting and constructing the following garments for the features Prescribed
List the measurements required and materials suitable, calculate the cost of the garment
Calculate the material required-Layout method or direct measurement Method

1. Bib- Variation in outline shape (8 Hour)
2. Panty-plain or elastic lined panty (8 Hour)
3. Jabla- without sleeve, front open (or) Magyar sleeve, back opens (8 Hour)
4. Knicker- elastic waist, side pockets (6 Hour)
5. A-Line petticoat- double pointed dart, neck line and arm hole finished with Facing (or) petticoat with gathered waist (6 Hour)
6. Summer frock- with suspenders at shoulder line, without sleeve/collars (or) Angel top with raglan sleeve, fullness at neck line (6 Hour)
7. Yoke frock- yoke at chest line, with open, puff sleeve, gathered skirt (or) frock-with collar, without sleeve, gathered/ circular skirt at waist line (or) Princess Line frock (6 Hour)
8. Baba suit- knicker with chest piece attached (or) Romper (6 Hour)
9. Shirt- open collar, with pocket (6 Hour)

Course Outcome

- Define various details in constructing different styles of bibs and panty.
- Recognize different styles in preparing jabla and baba suit with soft cotton fabric.
- Manipulate the details of constructing A-Line petticoat and Summer frock.
- Experiment various styles in constructing yoke frock.
- Compare different styles in construction of Knicker and shirt.

Text Book

1. Zarapker system of cutting –zarapker. K.R, Navneet Publications, Ltd 2008.
2. The Complete Book of Sewing New Edition, DK ADULT, Revised edition (August 4, 2003).

Reference Books

1. Professional Pattern Grading for Women's, Men's and Children's Apparel, Jack Handford, Bloomsbury Academic, 03-Jan-2003
2. Metric Pattern Cutting For Children's Wear And Babywear, Winifred Aldrich, A John Wiley & sons Ltd- 2012.
3. Illustrated Guide to Sewing, Garment Construction Paperback by Peg Couch, Fox Chapel Publishing, 1 Apr 2011.

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SECOND SEMESTER

PART III - CORE PAPER –IV FABRIC CARE

Maximum CIA: 30

Maximum CE: 70

Total Hours: 36

Course Objectives: Identify washing of fabrics, detergents, laundry equipments used, finishes and proper use of care label symbols in detail including washing, bleaching, drying, dry cleaning and ironing

Unit-I (7 Hour)

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process, cold process), composition of soap types of soap, soap less detergents, chemical action, detergent manufacture, advantages of detergents, laundry re-agents.

Unit-II (7 Hour)

Finishes – Stiffening Agents – Starch (cold water and hot water), other stiffening agents, preparation of starch. Laundry blues, their application.

Unit-III (7 Hour)

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipments – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

Unit-IV (7 Hour)

Principles of washing – suction washing, wash by kneading and squeezing, washing by machine - Process details and machine details. Laundering of different fabrics – cotton and linen, woolens, colored fabrics, silks, rayon and nylon.

Unit-V (8 Hour)

Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.

Course Outcome

- Identify the nature of water and fundamentals of soap manufacturing and the raw materials
- Analyze on laundering methods and various stiffing agents.
- Categorize the washing procedures of scrubbing, dipping and rubbing in the water.
- Recognize different fabric cares and in different ways, through labels.
- Interpret on laundering of different clothes and stain removal techniques in the fabric.

Text Book

1. Dress Your Family in Corduroy and Denim, David Sedaris, Abacis little brown book group- 2010.

Reference Books

1. Textbook of Fabric Science Fundamentals to Finishing, Sekhri, Seema, PHI learning Private Ltd- 2016.
2. Functional Finishes for Textiles Improving Comfort, Performance and Protection, Roshan Paul, Wood head publishing- 2014.

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SECOND SEMESTER

PART III IDC -II CUSTOMER ORIENTED SKETCHING

Maximum CIA: 25

Maximum CE: 50

Total Hours: 72

Course Objectives: Practicing the art of drawing, two-dimensional design, color, beginning with basic studies and continuing throughout the program toward the development of advanced capabilities.

1. Drawing types of ears, heads, hands, legs, eyes, hair styles – men and women. (14 Hour)
2. Creating illustrations with various garment styles for Men, Women and Children – for casual wear, party wear and sportswear.
Drawing garments for different seasons – summer, winter, autumn and spring – for Men, Women and Children. (14 Hour)
3. Drawing the stylized figures of Men, Women and Children and different postures. (14 Hour)
4. Men and Women illustration on the background of party and office, children illustration on the background of party and picnic. (15 Hour)
5. Analyzing a normal figure into fashion figure –using pictures from Magazines. (15 Hour)

Course Outcome

- Analyze and experience in drawing the figures.
- Infer croquis quick sketches with fine drawings of clothes.
- Interpret on various fashion figure poses on paper, by understanding.
- Categorize own personal style using a variety of drawing techniques.
- Students discriminate their knowledge in sketching specs, floats, flats and fabric renderings.

Text Books

1. Basics Fashion Design, Research and Design Second Edition, Simon Seivewright-2012.
2. Fashion Illustration Inspiration and Technique, AnnaKiper F&W Media International, Ltd- 2011.

Reference Books

1. Fashion Drawing Illustration Techniques for Fashion Designers, Michele Wesen Bryant, Laurence King Publishing, 2011.
2. The Fundamentals of Illustration Second Edition, Lawrence Zeegen AVA Publishing-2012.

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THIRD SEMESTER

PART III - CORE -IV – INDIAN HISTORIC COSTUMES AND TEXTILES

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objectives: To enable the students to gain knowledge about the Indian Historic Costumes and Textiles for ethnic designing

UNIT I (10 HOUR)

Beginning of costume, development of dress out of painting, cutting, tattooing. A view on dyed and printed textiles of India-Bandhini, patola, ikkat, kalamkari- Woven textiles of India-Dacca Muslin, Banaras/Chanderi brocades, baluchar, himrus and amrus, Kashmir shawls, silk sarees of kancheepuram.

UNIT II (9 HOUR)

Costumes of North India – Maharashtra, Rajasthan, Haryana, Himachal Pradesh, Uttarpradesh, Jammu and Kashmir, Gujarat, Madhyapradesh. Assam, Orissa, Bihar, Mizoram, Tripura, Nagaland, W.Bengal, Sikkim. Pubjab

UNIT III (10 HOUR)

Costumes and Jewelry of South India- TamilNadu, Kerala, AndraPradesh, Karnataka, Goa. The pallava and chola period, symbolic jewellery of south India, Temple Jewellery of South India

UNIT IV (9 HOUR)

North Indian Jewellery –Jewelleries used in the period of Indus valley civilization, Mauryan period, Gupta period, Mughal period. Tribal Jewellery.A brief study of gems and precious stones.

UNIT V (10 HOUR)

Traditional Embroideries of India –Origin, embroidery stitches used–embroidery of Kashmir, Philkari of Punjab and Gujarat –Kutch and Kathiawar, embroidery of Rajasthan, Kasuti of Karnataka, chickenkari work of luck now, kantha of Bengal– in all the above- types and colours of fabric/thread used.

TEXT BOOKS

1. Indian Jewellery–M.L Nigam, Lustre press Pvt Ltd, India.2001.
2. The Costumes and Textiles of Royal India–by Ritu kumar 2006 Hardcover, 344 pages Published July 14th 2006 by ACC Distribution.

REFERENCE BOOKS

1. Costume, Textiles and Jewellery of India: Traditions in Rajasthan Vandana Bhandari From BookVistas (New Delhi, DELHI, India) AbeBooks Seller .2010.
2. Embroidery from India and Pakistan (Fabric Folios) Paperback by Sheila Paine, Publisher: University of Washington Press 2001.
3. Asian Textile Journal- National Journal.

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THIRD SEMESTER

PART III-CORE –V- FASHION ART

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objectives: To enable the students to gain knowledge about elements and principles of designs to do fashion sketching.

UNIT I (10 HOUR)

Fashion Designing, elements of design- line, shape or forms, column, size and texture. Design- definition and types- structural and decorative design. Requirements of a good structural and decorative design. Application of structural and decorative design in a dress.

UNIT II (10 HOUR)

Principles of design- Balance- Formal and informal rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion, application of principal of design in a dress.

UNIT III (16 HOUR)

Fashion terminology- fashion, style, fad, classic, garment, apparel, silhouette, craze, accessory, chic, costume made, fitted garment, fashion trend, fashion show, forecasting, fashion cycle, high fashion,haute couture, couture, couturiers, avant-garde, knock off,Pre-a-porter. Theories of fashion adoption.

UNIT IV (8 HOUR)

Color- definition, color theories- prang color chart and munsell color system, Dimensions of color- hue, value, and intensity. Standard color harmonies- application in dress design, monochromatic analogous, complimentary, split complimentary, testing triad, achromatic, neutral.

UNIT V (16 HOUR)

Designing dresses for unusual figures – becoming and unbecoming – for the following figure types. Stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face, prominent chin and jaw, prominent forehead, Fashion accessories- shoes, handbags, hats, ties – different types/ shapes.

TEXT BOOKS

1. Fashion Sketch Book –Bina Abling, Fair Child Publications, New York Wardrobe.2012.
2. Strategies for Women –Judith Rasband, Delmar publishers London.2001

REFERENCE BOOKS

1. Inside the Fashion Business- Heannette a Jarnow et-al, macimilan Publishing Company, New York.2002.
2. Art and Fashion in Clothing Selection –Mc Jimsey and Harriet, Iowa State University Press, Jowa.2012
3. Femina, Women’s era, Vogue-National Magazine.

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THIRD SEMESTER

PART III-CORE PRACTICAL-IV FASHION ART

Maximum CIA: 25
Maximum CE: 50
Total Hours: 48

Objectives: To enable the students to gain practical knowledge about application of elements of designs and principles of design to fulfill the fashion sketching work.

1. Prepare the following Charts (6 HOUR)
 - a. Prang color chart
 - b. Value Chart
 - c. Intensity Chart
2. Illustrate garment designs for the Elements of Design (6 HOUR)
 - a. Line
 - b. Color
 - c. Texture
 - d. Shape or form
 - e. Size
3. Illustrate garment designs for the Principles of Design (8 HOUR)
 - a. Balance in dress
 - b. Harmony in dress
 - c. Emphasis in dress
 - d. Proportion in dress
 - e. Rhythm in dress
4. Illustrate the color harmony in dress design (10 HOUR)
 - a. Monochromatic color harmony
 - b. Analogous color harmony
 - c. Complimentary color harmony
 - d. Double complementary color harmony
 - e. Split complementary color harmony
 - f. Triad color harmony
5. Application of color and principles of design in dress (10HOUR)
 - a. Harmony through color
 - b. Emphasis through color
 - c. Proportion through color
 - d. Rhythm through color
 - e. Balance through color
6. Designing for Home Textiles- Home Furnishing (8 HOUR)
 - a. Living room linen
 - b. Bed linen
 - c. Table linen
 - d. Kitchen linen
 - e. Bath linen.

TEXT BOOKS

1. Fashion Sketch Book – Bina Abing, Fair Child Publications, New York Wardrobe.2012.
2. Strategies for Women – Judith Rasband, Delmar publishers London.2001.

REFERENCE BOOKS

1. Inside the Fashion Business- Heannette a Jarnow et-al, Macimilan Publishing Company,
New York.2002.
2. Femina, Women's era, Vogue-National Magazine.
3. Home Textile views – National Magazine.

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THIRD SEMESTER

PART III- CORE - VI- FIBER TO FABRIC

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objectives: To enable the students to gain basic knowledge about the various fibers and its fabric formations

UNIT I (8 HOUR)

Introduction to the field of textiles-classification of fibers- natural and chemical. Spinning- Definition, spinning- blending, opening, cleaning, doubling, carding, drawing, roving, spinning.

Spinning Methods, Classification-chemical and mechanical

UNIT II (12 HOUR)

Process flow, Properties and application of natural fibers – cotton, linen, jute, pineapple, Banana, Flex, Hemp, silk, wool, hair fibers, ramie, sisal, Bamboo. Manmade fibres-viscose rayon, acetate rayon, nylon, polyester, acrylic, aramid, elastomeric.

UNIT III (12 HOUR)

Yarn classification-Definition, classification-simple and fancy yarns- slub, core, injection core. Manufacturing process-open end, vortex spinning

UNIT IV (10 HOUR)

Classification-Wovens-basic weaves-plain, twill, satin. Fancy weaves-pile, double cloth, leno, swivel, dobby and jacquard.

UNIT V (6 HOUR)

Types and Application of Non wovens- felting, fusing, bonding, lamination, netting, braiding and calico, tatting and crocheting.

TEXT BOOKS

1. Textiles- Fibre to fabric, corbmann B.P, International student's edition, Mc Graw Hill Book Company, Singapore 1985.
2. Introduction to Textile Fibres H. V. Sreenivasa Murthy 2015 by WPI Publishing

REFERENCE BOOKS

1. Fabric Science 10th Edition by Allen C. Cohen, Ingrid Johnson, Joseph J. Pizzuto. 2011
2. Handbook of Technical Textiles edited by A R Horrocks and S C Anand, Wood head publication limited.2000.
3. Indian Journal of Fibre and Textile Research.

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THIRD SEMESTER

PART III-CORE PRACTICAL – V – FIBER TO FABRIC

Maximum CIA: 25

Maximum CE: 50

Total Hours: 60

Objectives: To enable the students to gain practical knowledge about identification of different

fibers, yarns and fabrics through tests.

Identification of Textile fibers

Fibers-Cotton, Silk, Wool, Nylon, Polyester, Linen, Rayon, Jute. (6 HOUR)

1. Microscopic method.

2. Flame test.

3. Chemical test.

Testing of yarns/fabrics.

1. counting of the yarn using warp reel. (6 HOUR)

2. Counting of the yarn using beesly's balance. (6 HOUR)

3. Twist of the yarn using twist tester. (6 HOUR)

4. Determining the weight of the fabric. (6 HOUR)

5. Determining the fabric count by (6 HOUR)

a. Raveling method.

b. Pick Glass method.

6. Course length and loop length of knitted fabric. (6 HOUR)

7. Colour fastness to water. (6 HOUR)

8. Test of Shrinkage. (6 HOUR)

9. Test of Absorbency. (3 HOUR)

10. Tensile Strength (3 HOUR)

TEXT BOOK

1. Textiles- Fibre to fabric, corbmann B.P, International student's edition, Mc Graw Hill Book Company, Singapore. 1985.

2. Introduction to Textile Fibres H. V. Sreenivasa Murthy 2015 by WPI Publishing

REFERENCE BOOKS

1. Fabric Science 10th Edition by Allen C. Cohen, Ingrid Johnson, Joseph J. Pizzuto. 2011

2. Handbook of Technical Textiles edited by A R Horrocks and S C Anand, Wood head publication limited. 2000.

3. Indian Journal of Fibre and Textile Research.

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THIRD SEMESTER

PART III - IDC – III - FASHION AND CLOTHING PSYCHOLOGY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 36

Objectives: To enable the students to gain knowledge about fashion, clothing and its psychology towards fashion cycle.

UNIT I (6 HOUR)

Factors influencing fashion changes-Psychological needs of fashion, Social psychology of fashion, technological, economical, political, legal and seasonal influence. Role of costume as a status symbol, Personality and dress, cloth as sex appeal, cultural value.

UNIT II (10 HOUR)

Fashion evolution-fashion cycles, length of cycles, consumer groups in fashion cycles-fashion leaders, fashion innovators, fashion motivation, fashion victim, fashion followers. Adoption of Fashion Theories- Fashion-trickle down, trickle up and trickle across theory. fashion forecasting-market research, evaluating the collection, fashion services and resources(fashion services, colour services, video services, News letter services, web sites, Directories and references.

UNIT III (10 HOUR)

Visual merchandising of fashion, types of displays – window displays, interior displays, Elements of display – the merchandise, mannequins and forms, props, signage, lighting.

Merchandising presentation- tools and techniques-back drop, forms, fixtures.

Fashion show-Definition, planning, budgeting, location, timings, selection of models, collection, set design, music preparing, rehearsal.

UNIT IV (6 HOUR)

Understanding fashion designer-types-classicist, idealist, influenced, realist, thinking poet. Indian Fashion designers-Haute couture-gitanjali kashyap,hemant Trivedi,J.J. Valaya,James ferrerira,Ritu kumar,Rohit bal, Ritu Beri Tarun Tahiliani minimalists-Himanshu and sonali sattar,sangeetha chopra,Wendell Rodricks.

UNIT V (4 HOUR)

World fashion centers-France, Italy, America, and Fareast. Contributions of well known designers from France, Italy, America, Britain and Fareast countries, Fashion week

TEXT BOOKS

1. Retail Fashion promotion and advertising-Drake et-al, Macmillan Publications Company, new York.2000.
2. *Mind What You Wear: The Psychology of Fashion by Professor Karen J. Pine Kindle Edition 2013*

REFERENCE BOOKS

1. Fashion-from concept to consumer-Gini Stephens Frings, 9th edition, Pearson. 2008
2. Inside the fashion business-kitty G.Dickerson 2002.

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THIRD SEMESTER
PART IV -AOC I -BASIC DRAPING PRACTICAL

Maximum CE: 75
Total Hours: 36

Objectives: To enable the students to gain practical knowledge about basic draping methods for different parts of the garments.

List of Experiments

- | | |
|----------------------------------------------------------|----------|
| 1. Introduction to draping and dress forms. | (5 HOUR) |
| 2. Draping basic front and back. | (5 HOUR) |
| 3. Draping basic skirts. | (6 HOUR) |
| 4. Draping yokes, shirt yoke and midriff yoke. | (7 HOUR) |
| 5. Draping collar -Peter pan, Mandarin and shirt collar. | (6 HOUR) |
| 6. Draping Basic Skirts, Types – Box, Pleated, Circular | (7HOURS) |

TEXT BOOK

1. Draping Basic Sally DiMarco Fairchild Books – Bloomsbury. 2009.

REFERENCE BOOK

1. The art of fashion Draping-3rd edition Connie Amadon-Crawford, Fairchild Publishers, Newyork. 2010.

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THIRD SEMESTER

PART IV -AOC I- INTERIOR DESIGNING- PRACTICAL

Maximum CE: 75

Total Hours: 36

Objectives: To enable the students to gain practical knowledge on Interior designing.

1. Introduction to Home Interior Design and Decoration. (9 HOUR)
 - a. Fundamental elements of design in 2-D and 3-D.
 - b. Principles and elements of design.

2. Application of Color Wheel in Interior Design. (9 HOUR)
 - a. Primary.
 - b. secondary.
 - c. tertiary colors.
 - d. modification of color hues.

3. Application of Design Drawing and Graphics in Office. (9 HOUR)
 - a. object drawings.
 - b. Architectural symbols.
 - c. Interiors and furniture sketching.

4. Application of Furnishings and Arrangements in Living room. (9 HOUR)
 - a. Lighting.
 - b. furnishings.
 - c. window treatment.
 - d. flower arrangement.

TEXT BOOKS

1. Professional Practice for Interior Designers Christine M. Piotrowski.2013.
2. Interior Design Illustrated Francis D. K. Ching, Corky Binggeli. 2012.

REFERENCE BOOKS

1. Color in Interior Design CL John Pile, publisher McGraw- Hill Education, 1997
2. Home Textile views- National magazine.

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THIRD SEMESTER

PART IV -EDC 1-FASHION OF PHOTOGRAPHY

Maximum CE: 50
Total Hours: 24

Objective: To inculcate knowledge and develop the skills involved in photography.

UNIT I (5 HOUR)
Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure –focusing, aperture, shutter speed, Depth of field. Basic shots, angle, and view. Different styles of Photography – Portrait, Landscape and Documentary.

UNIT II (5 HOUR)
Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

UNIT III (5 HOUR)
Sources of Light –Nature, Artificial and Available. Lighting techniques – three point lighting. Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography.

UNIT IV (4 HOUR)
Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

UNIT V (5 HOUR)
Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

TEXT BOOK

1. The Basic Book of Photography (Fourth Edition) (Paperback)-by Tom Grimm.

REFERENCE BOOKS

1. Julian Calder, John Garrett The 35 mm Photographer's Handbook, Marshall Editions Limited, London. 1999.
2. Alain Solomon Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York. 1987.
3. Dave Johnson How to do everything with your Digital Camera, Tata McGrawHill, and New Delhi. 2001.

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FOURTH SEMESTER

PART III - CORE –VII- FABRIC STRUCTURE AND DESIGN

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Objectives: To enable the students to gain knowledge about fabric and its formation technique

UNIT I (12 HOUR)

Elements of woven design, methods of fabric representation, draft and lifting plan, construction of elementary weaves-plain, wrap rib, weft rib, twill, modification of twills, satin and sateen weaves-their derivatives.

UNIT II (12 HOUR)

Ordinary and brighten honey comb, its modification, huck a back and its modifications, crepe, mock and leno weaves.

UNIT III (12 HOUR)

Extra warp and extra weft figuring-single and two colours, planting, backed fabric, warp and weft backed fabrics.

UNIT IV (12 HOUR)

Pile fabric-basic structure, twill back and sateen back, weft plush, terry pile-3 pile, 4 pile, 5 pile and 6 pile, length density and fastness of pile.

UNIT V (12 HOUR)

Double cloth-classification, self stitched-face to back, back to face, stitched double cloth-warp and centre stitched double cloth.

TEXT BOOKS

1. Textile Design Principles and advances application k Townsend 2011
2. Watson's advanced textile design, Grosichkli Z Newness, Butter worths, London 1989.

REFERENCE BOOKS

1. Fabric structure and design N.Gokarneshan New Age international (p) limited Publishers. 2004.
2. Apparel views – National magazine.

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FOURTH SEMESTER

PART III – CORE PRACTICAL – VII - FABRIC STRUCTURE AND DESIGN

Maximum CIA: 25
Maximum CE: 50
Total Hours: 36

Objectives: To enable the students to gain practical knowledge about identification of different weaves through understanding of weaves designs, drafts and its peg plans.

Identification of the following weaves Design and Draft a peg plan for the same.

- | | |
|----------------------------------------------------------|----------|
| 1. Plain weave and its derivatives (warp rib, weft rib). | (3 HOUR) |
| 2. Twill weave-Right hand twill and left hand twill. | (4 HOUR) |
| 3. Satin Weave. | (4 HOUR) |
| 4. Sateen weave. | (4 HOUR) |
| 5. Honey comb weave. | (4 HOUR) |
| 6. Huck a back weaves. | (4 HOUR) |
| 7. Extra warp and weft figuring. | (5 HOUR) |
| 8. Double cloth. | (4 HOUR) |
| 9. Terry pile structures. | (4 HOUR) |

TEXT BOOKS

1. Textile Design Principles and advances application k Townsend 2011
2. Watson's advanced textile design, Grosichkli Z Newness, Butter worths, London 1989.

REFERENCE BOOKS

1. Fabric structure and design N.Gokarneshan New Age international (p) limited Publishers. 2004.
2. Apparel views – National magazine.

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FOURTH SEMESTER

PART III - CORE - VIII- TEXTILE PROCESSING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Objectives: To enable the students to gain knowledge about textile processing procedure.

UNIT I (4 HOUR)

Introduction sequence of textile fabrics-flowchart-brief description Finishes-Classification-Mechanical, Chemical, Enzyme. Importance of Finishes. Fabric Preparation-Singeing, Desizing, Scouring, Bleaching, Mercerizing, Carbonizing.

UNIT II (8 HOUR)

Dyeing-dyes-classification and properties - direct, vat, reactive, acid, basic, azoic dyes Natural and Herbal dyes-types and colours commonly used significance of herbal dyes. Stages of dyeing-fibre, yarn, fabric and garment- advantages and limitations.

UNIT III (13 HOUR)

Methods of dyeing - Batch dyeing-winch, jigger, padding, package dyeing, combination dyeing, machines used and process involved Fastness properties of fabrics-laundrying, rubbing, sunlight.

UNIT IV (8 HOUR)

Aesthetic finishes-Luster-glazed, moiré, schreiner, embossed, drape-crisp and transparent, sizing, weighting, and texture-sheared, brushed, embossed, pleated, flocked, embroidered, napped, fulled.

Special purpose finishes- Stabilization, anti bacterial, antimicrobial, water repellent, flame retardant,uv protection ,wrinkle free finishes. Effluent treatment- Discharge control, recycling of dyed water

UNIT V (15 HOUR)

Printing-Introduction to printing, difference between printing and dyeing, preparation of fabric for printing.Classification- Direct printing, Block printing-Stencil printing- screen printing-Flat screen and rotary screen printing, printing paste, screen printing process.

Discharge printing-chemicals used, process involved. Resist printing-Batik printing-Tie and Dye, other printing methods-Ink jet printing, heat transfer printing, photo printing.

TEXT BOOKS

1. Textiles-Nineth edition, Sara J Radolph and Anna L Lanford, Prentice hall, New Jersey.2002.
2. Textile processing-JL Smith, Abhishek Publications, Chandigarh. 2003.

REFERENCE BOOKS

1. Textile Chemistry- by Arora publisher Abhishek Publications 2011
2. Textile Processing and Properties, T.L.Vigo Elsevier Science; 2nd impression, March2002.

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FOURTH SEMESTER

PART III - CORE PRACTICAL – VIII – TEXTILE PROCESSING

Maximum CIA: 25

Maximum CE: 50

Total Hours: 48

Objectives: To enable the students to gain practical knowledge about sample preparation and dyeing methods.

Preparation of samples for processing

- Desizing (3 HOUR)
- Scouring (3 HOUR)
- Bleaching (4 HOUR)
- Mercerizing (4 HOUR)

Dye the given fabric using suitable dye

- Direct Dye (2 HOUR)
- Sulphur dyes (3 HOUR)
- Vat Dyes (3 HOUR)
- Disperse Dyes (4 HOUR)
- Reactive Dyes (2 HOUR)
- Acid Dyes (2 HOUR)
- Basic Dyes (2 HOUR)
- Tie and dye (4 HOUR)
- Natural dyes (any three) (2 HOUR)
- Block Printing (2 HOUR)
- Stencil Printing (2 HOUR)
- Screen printing (2 HOUR)
- Batik printing (4 HOUR)

TEXT BOOKS

1. Textiles-Nineth edition, Sara J Radolph and Anna L Lanford, Prentice hall, New Jersey.2002.
2. Textile processing-JL Smith, Abhishek Publications, Chandigarh. 2003.

REFERENCE BOOKS

1. Textile Chemistry- by Arora publisher Abhishek Publications 2011
2. Textile Processing and Properties, T.L.Vigo Elsevier Science; 2nd impression, March 2002
3. Asian Dyers-National Magazine.

FOURTH SEMESTER**PART III – CORE PRACTICAL –VI- WOMEN’S GARMENT PRODUCTION**

Maximum CIA: 25

Maximum CE: 50

Total Hours: 6

Objectives: To enable the students to gain practical knowledge about production of women’s garments and also to overcome the practical difficulties.

Designing, drafting and constructing the following garments for the features prescribed

List the measurements required and materials suitable.

Calculate the cost of the garment.

Calculate the material required – Layout method or Direct measurements method.

1. Saree Petticoat-six panel with decorated bottom. (5 HOUR)
2. Skirts- Flared/Umbrella with style variations. (7 HOUR)
3. Blouse- Basic Design/ Princess line/ Single katori/
Double Katori/ Fashion neck designs (16 HOUR)
4. Middi Top-Kimono/Ragon, tulip Sleeve. (5 HOUR)
5. Lehenga skirt/Lehenga gowns/Variations (10 HOUR)
6. Salwar / Churithar / Parallels / Bell Bottom. (5 HOUR)
7. Kammez-with/without slit, with or without flare, with/without opening, with or without panels, with /without yoke, with/without Sleeve and variations, Neck Variation. (12 HOUR)

TEXT BOOKS

1. Easy cutting-Juvekar commercial Tailors Corporation pvt 166 Dr.Ambedkar Road dadar.1999.
2. Metric pattern cutting for Women’s Wear Hardcover-Import, by Winifred Aldrich 2008.

REFERENCE BOOKS

1. Zarapker system of cutting-K.R.Zarapker, Navneet publication ltd.2008.
2. Dress making-smt Thangam Subramanian Bombay Tailoring and Embroidery College, 32 North park street, Ambattur, Chennai.2009.

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FOURTH SEMESTER

PART IV - IDC II - GARMENT QUALITY AND COST CONTROL

Maximum CE: 75
Total Hours: 36

Objectives: To enable the students to gain knowledge about garment quality and how to control cost based on its quality of production.

UNIT I (5 HOUR)

Definition and scope of quality control-establishing merchandising standards-establishing raw material quality control specifications-quality of raw material.

UNIT II (6 HOUR)

Establishing Processing quality specification-training quality control personnel-the quality standard control-quality control inspection, procedures for processing-quality control of finished garments-quality control and government contacts-quality control for packaging, warehousing and shipping-statistical quality control. Sampling plans-industry-wide quality standards.

UNIT III (5 HOUR)

Function of production control – production analysis- quality specifications-qualitative specifications-scope of apparel manufacturing activity-coordinating departmental activities-Distribution of documents and records.

UNIT IV (10HOUR)

Types of control forms-basic production systems-principles for choosing a production system-evaluating production systems-flow process grids for production control-Scheduling calculation, graph methods, Scheduling bundles of varying amounts, mathematical formulas for scheduling-producing many styles simultaneously-producing many styles consecutively in one line.

UNIT V (10HOUR)

Functions of cost control, types of costs and expenses-apparel manufacturing cost categories-sales cost control, purchasing cost control, production cost control, administration cost control-cost ration policies-the manufacturing budget-cash flow controls-standard cost sheet, break even-charts.

TEXT BOOKS

1. Garment Manufacturing Technology 1st Edition Rajkishore Nayak Rajiv Padhye Woodhead Publishing. 2015.
2. Solinger, Jacob, Apparel manufacturing analysis, New York, textiles books. 1961.
3. Garment Manufacturing, Process, practices and technology, Prasanta Sarkar. 2015.

REFERENCE BOOKS

1. Garments Merchandising, Prof. M. A. Kashem-2009.
2. Solinger, Jacob, Apparel manufacturing hand book, analysis principles and Practice, Columbia media corp.1988.

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FOURTH SEMESTER

PART III - SBC – IV SURFACE EMBELLISHMENTS PRACTICAL

Maximum CIA: 25

Maximum CE: 50

Total Hours: 48

Objectives: To enable the students to gain practical knowledge about application of different embellishments in the fabric surface.

Prepare samples for the following.

1. Basic Hand embroidery Stitches-Running stitch, Stem stitch, Back stitch, Chain stitch, Satin stitch, Couching stitch, Herringbone stitch, Button hole stitch, fly stitch, Bullion knot, French knot, Fish bone stitch. (4 HOUR)
2. Machine Embroidery stitches -Satin stitch, Cord stitch, filling stitch, Long and short Stitch, Cut work. (6 HOUR)
3. Traditional Embroidery Stitches.
Kashida(kahmir),Phulkari(Punjab),chamba(Himachal),kutch (Gujarat), Chikankari (Lucknow), kasuti (Karnataka), kantha (West Bengal) (6 HOUR)
4. Appliqué (machine/hand)-3 types (4 HOUR)
5. Smocking – Any 3 types (6 HOUR)
6. Tassels and Fringes (2 HOUR)
7. Belts-any 2 types (Different material) (2 HOUR)
8. Bows-any 2 types (Different Design) (2 HOUR)
9. Aari work- chain stitch filling, Bead work – 1 sample, Sequins work-1 sample, Zardosi work-1 sample (10 HOUR)
10. Mirror work-1 sample (4 HOUR)
11. Fixing the stones-1 sample (2 HOUR)

TEXT BOOKS

1. Indian Jewellery–M.L Nigam, Lustre press Pvt Ltd, India.2001.
2. The Costumes and Textiles of Royal India–by Ritu kumar 2006 Hardcover, 344 pages Published July 14th 2006 by ACC Distribution

REFERENCE BOOKS

1. Costume, Textiles and Jewellery of India: Traditions in Rajasthan Vandana Bhandari From BookVistas (New Delhi, DELHI, India) AbeBooks Seller .2010
2. Embroidery from India and Pakistan (Fabric Folios) Paperback by Sheila Paine, Publisher: University of Washington Press 2001
3. Asian Textile Journal- National Journal.

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FOURTH SEMESTER

PART IV - SBC II - BEAUTY CARE

Maximum CE: 75

Total Hours: 36

Objectives: To enable the students to gain knowledge about basic steps in process of Beauty care

- | | |
|---------------------------------------------------------|----------|
| 1. Bleaching. | (4 HOUR) |
| 2. Herbal facial. | (5 HOUR) |
| 3. Threading. | (4 HOUR) |
| 4. Waxing. | (4 HOUR) |
| 5. Hair cut-3 styles. | (5 HOUR) |
| 6. Make up –face makeup, Bridal makeup, party makes up. | (5 HOUR) |
| 7. Nail treatment-Pedicure, Manicure. | (4 HOUR) |
| 8. Massages- Head, Body. | (5 HOUR) |

TEXT BOOK

1. Body and Beauty care, Dr.Neena Khanna., Pustakmahal Publishers.2002.

REFERENCE BOOK

1. Hair and Beauty Government Publications, Postal Trade Section, Langley Freeman Design Group. 2000.

B.Sc COSTUME DESIGN AND FASHION BOARD
SCHEME OF EXAMINATION (CBCS PATTERN)
For the Candidates admitted during the academic year 2018-2019
Programme B.Sc Costume Design and Fashion

Part	Sub Code	Subject Title	Ins. Hrs/Week	Examination				
				Dur.Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01/ 18LAHI01/ 15LAMY01 /15LAFR01	Language- I Tamil I/Hind I/Malayalam I/French I	5	3	30	70	100	3
II	16ENG001	English -I	5	3	30	70	100	3
III	17CDF101	Core Paper – I Basics of Apparel Designing	5	3	30	70	100	4
III	16CDFP01	Core Practical – I Basics of Apparel Designing	5	3	25	50	75	3
III	16CDF102	Core Paper – II Fundamentals of Pattern Making	4	3	30	70	100	4
III	16CDFID1	IDC – I Illustration Technique Practical	4	3	25	50	75	3
IV	18UFCA01	Foundation Course I EVS#	2	2	-	50	50	2
Total			30				600	22
SEMESTER II								
I	16LATA02/ 18LAHI02/ 15LAMY02 /15LAFR02	Language- II Tamil II/Hind II/Malayalam II/French II	5	3	30	70	100	3
II	16ENG002	English -II	5	3	30	70	100	3
III	16CDFP02	Core Practical -II – Customer Oriented Sketching	6	3	25	50	75	3
III	16CDFP03	Core Practical – III- Kids Garment Production	5	4	25	50	75	3
III	16CDF201	Core Paper – III Finished Textiles Maintenance	3	3	30	70	100	4
III	16CDFID2	IDC – II Sewing Operation System	4	3	30	70	100	4
IV	18UFCA02	Foundation Course II Value Education#	2	2	-	50	50	2
IV	16CDFPR1	15 days Internship in any Apparel Unit	-	-	-	-	-	-
Total			30				600	22
SEMESTER III								
III	16CDF301	Core Paper -IV – Indian Historic Costumes and Textiles	4	3	30	70	100	4
III	16CDF302	Core Paper –V- Fashion Art	5	3	30	70	100	4
III	16CDFP04	Core Practical – IV Fashion Art	4	3	25	50	75	3
III	16CDF303	Core Paper- VI- Fiber to Fabric	4	5	30	70	100	4
III	16CDFP05	Core Practical – V – Fiber to Fabric	5	3	25	50	75	3
III	16CDFID3	IDC – III Fashion and Clothing Psychology	3	3	30	70	100	4
IV	16CDFAO1/ 17CDFAO2	AOI Basic Draping Practical/ Interior Designing Practical	3	3	-	75	75	3
IV	16BTA001/ 16ATA001/ 16CDFED1	EDC1:BT/AT/ Basics of Photography #	2	2	-	50	50	2

			Total	30				675	27
SEMESTER IV									
III	16CDF401	Core Paper –VII- Fabric Structure and Design	5	3	30	70	100	4	
III	16CDFP07	Core Practical – VII Fabric Structure and Design.	3	3	25	50	75	3	
III	16CDF402	Core Paper- VIII- Textile Processing	4	3	30	70	100	4	
III	16CDFP08	Core Practical – VIII – Textile Processing	4	3	25	50	75	3	
III	16CDFP06	Core Practical –VI- Women’s Garment Production	5	4	25	50	75	3	
III	16CDFID4	IDC –IV Surface Embellishments Practical	4	3	25	50	75	3	
IV	16CDFAO3/ 16CDFAO4	AOC II Garment Quality and Cost Control/Beauty Care	3	3	-	75	75	3	
IV	15EDC002	EDC 2- Communicative English #	2	2	-	50	50	2	
V	15NCC001/ 15NSS001/ 15SPT001/ 15EXT001	NCC/NSS/Sports/Extension Activity	-	-	50	-	50	2	
IV	16CDFPR2	15 days Internship in any Apparel Processing Unit	-	-	-	-	-	-	
			Total	30			675	27	
SEMESTER V									
III	18CDF501	Core Paper –IX- Visual Merchandising	6	3	30	70	100	4	
III	16CDF502	Core Paper– X Computers in the Garment Industry	6	3	30	70	100	4	
III	16CDFP09	Core Practical –IX- Men’s Garment Production	8	4	25	50	75	3	
III	16CDFP10	Core Practical - X- Computer Aided Design- I	6	3	25	50	75	3	
III	18CDFE01/ 18CDFE02/ 18CDFE03	Elective I Functional Clothing / Fashion Promotion / Home Furnishings.	4	3	30	70	100	4	
			Total	30			450	18	
SEMESTER VI									
III	16CDF601	Core Paper– XI Fundamental of Knitting	5	3	30	70	100	4	
III	16CDFP12	Core Practical - XII- Fundamental of Knitting	5	3	25	50	75	3	
III	16CDFP11	Core Practical –XI-Computer Aided Design -II	6	3	25	50	75	3	
III	16CDFE04/ 16CDFE05/ 18CDFE06	Elective II Apparel Marketing / Apparel Production Management/ Fashion Merchandising and Marketing.	4	3	30	70	100	4	
III	16CDFE07/ 16CDFE08/ 16CDFE09	Elective III Organization of Garment Unit / Export Analysis and Documentation /Apparel Quality Management.	4	3	30	70	100	4	
III	16CDFPR3	PROJECT- Fashion Port folio Presentation	6	3	75	75	150	6	
			Total	30			600	24	
			Grand Total				3600	140	

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FIFTH SEMESTER

PART III - CORE –IX- VISUAL MERCHANDISING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

OBJECTIVES:

To impart knowledge on elements and environments of visual merchandising, store planning and assortment planning.

UNIT I (15 HOURS)

Fundamentals of Visual Merchandising: Visual Merchandising - meaning, objectives and scope. Display basics – colour and texture, line and composition, lighting. Types of display and display settings. Execution of a Visual Presentation: Application of colour schemes, colour psychology, creating mood by colour used in garment display.

UNIT II (15 HOURS)

Elements of Visual Presentation: Store Design, materials and props, lighting and colour, signage and graphics, points of purchase, sound usage. Display Fixturing, mannequins and other human forms, alternatives to mannequins, dressing the mannequins-wigs and make up, Fixtures – criteria for selection of fixtures, dressing fixtures, modular fixtures, furniture as props

UNIT III (13 HOURS)

Environment for Visual Presentation: Store exterior – marquee, facade, exterior display, surrounding stores and window displays and types; Store interior – store atmospheric, aesthetic, execution of store lay out - selection of display locations, lifts, staircase, elevators, utilisation of store space. Points of display – visual merchandising planning, point of purchase display, industrial display, fashion shows, trade organizations and sources.

UNIT IV (15 HOURS)

Display Techniques and store planning: Attention getting devices, familiar symbols, masking and proscenia, sales ideas, fashion accessories, graphics and signage. Store layout planning- grid, race track, freeform – direction of flow and planogram; Seasonal and trend decision for point of emphasis – creativity in display; Planning of assortment, theme, ensemble, racks, shelves, bins, etc. and balance of display in a show room

UNIT V (14 HOURS)

Approaches in Visual Merchandising- In house staffing, Department Store Approach Small Store Approach. Role of Visual Merchandising in changing face of retailing.

Assortment planning, Optimize apparel assortments; Computer Aided Visual merchandising- Information technology in data management, assortment planning and inventory management. Budgeting and safety factors in visual merchandising.

TEXT BOOKS:

1. Pegler M.M., “Visual Merchandising and Display”, IV Edition, Fair child Publications, New York, 2001.
2. Diamond. J, Diamond, E., “Contemporary Visual Merchandising”, Prentice Hall Inc. New Jersey 2003.

REFERENCE BOOKS:

1. Diamond. E, Fashion Retailing – A Multi Channel Approach, II Edition, Prentice Hall Inc. New Jersey 2006.
2. Curtis E, Fashion Retail, John Wiley and Sons Ltd, England, 2004
3. Tony Morgan- Visual Merchandising, Laurence King, 2008
4. Martin.M.Pegler- visual Merchandising and Display, Loomsurry Publishing India Private Limited , 2011

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FIFTH SEMESTER

PART III - CORE -X- COMPUTERS IN THE GARMENT INDUSTRY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 72

OBJECTIVES:

To help students to understand the fundamentals and principles of CAD.

UNIT-I (14 HOURS)

Role of computers in fashion industry – Information flow – CAD, CAM, CIM, CAA, PDC – Definition and functions. Computers in production planning and production scheduling, computerized colour matching system.

UNIT-II (15 HOURS)

CAD in pattern making and grading – system description – information flow – process involved in pattern making, process involved in pattern grading.

UNIT-III (15 HOURS)

CAD in designing, Textile designing – Weaving, Knitting and printing - Creating embroidery designs.

UNIT-IV (14 HOURS)

Computer Application in Jacquard and Dobby, Garment designing – 2D and 3D forms. 3D mapping.

UNIT-V (14 HOURS)

Computer application in fabric defect checking, laying / spreading, cutting marker planning, labeling – parts and functions. Computerized sewing machines.

TEXT BOOKS:

1. Computer Technology for Textiles and Apparel is 1st Edition Jinlianhua, Woodhead Publishing, 2011
2. Computer- Aided Pattern Designing and Product Development Alison Beazley, Terrybond, 2003

REFERENCE BOOKS:

1. Jane D.Espinoza-Alvarado Computer Aided Fashion Design using Gerber Technology 1st Edition Fairchild Books, 2007.
2. A Text Book of Computer Aided Apparel Fashion Designing and Production Pattern Making- Meenu Sri Vastava, Himanshu Publications 2011
3. Computer Aided manufacturing- P.N.Rao, N.K.Tewari, T.K.Kundra, McGraw Hill Education 2017.

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FIFTH SEMESTER

PART III - CORE PRACTICAL –IX- MEN’S APPAREL PRODUCTION

Maximum CIA: 25

Maximum CE: 50

Total Hours: 96

OBJECTIVES:

To enable the students to gain knowledge about production of men’s garments and also to overcome the practical difficulties.

- Designing, drafting and constructing the following garments for the features Prescribed
- List the measurements required and materials suitable
- Calculate the cost of the garment
- Calculate the material required – layout method and direct measurement method

- | | |
|-------------------------------------------------------------------------------------|------------|
| 1. S.B.Vest – with/ without collar, button attached, sleeveless | (14 HOURS) |
| 2. T – shirt – front half open, zip attached, with collar | (14 HOURS) |
| 3. Slack shirt – with collar, half sleeve, and patch pocket | (14 HOURS) |
| 4. Full sleeve shirt – full open, shirt collar, patch pocket, full sleeve with cuff | (14 HOURS) |
| 5. Kalidhar kurtha – kali piece, side pocket, round neck, half open | (13 HOURS) |
| 6. Pleated Pant –with dart, with pocket, with front pleat, with waist band | (13 HOURS) |
| 7. House Coat – knee length, shawl collar, overlap front, with belt | (14 HOURS) |

TEXT BOOKS:

1. Zarapker system of cutting – K R Zarapker Navneet Publications ltd,2008
2. Classic Tailoring Techniques for Menswear : A Construction guide –Roberto Cabreto, Fairchild publication, 2015

REFERENCE BOOKS:

1. The Blue Book of Men’s tailoring: grand Edition of Supreme System for producing Men’s Garment- Frederick T.Croonborg, R.L.Shep Publications, 2005.
2. The Cut of Men’s Clothes: 1600-1900, Norah Waugh, Routledge publication, 2015

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FIFTH SEMESTER

PART III - CORE PRACTICAL -X- COMPUTER AIDED DESIGN-I

Maximum CIA: 25

Maximum CE: 50

Total Hours: 72

OBJECTIVES

To provide students with the knowledge of CAD and their applications

Create the following designs

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 1. Motifs / small designs.
Embroidery designs for Kerchiefs, Neck lines
Chest prints for T-shirts | (11 HOURS) |
| 2. Children's Garments
Jabla- different styles
Frocks- different styles
Middi and Tops - different styles | (11 HOURS) |
| 3. Women's Garments
Churidhar- different styles
Full gowns - different styles
Middi & Tops - different styles
Princess line Dress- different styles.
House coats, Aprons, Nighties | (11 HOURS) |
| 4. Men's Garments
S B vest
T- Shirt - different styles
Shirts - different styles
Kurta pyjama - different styles | (11 HOURS) |
| 5. Create logos for branded companies. | (9 HOURS) |
| 6. Create label for garments / companies | (9 HOURS) |
| 7. Prepare charts for production planning and scheduling. | (10 HOURS) |

TEXT BOOKS:

1. Computer Technology for Textiles and Apparel is 1st Edition Jinlianhu, Woodhead Publishing, 2011
2. Computer- Aided Pattern Designing and Product Development Alison Beazley, Terrybond, 2003

REFERENCE BOOKS:

1. Jane D. Espinoza-Alvarado Computer Aided Fashion Design using Gerber Technology 1st Edition Fairchild Books, 2007.
2. Kathy. K. Mullet, Concepts of Pattern Grading Techniques for manual and Computer Grading 3rd Edition, Fairchild Books, 2015.

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SIXTH SEMESTER

PART III - CORE PRACTICAL –XI- COMPUTER AIDED DESIGN-II

Maximum CIA: 25

Maximum CE: 50

Total Hours: 72

OBJECTIVES

To provide students with the knowledge of CAD and their applications

1. Application of colour harmony in Design (12 HOURS)
 - Monochromatic colour harmony
 - Analogous colour harmony
 - Complementary colour harmony
 - Double Complementary colour harmony
 - Split complementary colour harmony
 - Triad colour harmony
 - Tetrad colour harmony
 - Neutral colour harmony
2. Applications of Principles of design in dress design (12 HOURS)
 - Balance –Formal and informal
 - Rhythm – by line movement, gradation, repetition.
 - Emphasis
 - Proportion
 - Harmony
3. Design Garments for the following. (12 HOURS)
 - Party Wear – Women, Men, Children.
 - Sports Wear- Tennis, Basket ball/foot ball (men and Women), Golf, any other.
 - Fashion show – Children, men and women
 - Winter Wear - Children, men and women
 - Summer Wear - Children, men and women
 - Spring Wear - Children, men and women
 - School uniforms – Preschool, school, higher secondary and college going students-boys and girls.
4. Prepare pattern for the following. (12 HOURS)
 - Bib
 - Jabla
 - Knicker
5. Grade the following patterns. (12 HOURS)
 - Bodice front
 - Bodice back
6. Scan designs from books / Magazines / photos and edit the designs – colour or features or back ground etc., or add details like ornaments & accessories. (12 HOURS)

TEXT BOOKS:

1. Computer Aided manufacturing- P.N.Rao, N.K.Tewari, T.K.Kundra, McGraw Hill Education 2017.
2. Computer- Aided Pattern Designing and Product Development
Alison Beazley, Terrybond, 2003

REFERENCE BOOKS:

1. Jane D.Espinoza-Alvarado Computer Aided Fashion Design using Gerber Technology
1st Edition Fairchild Books, 2007.
2. Kathy.K.Mullet, Concepts of Pattern Grading Techniques for manual and
Computer Grading 3rd Edition, Fairchild Books, 2015
3. Carolyn L.Moore & Kathy.K.Mullet, Concepts of Pattern Grading Techniques for manual
and Computer Grading, Margaret.B.Prevatt Young, 2010

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SIXTH SEMESTER

PART III - CORE –XI- FUNDAMENTALS OF KNITTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

OBJECTIVES

To obtain knowledge on knitted clothes and their manufacturing techniques

- UNIT-I (12 HOURS)
Knitting – Definition, history and classification, types of knitting- hand and machine, characteristics of knitted goods.
- UNIT-II (12 HOURS)
General terms – loop, stitch density, gauge, needle and its classification- spring, beard, compound, latch. Advantages and disadvantages. Basic knitting elements - types and functions.
- UNIT-III (12 HOURS)
Weft knitting –classification -single jersey machine, double jersey, interlock, rib, purl knitting machine. 3 way technique to develop design-knit, tuck, miss-effect of stitches on fabric properties.
- UNIT-IV (12 HOURS)
Warp knitting-Classification-tricot, raschel, simplex and milanese-kitten raschel
Application of warp knitted fabric in medical textiles.
- UNIT-V (12 HOURS)
Knitted fabric defects. Care and maintenance of knitted material-washing, drying, ironing, storing.

TEXT BOOKS:

1. Sadhan Chandra Ray, Fundamentals and Advances in Knitting Technology, Woodhead Publishing series in textile, 2011
2. D.J. Spencer, knitting technology (third Edition), Woodhead publishing series in textile, 2017

REFERENCE BOOKS:

1. Knitting Fundamentals, Machines, Structure and Developments, N.Anbumani-2007
2. Elsevier, Advances in Knitting Technology, Woodhead publishing series in textile, 2011.
3. D.F.Paling, Warp Knitting Technology, Harlequin press 2009.

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SIXTH SEMESTER

PART III - CORE PRACTICAL –XII- FUNDAMENTALS OF KNITTING

Maximum CIA: 25

Maximum CE: 50

Total Hours: 60

OBJECTIVES

To provide students with the knowledge of knitted clothes types and their defect analysis.

Identify the given fabric

Methodology used – unravel and graphic representation

- Plain Knit (6 HOURS)
- Rib Knit – 1x1, 2x2 (6 HOURS)
- Interlock (6 HOURS)
- Pique – any 2 structures (6 HOURS)
- Tricot (6 HOURS)
- Raschel (6 HOURS)

Defect Analysis

- Vertical and horizontal lines (6 HOURS)
- Holes and cuttings (6 HOURS)
- Distorted stitches (6 HOURS)
- Any other (6 HOURS)

TEXT BOOKS:

1. Sadhan Chandra Ray, Fundamentals and Advances in Knitting Technology, Woodhead Publishing series in textile, 2011
2. D.J. Spencer, knitting technology (third Edition), Woodhead publishing series in textile, 2017

REFERENCE BOOKS:

1. Elsevier, Advances in Knitting Technology, Woodhead publishing series in textile, 2011.
2. D.F.Paling, Warp Knitting Technology, Harlequin press 2009

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FIFTH SEMESTER

PART III - ELECTIVE - I - HOME FURNISHINGS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To gain knowledge on importance and market trends in home furnishings knowledge on types, design and development, care and maintenance of different types of home furnishings.

UNIT I (10 HOURS)

Introduction: Introduction of Textile Furnishing - definition – different type of furnishings materials – Woven and non-woven – Factors affecting selection of home furnishings – fibre, fabric, and value added finishing for home furnishings - soil repellency, mosquito repellency, flame proofing, dust repellency, antimicrobial finish.

UNIT II (10 HOURS)

Window Treatment Doors and Windows – types. Window Treatment – exterior, interior -hard and soft. Curtains and Draperies – types, parts, factors for selection and construction, accessories used.

UNIT III (10 HOURS)

Living Room Furnishing: Living Room furnishings - sofa Cover, cushion, cushion cover, bolster, bolster cover, teapoy cover. Floor covering – types - resilient floor coverings, soft floor coverings - carpet, rugs, mats. Wall coverings – types.

UNIT IV (9 HOURS)

Bed And Bath Linen: Bed linens – types – bed sheets, blankets, blanket covers, comforters, comforter covers, bed spreads, mattress and mattress covers, pads, pillows and pillow covers. Care and Maintenance of bed linen. Bath linen –types - towel, mats. Care and maintenance of bath linen.

UNIT V (9 HOURS)

Kitchen And Table Linen: Kitchen linens – types - dish cloth, towels, fridge cover, fridge handle cover, mixie cover, and grinder cover, napkin, apron. Table Linen – Types - table mats, table cloth, hand towel, doilies, runners. Cleaning materials – wipes and mops. Care and maintenance of kitchen and table linen

TEXT BOOKS:

1. Jay Diamond and Ellen Diamond, “Fashion Apparel, Accessories, Home Furnishings”, Pearson Prentice Hall, New Jersey, 2007.
2. Hamlym, “Bed and Table linen”, Octopus Publishing Group Ltd, Newyork, 2001.
3. David Holloway, “The Essential Book of Home Improvement Techniques”, Marshals Publications, London, 2000.

REFERENCE BOOKS:

1. Emma Callery, "The Home Decorator's Colour Source Book", Apple Press Ltd, London, 2006.
2. Heather Luke, "Design and Make Cushions", Silverdale Books Ltd, Leicester, 2001.
3. Hamlym, "Curtains and Blinds", Octopus Publishing Group Ltd, Newyork, 2001.

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FIFTH SEMESTER

PART III - ELECTIVE -I - FUNCTIONAL CLOTHING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES:

To acquire knowledge on functional requirements of clothing and factors influencing functional performance of clothing, fibres, fabrics and technology adopted in medical textiles, protective clothing, and application of smart wears.

UNIT I (10 HOURS)

Introduction: Functional design of textiles; properties of textiles for specific functions: structural, aesthetic, Smart fibres: Nano fibres, Photo adaptive fibres, Chameleon fibres, Conductive fibres – properties and applications in textiles and apparels.

UNIT II (10 HOURS)

Medical Wear: Classification of medical textiles and their functions – Textile materials used for implants and non-implants –Textiles for extracorporeal devices- Healthcare and hygiene products

UNIT III (10 HOURS)

Protective Wear: Materials used, requirements and functions of flame resistant protective clothing chemical protective clothing- mechanical protective clothing – UV protective clothing and radiation protection

UNIT IV (9 HOURS)

Sports Wear: Clothing requirements, developments of functional fibres, yarns and fabrics suitable for sportswear application and its properties; Footwear Clothing - Fabric requirements, finishing adaptability and evaluation methods

UNIT V (9 HOURS)

Smart and Intelligent Textiles: Phase change materials: production and applications. Shape memory polymers and properties. Stimuli sensitive intelligent textiles, Smart textiles incorporating functional devices, Functional properties – comfort and fit, Application of Non-woven in different areas of textiles.

TEXT BOOK:

1. Horrocks A. R. and Anand S. C, Handbook of Technical Textiles, The Textile Institute, Woodhead Publications, Cambridge, UK, 2000

REFERENCE BOOKS:

1. Sanjay Gupta, Smart Textiles – Their Production and Marketing Strategies, Bhumica Printers, New Delhi, 2000
2. Tao X., Smart Fibres, Fabric and Clothing, Textile Institute, Woodhead Publishing Limited, Cambridge, 2001

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FIFTH SEMESTER

PART III – ELECTIVE -I - FASHION PROMOTION

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES:

To understand fashion communication process and the decision making process of consumers, fundamentals of advertisement, creating an advertisement, media for advertisement and their evaluation.

UNIT I (10 HOURS)

Fashion Communication - Fashion and Anti fashion, Fashion clothing and Deception, Fashion clothing and culture, Fashion power and Ideology. Function of Fashion Clothing - Material function – protection, modesty and concealment, immodesty and attraction. Cultural functions – individuality expressions, social status, social role, economic status, political status, religious status.

UNIT II (10 HOURS)

Fashion and Society: Fashion and modernity, fashion and post modernity, fashion art, performance, masquerade fashion and allegory, fashion and un-decidability, fashion and pastiche, fashion and bricolage, fashion and ambivalence.

UNIT III (10 HOURS)

Advertising: Definition, advertising objectives, benefits, economic aspects and ethics in advertising. Advertising and marketing mix.

Advertising Business: Organization, advertising manager, advertising agency, advertising plan, basic principles, agency compensation. Public relations

UNIT IV (9 HOURS)

Advertising Appeal: Message – reach, frequency, impact and effectiveness

Media Overview: Types of media, media selection, media plan, media cost and availability. Matching media and market. Geographical selectivity, media strategy, media mix, media scheduling. Comparative evaluation.

Advertising Budget: Allocation of budget for various components of advertising. Methods of determining budget for advertisement. Administering the advertisement budget

UNIT V (9 HOURS)

Fashion Product Development: Fashion Products and its importance – Fashion Industry and new Product Development – Fashion Designers role in apparel market – Branded Products – personal labels – stores that seek the merchandise.

TEXT BOOKS:

1. Mike Easey, “Fashion Marketing”, Blackwell Science, 2000.
2. Maurice J. Johnson and Evelyn C. Moore, “Apparel Product Development”, Prentice Hall Inc., 2001.

REFERENCE BOOKS:

1. Smith, P. R. and Taylor, J., "Marketing Communications: An Integrated Approach", Kozan Page, London, U.K. 2005.
2. Agins, T. "The end of Fashion; How Marketing Changed the Clothing Business Forever", Perennial, 2000.
3. Hines, T and Bruce, M. "Fashion Marketing-Contemporary Issues", CIM, 2001
4. George Belch, Michael A Belch, "Advertising Promotion: An Integrated Marketing Communication Perspective", Tata Mc Graw Hill, 2001.
5. John M Penrose, Robert W Rasberry, Robert J. Myers, "Advanced Business Communication", South Western Publication Company, 2001

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SIXTH SEMESTER

PART III – ELECTIVE -II - FASHION MERCHANDISING AND MARKETING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES:

To impart knowledge about marketing and merchandising and understand the role played by the fashion buying offices.

UNIT I (10 HOURS)

Introduction to Merchandising, Requirements of a merchandiser, Responsibilities of a merchandiser, merchandising terminology, 6 months merchandising plan-buying calendar

UNIT II (10 HOURS)

Types of Merchandising - Export House – manufacturer Exporter-Merchant exporter – Buying house- Buying Agency –Types of Buying agency, Selection of Buyer's & Buying Agency, Functions of merchandiser in an Export house, buying house and buying agency, Importance of LC amendments

UNIT III (10 HOURS)

Importance of costing in Apparel industry-elements of costing, fabric construction/GSM calculation, patterning vs. costing, fabric consumption calculation, fabric costing- woven and knits, value added materials in garments, Garment costing-men's style, ladies style, childrens style, shipping charges, trial costing

UNIT IV (9 HOURS)

Introduction, Meaning, nature, functions, importance, marketing environment

- Definitions of Marketing, Concept of Marketing,
- Marketing Mix
- Segmentation
- Targeting
- Positioning

Analysis of consumer markets and buyer behaviour, criteria consumers use in fashion selection, Consumer identification with fashion life cycle, Merchandising the fashion life cycle, Understanding consumer behaviour, Role of the Digital marketing (internet): technological development, development of ecommerce, different commercial models and diverse roles of websites.

UNIT V (9 HOURS)

Product Mix, Product Life Cycle, New Product Development customer profiles, marketing research methods, test marketing, Types of Resident buying offices, Fashion consultant, trade publications.

TEXT BOOKS:

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance,Phullis Touchie Specnt ,New Jersey, 2000.

2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.

REFERENCE BOOKS:

1. Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.
2. Dudeja V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.

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SIXTH SEMESTER

PART III - ELECTIVE -II - APPAREL MARKETING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To develop the marketing skills of apparel among the students & to familiarize the students with the process and procedure of advertising, sales promotion and pricing.

UNIT-I (10 HOURS)

Meaning and classification of Marketing ,fashion Marketing ,fashion Market – Size and structure, Marketing environment – Micro and macro marketing environment , Trends in marketing environment .

UNIT-II (10 HOURS)

Marketing Function – Assembling, standardization and Grading and packaging, product planning and development ,importance of fashion products , Nature of fashion products. The fashion industry and new product development, product mix and range planning, Fashion and related cycles.

UNIT-III (10 HOURS)

Fashion Advertising and preparation of advertising for apparel market, Advertising media used in apparel market – Advantages and limitations, Advertising department – structure and functions , advertising agencies – structure and functions, Advertising Budget.

UNIT-IV (9 HOURS)

Fashion sales promotional programme for apparel marketing , communication in prop motion, Personal selling, point of purchase, sales promotion – Objectives and methods, Marketing Research – Definition, Scope and Process – Areas of research.

UNIT-V (9 HOURS)

Pricing policies and strategies for apparel products, importance of price policies, Functions and factors Influencing pricing- internal and external, pricing strategies for new products, methods of setting prices.

TEXT BOOKS:

1. O.C.Ferrell- Marketing Concepts and Strategies, Houghton Mifflin, 2005
2. Mike Easey- Fashion marketing (third Edition), Blackwell Publishing, 2009.
3. Harriet Posner- Marketing fashion: Strategy, Branding and Promotion, Laurence king, 2015.

REFERENCE BOOKS:

1. The End of Fashion: How Marketing Changed the Clothing Business Forever- Teri Agins, William Marrow, 2000.
2. Dr. Frances Brassington- Principles of Marketing, Financial Times/Prentice hall,2006

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SIXTH SEMESTER

PART III - ELECTIVE-II - APPAREL PRODUCTION MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To obtain the knowledge on production sequence management in apparel manufacturing industry.

UNIT I: (10 HOURS)

Nature and scope of management – Management Science/Art – Development of management theory – Scientific management – Henry Foyal’s principles of management.

UNIT II: (10 HOURS)

Planning – Meaning and purpose of planning – Steps in planning – Types of planning – Objectives and policies – Objectives, policies, procedures and methods, nature and types of policies – Decision making – Process of decision making – Types of decisions – Problems involved in decision making.

UNIT III: (10 HOURS)

Organizing – Types of organization – Organizational structure – Span of control – Committees. Delegation and centralization line & staff relationship – staffing – Sources of recruitment – Selection process – Training methods – Performance appraisal.

UNIT IV: (9 HOURS)

Directing – Nature and purpose of directing – Motivation – Discipline – Leadership – Supervision – Communication – Requirements for effective controls – Critical control points and standards.

UNIT V: (9 HOURS)

Controlling – Need for co-ordinating – Meaning and importance of control – control process – types of control.

TEXT BOOKS:

1. Apparel Production Management and the Technical Package – Paula.j.Myers-McDevitt, Fairchild Publications, 2010
2. O.P.Khanna, Industrial Engineering and Management, Dhanapat Rai Publications, NewDelhi(2006).
3. Patrick.J.Montana and Bruce.H.Charnov,Management, Barrows(2000).

REFERENCE BOOKS:

1. Apparel Production Terms and Processes- Janace e. Bubonia, Fairchild Publications, 2001.
2. Production Planning and control in Apparel Manufacturing: The Beginner’s Guide-Prasanta Sarkar-2017.

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SIXTH SEMESTER

PART III - PROJECT- FASHION PORTFOLIO PRESENTATION

Maximum CIA: 75

Maximum CE: 75

Total Hours: 72

OBJECTIVES

To develop the creativity of garment designing as per the satisfaction of customers along with their needs.

- Portfolio development and presentation technique;
- To be planned for a season or occasion
- Mood board, Story board, Fabric board, colour board – to be presented separately or in a combined form.
- Fabric development chart
- Design development chart
- Final presentation
- Number of garments in a collection – 4-6 garments.

TEXT BOOK:

1. Fashion Portfolio: Design and Presentation, Anna Kiper-2016
2. Designing your Fashion portfolio: From Concept to presentation, Joanne Barrett-2012.
3. Portfolio for Fashion Designers, Kathryn Hagen, Julie Hollinger-2012

REFERENCE BOOK:

1. Prakash K.Ideas- Rajasthan Folk Art, English Edition, 2003.
2. Portfolio Presentation for Fashion Designers- Linda Tain-2018.

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SIXTH SEMESTER

PART III - ELECTIVE -III - ORGANISATION OF GARMENT UNIT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To develop entrepreneurship skills among the students & to familiarize the students with the process and procedure of setting up new enterprises.

UNIT-I (10 HOURS)

Entrepreneur- Meaning definition and types , need for Entrepreneurs, Entrepreneurship- qualities and types of Entrepreneurship. Difference between Entrepreneur and manager. Management- Definition, Management as a process –Planning ,organizing ,Directing Controlling, Co ordination.

UNIT-II (10 HOURS)

Institutions supporting entrepreneurs- DIC, NSIC ,SISI,SIPCOT, TII,KVIC, CODISSIA, SBI and other financial institutions. Organizational structure of a garment unit –Hierarchical organization, production planning and control.

UNIT-III (10 HOURS)

Different department in a garment unit – Design department, Finance department, purchasing department, Production department, Organizing different sections – hierarchy, Personnel involved in all the departments, nature of the job .

UNIT-IV (9 HOURS)

Factory Design and layout – importance of factory design, factors affecting factory design, Types of buildings, (single and Multi –storey) –advantages and limitation. Factory layout – Process, Product and combined layout Design requirement – requirements relating to health, safety and welfare

UNIT-V (9 HOURS)

Performance of Indian Garment Export, SWOC Analysis Setting up of garment unit for export market, Export Document ,Export finance- Payment method ,Export shipping. Role of merchandiser in a garment unit

TEXT BOOKS:

1. Principles of Management- Robert Kreitner, South-Western College Pub, 2012.
2. Garment Exports – Darlie O Koshy, Prentice Hall of India, 2006.
3. Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009

REFERENCE BOOKS

1. Bruno Dyck- Principles of Management, International Edition- South Western College, 2009.
2. SangramKeshariMohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.
3. Pravin Durai, Principles of Management, Text and cases, Pearson 2015

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SIXTH SEMESTER

PART III - ELECTIVE -III - EXPORT ANALYSIS AND DOCUMENTATION

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To get the knowledge on export analysis and documentation in garment export industry.

UNIT I: (10 HOURS)

Cost estimation of yarn, knitted fabric, dyeing, printing & finishing. Cost estimation for cutting, stitching, checking, forwarding, shipping and insurance –INCO terms & their relationship with costing. Estimation of factory cost for vest, briefs, shorts, T-Shirts, pyjamas, children's wear and women's wear. Various factors to be considered in costing for domestic products & international products.

UNIT II: (10 HOURS)

Introduction – Apparel Export promotion Council and its role – Registration formalities – Registration cum membership certificate – Import Export code – RBI code. Benefits and incentives offered by Government of India to garment export. Role of SEZ and apparel parks in export.

UNIT III: (10 HOURS)

Need, rationale and types of documents relating to goods – Invoice – Packing note and list – Certificate of origin – Certificates related to shipment – Mate receipt – Shipping bill – Certificate of measurement – Bill of lading – Air way bill – Documents related to payment – Letter of credit – Bill of exchange – Letter of hypothecation – Bank certificate for payment – Document related to inspection – Certificate of inspection – GSP and other forms. Importance of insurance of goods in foreign trade – ECGC and its role.

UNIT IV: (9 HOURS)

Import license – Procedure for import license – Import trade control regulation procedure – Special schemes – Replenishment license – Advance license – Split up license – Spares for after sales service license – Code number – Bill of entry.

UNIT V: (9 HOURS)

Pre shipment inspection and quality control – Foreign exchange formalities – Pre shipment documents. Shipment of goods and port procedures – Customs clearance.

TEXT BOOKS:

1. C. Rama Gopal- Export Import Procedures- Documentation and Logistics, Newage Publication, 2006.
2. Rupnarayan Bose- A Complete Guide to Letter of Credit and the UCP, Laxmi Publications, 2015.

REFERENCE BOOKS:

1. Justin Paul- Export Import Management, Oxford Publisher, 2013
2. Ram Singh- International Trade Logistics , Oxford University Press Publisher, 2015.

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SIXTH SEMESTER

PART III - ELECTIVE -III - APPAREL QUALITY MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

OBJECTIVES

To obtain the knowledge on quality in apparel manufacturing and management quality practices in garment industry.

UNIT I: (10 HOURS)

Meaning of quality, testing and standard and their importance in apparel industry – Quality terminologies – Sources of international standards. Quality Parameters of yarn: Yarn evenness & hairiness and their effect on fabric quality. Quality parameters of fabric: Brief study of fabric pilling resistance, bursting strength, colour fastness and dimensional stability. Testing of sewing threads, zippers, fusible interlings, buttons and fasteners.

UNIT II: (10 HOURS)

Inspection: Incoming and raw material inspection: Fabric inspection – 4-point system. In process/ on-line inspection: Advantages – On line inspection during spreading, pattern making, cutting, sewing and ironing.

Final inspection: Sampling plans and AQL charts – Level of final inspection. Packing & packaging quality tests. Care labeling and international care symbols.

UNIT III: (10 HOURS)

Principles of TQM – Deming's PGDCA Cycle - KAIZAN concepts – 5 'S' applications in apparel industry. Application of seven QC tools in apparel industry.

UNIT IV: (9 HOURS)

Understanding of ISO 9001:2000 standards: QMS, management responsibility, resource management, product realization and measurement analysis & improvement – Various documents required for ISO 9001:2000 implementation and its contents – Development of quality system manual for garment industry.

UNIT V: (9 HOURS)

Documented procedures required for ISO 9001:2000 implementation – Procedures for internal quality audit – Management review meeting – Certification process – Surveillance audit.

TEXT BOOKS:

1. Pradeep V Mehta Quality Management Handbook for the Apparel Industry, Newage International Private limited, 2012.
2. The Fundamentals of Quality Assurance in the Textile Industry- Stanley Bernard Brahams Productivity Press, 2016.

REFERENCE BOOKS:

1. Subrata Das- Quality Characterisation of Apparel, CRC Press, Publisher, 2010.
2. Impact of Quality Attributes on Customer Satisfaction in Apparel Retailing- Richa Kumari Grin Publishing, 2012.

B.Sc Viscom

Visual Communication Board

Scheme of examinations (CBCS with OBE pattern)

For the Candidates admitted during the academic year 2018-2019 onwards

Programme: B.Sc., Visual Communication

Part	Subject Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	16LATA01/16LAHI01/ 16LAMY01/16LAFR01	Language - I Tamil I / Hindi I / Malayalam I / French I	5	3	30	70	100	3
II	16ENG001	English – I	5	3	30	70	100	3
III	16VCM101	Core I - Introduction to Visual Communication	6	3	30	70	100	4
III	16VCM P01	Core Lab I – Fine Art Production	6	3	40	60	100	4
III	16VCM ID1	IDC I: Writing for the media	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I: EVS #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	16LATA02/16LAHI02/ 16LAMY02/16LAFR02	Language - II Tamil II / Hindi II / Malayalam II / French II	5	3	30	70	100	3
II	16ENG002	English – II	5	3	30	70	100	3
III	16VCM 201	Core II: Media History	6	3	30	70	100	4
III	16VCM P02	Core Lab II – Graphic Arts – Info. design	6	3	40	60	100	4
III	16VCM ID2	IDC II: Advertising	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	16LATA03/16LAHI03/	Language - III	5	3	30	70	100	4

	16LAMY03/16LAFR03	Tamil III / Hindi III / Malayalam III / French III						
II	16ENG003	English – III	5	3	30	70	100	4
III	16VCM 301	Core III: Communication Theories	5	3	30	70	100	4
III	16VCM P03	Core Lab III: Digital Photography	5	3	40	60	100	4
III	16VCM ID3	IDC III: Creative Writing	5	3	30	70	100	4
IV	16VCM SB1 / 16VCM SB2	SBC I: Web Designing I/ Photojournalism#	3	3	-	75	75	3
IV	16BTA001 / 16ATA001 / 16BVCED1	EDC I: BT I / AT I / E-Commerce #	2	2	-	50	50	2
		Total	30				625	25
SEMESTER IV								
I	16LATA04/16LAHI04/16LAMY04/16LAFR04	Language - IV Tamil IV / Hindi IV / Malayalam IV / French IV	5	3	30	70	100	4
II	16ENG004	English – IV	5	3	30	70	100	4
III	16VCM 401	Core IV: Television Production Techniques	5	3	30	70	100	4
III	16VCM P04	Core Lab IV: Scriptwriting	5	3	40	60	100	4
III	16VCM ID4	IDC IV: Media, Society and Culture	5	3	30	70	100	4
IV	16VCM SB3 / 16VCM SB4	SBC II: Web DesigningII/ Mobile and Social Media Advertising	3	3	-	75	75	3
IV	16BTA002 / 16ATA002 / 16VCM ED2	EDC II: BT II /AT II /Basics of Sound and Acoustics #	2	2	-	50	50	2
V	16NCC001 / 16NSS001 / 16SPT001 / 16EXT001	NCC / NSS / Sports / Extension Activity @	-	-	50	-	50	2
		Total	30				675	27
SEMESTER V								
III	16VCM 501	Core V: Media, Laws and Ethics	5	3	30	70	100	4
III	16VCM 502	Core VI: Film Studies	5	3	30	70	100	4
III	16VCM P05	Core Lab V: 2D Animation and 3D Modeling	5	3	40	60	100	4
III	16VCM P06	Core Lab VI: Audio Production	5	3	40	60	100	4
III	16VCM P07	Core Lab VII: Video Editing	5	3	40	60	100	4

III	16VCM E01/ 16VCM E02/ 16VCM E03	Elective I: Social Psychology / Integrated Marketing Communication / World Cinema	5	3	30	70	100	4
IV	16VCM PR1	Internship # (Compulsory)	-		-		-	-
		Total	30				600	24
SEMESTER VI								
III	16VCM 601	Core VII: Public Relations	5	3	30	70	100	4
III	16VCM P08	Core Lab VIII: Package and Designing Principles	5	3	40	60	100	4
III	16VCM P09	Core Lab IX: Compositing and Visual Effects	5	3	40	60	100	4
III	16VCM E04/ 16VCM E05/ 16VCM E06	Elective II: Cultural Studies / Event Management / Film Appreciation and Criticism	5	3	30	70	100	4
III	16VCM E07/ 16VCM E08/ 16VCM E09	Elective III: Political Communication / Media Management / Film Distribution and Marketing	5	3	30	70	100	4
III	16VCM PR2	Project (Short Film and Documentary Production) and Viva Voce	5	3	50	50	100	4
		Total	30				600	24
Total							3600	140

No Continuous Internal Assessment (CIA), only Comprehensive Examination (CE)

@ only Continuous Internal Assessment (CIA), No Comprehensive Examination (CE)

IDC – Inter Disciplinary Course, EDC – Extra Disciplinary Course, SBC – Skill Based Course

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FIFTH SEMESTER

PART III – CORE 5: MEDIA, LAWS AND ETHICS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

COURSE OBJECTIVE:

To inculcate the knowledge of various media laws and ethics, make the students to get familiarize about Right to communicate and to understand the legal aspects of Journalism profession.

UNIT -I: (12 HOURS)

Media & Freedom- Concept of media freedom, Theories of media liberty and democracy; Rights and obligation of the media; Fundamental rights- Press freedom - Constitutional provisions- Press and the public opinion.

UNIT -II: (12 HOURS)

Right to Information- Evolution of articles of 19; Universal declaration of human rights: Right to Information Act 2005 and its implication: Right to reply; Right to knowledge; Role of the media.

UNIT- III: (12 HOURS)

Media agenda – private and public media institutions – Media conglomeration Commercial Vs Public interests – Media and politics – media and corporate – Ad. Revenue – Editorial policy – implications of foreign press in India.

UNIT- IV (12 HOURS)

Important Laws- Defamation, Contempt of Court , Legislature, Official Secrets Act, Intellectual property rights copyright and piracy; Wages and working conditions of journalists; Measures to curb piracy- Case studies about cyber laws.

UNIT –V (12 HOURS)

Cyber Laws- Laws regulating FDI in media; Cyber laws in India; Cyber security concerns preventive measure, penalties, adjudication and offences; IT Act; Network service provider's protection; Criminal procedure; IPC.

Course outcome:

CO 1: Understand the concept of Media freedom and Fundamental rights, Constitutional provisions.

CO 2: Know the legal aspects of article 19, and knowledge of Human rights and Right to Information act.

CO 3:

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			H		M			
CO2			H					
CO3				M				
CO4			H					
CO5				M				

Know the media conglomeration towards commercial and public agenda.

CO 4: Know about the importance of laws against official and privacy.

CO 5: Understand the need of cyber laws related to security concern.

Reference Books:

1. Law and the Media – An Everyday Guide for Professionals – Crone; Media and Ethics – S K Aggarwal.
2. Mass Media Laws and Regulations in India – K S Venkataramaiah.
3. Press and the Law – An Grover.
4. Press in Chains – Zamir Naizi.
5. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah.
6. Mass Media and Freedom of Press in India – K S Padhy.
7. The Press Council- T N Trekha.
8. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet
9. Publications, 1988.
10. Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub.

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FIFTH SEMESTER

PART III – CORE 6: FILM STUDIES

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

COURSE OBJECTIVE:

To prepare Students to analyze and appreciate good cinema. To make them understand the relationship of film with other mass media

UNIT -I: (12 HOURS)

Cinema and other mass media: The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry.

UNIT II: (12 HOURS)

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production- Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

UNIT III: (12 HOURS)

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax, film perception, signs and codes, mise en scene, montage, sound chapters) Film appreciation – Film criticism - writing a film review.

UNIT- IV: (12 HOURS)

Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institute and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

UNIT V: (12 HOURS)

Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Mirnal Sen and other contemporary personalities.

Course outcome:

CO1: Students Understand the history, growth and the development of cinema

CO2: They learn the three stages of production work for the film or a video.

CO3: They would be able to about the elements and the grammar of the films for the production.

CO4: They would be able to Know the regulations for the film industry and the film association, clubs, film festival etc.

CO5:

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				M				
CO2		H	M				H	
CO3								H
CO4				L				
CO5		M	M	M	M			

Students understand the art of film making and learn about the legends in the film industry.

Reference Books:

- 1.Thoraval, Yves(2000) The Cinema of India(1896-2000); Roberge, Gaston: the Subject of Cinema; Roberge, Gaston (1977): Films for ecology of Mind
- 2.Halliwell,;: The Filmgoers Companion 6th Edition
- 3.Arora: Encyclopedia of indian Cinema; Baskar, Theodor: Eye of the Serpent
- 4.Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
- 5.M.Madhava Prasad,1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
- 6.Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
- 7.Gaston Roberge,(Ed.)2006, The Subject of Cinema, New Delhi, Oxford University Press

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FIFTH SEMESTER

PART III – CORE LAB 5: 2D ANIMATION AND 3D MODELING

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

COURSE OBJECTIVE:

To inculcate the knowledge and learn digital art and animation principles and conceptualize ideas in graphic animation form.

- | | |
|-----------------------------------------------|------------|
| 1. Flash Tools | (05 HOURS) |
| 2. Create Motion Tween animation | (05 HOURS) |
| 3. Create A Button | (05 HOURS) |
| 4. Create a movie clip animation | (05 HOURS) |
| 5. Create a cell animation | (05 HOURS) |
| 6. Create a title with special effects | (05 HOURS) |
| 7. Create a Stop motion advertisement. | (05 HOURS) |
| 8. Create a 3D Modeling, (Polygons and Nurbs) | (15 HOURS) |
| 9. Create a 3D Key Frame Animation | (05 HOURS) |
| 10. Create a 3D title with special effects | (05 HOURS) |

Course Outcome:

CO1: Students learn digital art and animation principles and conceptualize ideas in graphic animation form

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H		L	M	M		H

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FIFTH SEMESTER

PART III – CORE LAB 6: AUDIO PRODUCTION

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

COURSE OBJECTIVE:

To inculcate the knowledge and learn digital audio production principles and conceptualize ideas in audio production.

1. Write a script for a 2 minutes radio production and produce a PSA (Public Service Advertisement). (07 HOURS)
2. Write a script for a 2 minutes radio production and produce a product advertisement. (07 HOURS)
3. Record 2 minutes speech based recording for older listeners.(slow pace & mellow); (07 HOURS)
4. Record 2 minutes music based live recording between a radio jock and College Student. (more dynamic & cheerful). (07 HOURS)
5. Conduct and record live interview with senior Sports man (6 min)-(intelligence & maturity) (08 HOURS)
6. Location recording of a festival /sports event.(6 min)-(convey immediacy -impromptu-natural qualities of the occasion) (08 HOURS)
7. Create 2 minutes of audio work to convey space and time to the listener using audio clips. (Filler) (08 HOURS)
8. Record a radio drama (6min) -create localization of sound & effects by microphone placement, obstruction and electronic means). (08 HOURS)

Course outcome:

CO1: Students write short radio script for PSA

CO2: They produce the short Radio production..

CO3:

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		M		L		L		
CO2		H	M					
CO3		L		M	L			H
CO4		M		L	L			
CO5		M	M	M	M			

They would be able to trained in speech based recording.

CO4: They would be able to know Produce live based recording in the field.

CO5: Students understand Live based recording live interview.

Reference Books:

1. Music Production, 2020 edition: The Advanced Guide On How to Produce for Music Producers.
2. Mixing Secrets for the Small Studio (Sound On Sound Presents...) 2nd Edition by Mike Senior
3. Music Theory for Computer Musicians 1st Edition by Michael Hewitt

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FIFTH SEMESTER

PART III – CORE LAB 6: VIDEO EDITING

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

COURSE OBJECTIVE:

1. learn digital video editing principles and techniques.
2. Edited footage in a proper story telling style
3. Must contain applied transitions and effects
4. Proper Titles and super titles in suitable places
5. Trailer and teaser
6. Final mixed master output. (With un mix master also)

PRACTICAL WORK

1. Create Project settings (02 HOURS)
2. Create a workspace for a project. (02 HOURS)
3. Cutting clips, adding transition and Effects (04 HOURS)
4. Capturing process - capture a video from source. (05 HOURS)
5. Multi Track Editing (05 HOURS)
6. Adjusting Audio Levels (05 HOURS)
7. Titling and Graphics (05 HOURS)
8. Trailer (05 HOURS)
9. Video Remix (05 HOURS)
10. Export settings - export edited video. (05 HOURS)
11. Produce 3 minutes of TV talk show as host/anchor/guest edit the show content and include songs. (06 HOURS)
12. Produce 3 minutes news presentation and add video footage for the news. (06 HOURS)
13. Submit your photography course work, by adding vfx, present in .AVI format.

(05 HOURS)

Course Outcome:

CO1: Learn digital video editing principles and techniques.

CO2: Editing concepts and methods

CO3: Understand the digital video editing techniques

CO4: Understand the role Editor

CO5: Students are understand editing point of view.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1						M		H
CO2							M	
CO3						M		M
CO4						M		M
CO5						M		M

Reference Books:

1. Technique of Film Editing, Karel Reisz, Routledge Publishing, 2nd Edition 2009
2. Filming Reality, Shoma A- Sage Publishing, 2015
3. On Film Editing, Edward Dmytryk – Routledge Publishing, 2nd Edition ,2001

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FIFTH SEMESTER

PART III – ELECTIVE: SOCIAL PSYCHOLOGY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

COURSE OBJECTIVE:

To understand the sociological and psychological settings of media.

UNIT I

(12 HOURS)

The Nature and Scope of Social Psychology-The Methods of Social Psychology – The Development of Social Psychology: Early beginnings – The Contribution of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley; GH Mead; Mc Doug all; Ross and F H All port.

UNIT II

(12 HOURS)

Socialization: Social Learning Process. Socialization and Motivation: Dependency; Aggression; Need Achievement: Affiliation: etc.- Social factors in perception – Society and personality.

UNIT III

(12 HOURS)

Groups and Group Processes: Nature and Types of Groups; Conditions conducive to Development of Groups; Group Dynamics; Group Norms and Conformity; Social Facilitation – Group Structure and Group Performance; Co-operation and competition.

UNIT IV

(12 HOURS)

Attitudes and Opinions – The Nature and Dimensions of Attitudes – The Formation and Change of Attitudes – Communication and Persuasion – Public Opinion Formation and Change.

UNIT V

(12 HOURS)

Mass Psychology: Audiences and Collective Behavior – Classification of Collective masses – Casual Audiences, International Audiences and Audiences and Mass Media – Collective Behavior – Mobs and different kinds of Mobs – The Psychology of Mass Movements.

Course Outcome:

CO 1: Know about the nature and scope, the method of Social psychological understanding.

CO 2: Know the process of socialization by learning, the process of society and personality.

CO 3: Experience the group types and dynamics of the communication in the society.

CO 4: Experience the dimensions in attitude towards the communication process in social change.

CO 5: Understand the behavioral aspects of the Psychology.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M					
CO2								
CO3		L				M		
CO4				H				
CO5		M						

Reference Books:

1. Handbook of Social Psychology – Edited by Gardner Lindzey and Elliot Arnsion.
2. Volume I – V (1969), Addison – Wesley Publishing.
3. Sociology and Social Anthropology- Veena Das -Volume I & II (2003), The Oxford India Companion.
4. Elements of Social Psychology. – William Flexner (2004), Sarup & Sons.
5. Perspectives of Social Psychology. – Self and Social Identity – Marilyn. B. Brewer (2004), Blackwell
6. Introduction to Social Psychology – B. Kuppuswamy. (1980), Tamilnadu Text Book Society
7. Social Psychology – Muzafar Sherif and Carolyn W. Sherif (1969), Harper & Row.
8. Social Psychology- David Myers (2006), McGrawHill
9. Introduction to Social Psychology. Colin Fraser (2001), Polity Press
10. Social Psychology- Stanly E. Taylor (2006), Tata McGrawHill Publishing
11. Social Psychology – Paliwal Suprithy (2002), RBSA Publishers

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FIFTH SEMESTER

PART III – ELECTIVE: INTEGRATED MARKETING COMMUNICATION

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

COURSE OBJECTIVE:

To understand the sociological and psychological settings of media.

UNIT I: (12 HOURS)

An Introduction to Integrated Marketing Communications IMC as an Integral Part of Marketing Strategy.

UNIT II: (12 HOURS)

Understanding Consumer Behavior - Understanding the Communications Process - Structure of the Advertising & Promotions World

UNIT III: (12 HOURS)

Advertising Research - Advertising Strategy - Finding the Big Idea - Creative Execution in Advertising - Creative Execution and Design in Print - Creative Execution on Radio- Creative Execution on Television - Creative Execution Online

UNIT IV: (12 HOURS)

Sales Promotion - Direct Marketing- Public Relations, Publicity and Corporate Advertising - Unconventional Promotional Media (includes mobile advertising)

UNIT V: (12 HOURS)

Print Media - Broadcast Media- Support Media- Developing the Media Plan - Promotion Objectives and Budget Determination - Monitoring, Evaluation and Controlling Promotions- The Legal, Ethical and Economic Environments of Promotions

Course outcome:

CO1: Students know the integral part of marketing in media.

CO2: They know the process of socialization learning process in the society.

CO3: They experience behavioral aspects and communication method towards advertising and promotion.

CO4: They would know clear idea about the advertising research.

CO5: Students know about the promotion of digital marketing techniques.

References Books:

1. Advertising and Promotions an IMC Perspective Kruti Shah, Alen D. Edition: 1 - Pub Date: 01-SEP-08 Tata McGraw Hill
2. IMC, The Next Generation Don Schultz, Heidi Schultz Edition: 1 - Pub Date: 02-JUL-10 Tata McGraw Hill
3. Principles of Advertising and IMC Tom Duncan. Edition: 2 - Pub Date: 18-MAR-04 Tata McGraw Hill
4. IMC: Using Advertising & Promotion to Build Brands Tom Duncan. Edition: 1 - Pub Date: 03-MAY-02 Tata McGraw Hill

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FIFTH SEMESTER

PART III – ELECTIVE: WORLD CINEMA

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

COURSE OBJECTIVE:

To familiarize with certain theoretical ideas presented by major film makers and to learn how to develop, write and revise workable screenplays.

UNIT I (12 HOURS)

Russian Cinema: Sergi Eisenstein: Battleship Potemkin (1925), Vsevolod Pudovkin: Mother (1926). Italian Cinema: Vittorio De Sica: Bicycle Thieves (1948), Federico Fellini: La Strada (1954), Roberto Benigni: Life is Beautiful (1997)

UNIT II (12 HOURS)

The Films of Akira Kurosawa: methods, techniques and style - Rashomon (1950), Seven Samurai (1954) - Alfred Hitchcock: Form and theory – Vertigo (1958), Psycho (1960) - David Lean: Style and Approach - The Bridge on the River Kwai (1957), Orson Welles: Citizen Kane (1941).

UNIT III (12 HOURS)

French New wave: Francois Truffaut: The 400 Blows (1959), Iranian Film: Majid Majidi: Children of Heaven, American Film: Quentin Tarantino: Pulp Fiction (1994), Martin Scorsese: Taxi Driver (1976).

UNIT IV (12 HOURS)

Film Craft of Satyajit Ray: Pather Panchali (1954) – Guru Dutt: Pyasa (1957) – V. Shantharam: Jhanak Jhanak Paayal Baaje (1955).

UNIT V (12 HOURS)

Mahendran: Uthiripookal (1979) – Adoor Gopalakrishnan: Mathilugal (1990) – Girish Kesaravalli: Dweepa (2002) - K. Viswanath – Sankarabharanam (1980)

Course outcome:

CO 1: Know about famous cinemas all over the world with best director's ideas.

CO 2: Know the forms and theory of film and cinematography and direction.

CO 3: Experience different languages of cinemas all over the world.

CO 4: Understand the Indian legends films makers and their film crafts.

CO 5: know about regional languages of India's famous film making legends.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M							
CO2		M		M				
CO3	H							
CO4				M	M			
CO5				M	M			

Reference Books:

1. Notes on the Cinematographer: Robert Bresson, Jonathan Griffin
2. Sculpting in Time: Andrei Tarkovsky, Kitty Hunter-Blair
3. Satyajit Ray: The Inner Eye: Andrew Robinson
4. Cinema 1: The Movement-Image: Gilles Deleuze, Hugh Tomlinson
5. What is Cinema?; Volume I: André Bazin, Hugh Gray, Jean Renoir
6. The Great Movies: Roger Ebert, Mary Corliss

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SIXTH SEMESTER

PART III- CORE 7: PUBLIC RELATIONS

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

To study the growth, impact and implications of the Media Revolution in the context of the Public Relations.

UNIT I (12 HOURS)

Definition of Public Relations, Historical Origins and Models of PR, Communication Effects and Public Opinion, Need of PR in changing media, Role of Public Relations Officials in Private and Government firms.

UNIT II (12 HOURS)

Overview of PR Techniques, Planning and Programming, Internal Relations and Employee Communication, Media Relations: Press Release, Press Conference, Government and Public Affairs, Ethics and Professionalism.

UNIT III (12 HOURS)

Digital PR " PR in the age of New Media: Scope, Challenges and Opportunities, PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases).

UNIT IV (12 HOURS)

Social Media –Platforms, Analytics and Campaigns Online PR Strategies – Usage of websites, social networking sites and other digital platforms to communicate with their Stakeholders. Relationship Building in an Internet era.

UNIT V (12 HOURS)

Public Relations Ideas for Special events – Planning and Organization. Corporate Social Responsibility, Corporate Communication Channels; Corporate Websites, social networks

Facebook, Twitter, LinkedIn, You Tube Accounts, Corporate Blog, Building Online Corporate Community.

Course outcome:

CO 1: Understand about origin and development of public relations field.

CO 2: Understand about different techniques which adopted by PR agencies.

CO 3: Discuss about internet usage in PR field

CO 4: Describe about usage of Social Media in PR field.

CO 5: Understand planning and organizing PR activities.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				M				L
CO2		M		M				
CO3	H	L		L				
CO4	H							
CO5					M			

Reference Books:

1. The Public Relations Handbook (Media Practice), Author: Alison Theaker
2. Handbook of Public Relations & Communications, Author: Philip Lesly
3. Handbook of Public Relations, Author: R K Ravindran
4. The Handbook of Strategic Public Relations and Integrated Marketing Communications, Author: Clarke Caywood
5. Spinning the Web: A Handbook for Public Relations on the Internet, Author: Diane F. Witmer

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SIXTH SEMESTER

PART III- CORE LAB 8: PACKAGE AND DESIGN PRINCIPLES

Maximum CE: 60

Maximum CIA: 40

Total Hours: 60 Hrs

COURSE OBJECTIVE:

To inculcate the knowledge on package and designing principles practice them how to design various package design by using software such as Corel draw, illustrator and Photoshop.

- | | | |
|------------------------------------------------------------------------|---|------------|
| 1. A brief history of graphic design | – | (04 Hours) |
| 2. Elements of design – Principles of design | – | (04 Hours) |
| 3. Process of Design – Functions of Design | – | (04 Hours) |
| 4. Creativity and creative process | - | (04 Hours) |
| 5. Text and images: typography – styles and features –Color in design- | | (04 Hours) |
| 6. Design a package for soap product | - | (07 Hours) |
| 7. Design a package for a Chocolate | - | (07 Hours) |
| 8. Design a package for Mobile Phone | - | (08 Hours) |
| 9. Design a package for a Television (or) Refrigerator | - | (10 Hours) |
| 10. Design a package for a Food Product | - | (08Hours) |

Course outcomes:

CO1: Students can understand brief history of graphic design

CO2: Students can understand elements of design – Principles of design

CO3: Students can create a package design

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				M				
CO2					L			
CO3		M					H	

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SIXTH SEMESTER

PART III- CORE LAB 9: COMPOSITING AND VISUAL EFFECTS

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

Aim of the paper is to develop the students in a core set of technical and creative skills related to digital filmmaking.

PRACTICAL WORK

- | | | |
|---------------------------------------------------------------------------------------------|---|------------|
| 1. Creating a new composition | – | (05 Hours) |
| 2. Create a Animating Text | – | (05 Hours) |
| 3. Types of mattes and matting techniques | – | (05 Hours) |
| 4. Rotoscoping and wire removal | – | (05 Hours) |
| 5. Chroma Keying | – | (05 Hours) |
| 6. Green screen Removal - Keying the backgrounds | – | (05 Hours) |
| 7. 3D rotation 3D lighting | – | (06 Hours) |
| 8. Create Particles – Sand Effects, Smoke Effects and Fire Effects | – | (06 Hours) |
| 9. Create Fluid effects – Coloring, Clouds Background, Fog Effects | – | (06 Hours) |
| 10. Designing Paint Effects - Coloring paints, Different glass reflection and Glow Effects, | – | (06 Hours) |
| 11. Designing Special Effects - Fur Effects and Clothes effects | – | (06 Hours) |

Course Outcome:

CO1: Students learn in a core set of technical and creative skills related to digital filmmaking.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				L	M	H	M	H

Reference Books:

1. Visual Effects Cinematography, Author: Zoran Perisic
2. Industrial Light & Magic: The Art of Special Effects, Author: Thomas G. Smith
3. The Art and Science of Digital Compositing, Author: Ron Brinkmann
4. The Language of Visual Effects, Author: Micheal J. McAlister
5. Special Effects: The History and Technique, Author: Richard Rickitt
6. Adobe After Effects CS

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SIXTH SEMESTER

PART III- ELECTIVE: CULTURAL STUDIES

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

Aim of this paper is to understand culture in all its complex forms and to analyze the social and political context within which it manifests itself.

UNIT I (12 HOURS)

Understanding Cultural Studies, Evolution of Cultural studies, Evolutionary psychology, Modern Minds and its origins, Cultural Theories, Marxism theory and its origins.

UNIT II (12 HOURS)

Origin Theories – Myth ritual and Mythology. Evolutionary theories-concept of evolution, cultural evolutionists, myth rituality, devolutionary theories- elitists- merits, demerits and relevance to folklore studies.

UNIT III (12 HOURS)

Folklore and Culture, Cultural Studies in Relation to Tamilnadu Conceptualizing. Cultural Movements in Tamilnadu.

UNIT IV (12 HOURS)

Media and Culture, Role of media in cultural development, Gender and Culture, Tourism and Culture.

UNIT V (12 HOURS)

Ethnicity and Nationalism, Digital Cultural, Role of Social Media in Digital Cultural Development, influence of internet in cultural shaping, Smart phones and culture.

Course outcome:

CO1: Students understand culture in all its complex forms.

CO2: They learn about different cultural theories..

CO3: They discuss about cultural Discuss about cultural movements in different part of country.

CO4: They would deal with Media and Culture and Role of Media in Cultural Development..

CO5: Students know about the promotion of digital marketing techniques.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M			L		
CO2		H	M					
CO3				M	L			H
CO4		M		L	M			
CO5		M	H	M	L			

Reference Books:

- 1.Making Sense of Cultural Studies: Central Problems and Critical Debates, Author Chris Barker
- 2.Cultural Studies: Theory and Practice, Author: Chris Barker
- 3.The Cultural Studies Reader, Author: Simon Durin
- 4.Cultural Studies: A Critical Introduction, Author Simon During

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SIXTH SEMESTER

PART III- ELECTIVE: PART III EVENT MANAGEMENT

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

UNIT I (12 HOURS)

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept and designing. Analysis of concept, Logistics of concept.

UNIT II (12 HOURS)

Feasibility, Keys to success, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools, Protocols.

UNIT III (12 HOURS)

Nature of Marketing, Process of Marketing, Sponsorship, Image, Branding, Advertising Publicity and Public relations.

UNIT IV (12 HOURS)

Written communications, Verbal communications, Nature of Marketing, Process of Marketing, Sponsorship.

UNIT V (12 HOURS)

Marketing– Meaning, Definition, threats & Opportunities, Organizational Environment, Social-Cultural Environment.

Course outcome:

CO1: Students learn introduction to the event management field..

CO2: They develop mission for Event management.

CO3: They discuss about different types of marketing techniques..

CO4: They understand different types of communication process involved in event management.

CO5: Students are able to learn marketing in organizational environment and socio cultural

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				H				
CO2				M				
CO3		M		M				
CO4				L	L			L
CO5		M		M				

environment.

Reference Books:

1. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
2. Event management, a professional approach By Ashutosh Chaturvedi
3. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
4. Successful Event Management By Anton Shone & Bryn Parrys.

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SIXTH SEMESTER

PART III- ELECTIVE: FILM APPRECIATION AND CRITICISM

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

Through this paper that offer a foundation for understanding cinema-and its relation to culture, history, technology and aesthetics-Film Studies.

UNIT I (12 HOURS)

Theme, Story and Screenplay Characteristics Semiotics Cinematic Terms Cinematography.

UNIT II (12 HOURS)

Feature Films and Short Films Documentaries, Introduction to Indian Cinema, History of Indian Cinema - Dadasaheb Phalkey, Bombay Talkies, mythological etc.,

UNIT III (12 HOURS)

History of Indian Cinema, Cubism, Realism, Neo-realism Other arts and cinema - theater, painting.

UNIT IV (12 HOURS)

Major turning points and trends in cinema, Parallel cinema in India. Editing - Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music

UNIT V (12 HOURS)

Japanese Cinema, British Cinema, Iranian Cinema, Chinese/Korean Cinema, Latin American Cinema Regional Cinema in India.

Course outcome:

CO 1: Understand Theme, Story and Screenplay of Cinematography.

CO 2: Learn about feature films and short films from this unit.

CO 3: Learn about Indian cinema history.

CO 4: Understand major turning points and trends in Cinema.

CO 5: Understand world cinema

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M					
CO2	M					L		
CO3				M				
CO4		H						
CO5			M					

Reference Books:

Agee on Film, Author: James Agee

1. The Immediate Experience, Author: Robert Warshow, Stanley Cavell and Lionel Trilling
2. What is Cinema? Volume 1, Author: by André Bazin
3. Negative Space, Author: Manny Farber
4. The New Biographical Dictionary of Film Author: David Thomson

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SIXTH SEMESTER

PART III- ELECTIVE: POLITICAL COMMUNICATION

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

This paper critically analyze issues and trends in media and communication, including the impact of technologies and globalization.

UNIT I (12 HOURS)

Political Communication: Communication as power relationship, media as a source of new political power, Modernity and new political thought, Propaganda, publicity and public relations.

UNIT II (12 HOURS)

Press and political leadership, Political communication in India: Post independence movements, Emergency, rise of regional parties, economic reforms.

UNIT III (12 HOURS)

Structure and Process of Governance: Indian Model of Democracy, Parliament, Party Politics and Electoral behavior, Federalism, The Supreme Court and Judicial Activism, Units of Local Governance (Grassroots Democracy) Political Communication -Nature, Forms and Importance.

UNIT IV (12 HOURS)

Contemporary Political Economy of Development in India: Policy Debates over Models of Development in India, Recent trends of Liberalization of Indian Economy in different sectors, E-governance.

UNIT V (12 HOURS)

New Social Movements, Understanding the political significance of Media and Popular Culture, International and Political Communication, Multinational ownership of media, media imperialism, Media in troubled times- War and conflicts, Media, security and terrorism.

Course outcome:

CO 1: Understand basics of political Communication.

CO 2: Learn about relationship between the press and political Power.

CO 3: Understand Indian Democracy and political structure.

CO 4: Understand the contemporary political environment.

CO 5: Learn about new types of social movements.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				M				
CO2	H			M				
CO3								
CO4				H				
CO5		H		M				

Reference Books:

1. An Introduction to Political Communication Author: Brian McNair
2. Political Communication, Author: Philip Seib
3. The Dynamics of Political Communication: Media and Politics in a Digital Age, Author: Richard M. Perloff

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SIXTH SEMESTER

PART III- ELECTIVE: MEDIA MANAGEMENT

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

Aim of the paper is to understand the media management sector and give knowledge about how to organize the events.

UNIT I (12 HOURS)

Introduction to Media Management, theories in Media Management, Nature and aims of Media Management.

UNIT II (12 HOURS)

Social Media and Media Management, Media in Digital Era, Media and social Development, Media Management design different approaches in Media Management.

UNIT III (12 HOURS)

Digital Visual Arts Graphic Communication Management – Definition, nature & scope. Elements of design, Principles of design, Design process.

UNIT IV (12 HOURS)

Importance of marketing ; Key marketing terms and concepts- need, want, demand, exchange; marketing myopia and marketing orientations ; Distinction between selling and marketing; Marketing Research: Definition; Marketing Research Process ; Types of Research: Primary, Secondary, Qualitative, Quantitative.

UNIT V (12 HOURS)

The art of Promo, Advertisement & In serial promotions, Art of Writing Copy, Designing for various mediums, Public Relations, Planning, organizing and managing events. Managing the internet and social Media. Vendor selection and management, Media Planning & Buying .

Course outcome:

CO1: Students understand basics of Media managements and its nature.

CO2: They learn about role of social media in media management

CO3: They learn about elements of design and principles of designs.

CO4: They understand the role of marketing in Media management.

CO5: Students are able to learn marketing in organizational environment and socio cultural

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H		H				
CO2			H	M				
CO3		M		L				
CO4				M	L			
CO5		M		L				

environment.

Reference Books:

1.Competing For The Future By C.K. Prahalad & Gary Hamel.

2.Kotler on Marketing: How to Create, Win, and Dominate Markets By Philip Kotler.

3.How to Win Friends and Influence People By Dale Carnigie.

4.Market Research: A Guide to Planning, Methodology and Evaluation By Paul Hague.

5.Art of War By Sun Tzu.

6.Strategic Management By Gregory Dess, Lumpkin & Taylor.

7.How Winners Sell: 21 Proven Strategies to Outsell Your Competition and Win the Big Sale
By Dave Stein.

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SIXTH SEMESTER

PART III- ELECTIVE: FILM DISTRIBUTION AND MARKETING

Maximum CE: 70

Maximum CIA: 30

Total Hours: 60 Hrs

COURSE OBJECTIVE:

Aim of the paper is to understand and analyze the network of film distribution and marketing.

UNIT I (12 HOURS)

Fundamentals of film production Stages of film production from script to screen— various technicians and artistes involved in the production work. Production- three important stage — pre-production stage— preliminary works to be done for film production- Production stage-Post-production stage.

UNIT II (12 HOURS)

Film Distribution Process Areas of distribution in India - Different terms of contract — M.G. Basis — our right basis - advance basis and royalty basis — Contemporary distribution methods. Exhibition — Different types of theatres in Tamilnadu - Methods of film exhibition — in the various centers.

UNIT III (12 HOURS)

Budgeting Usefulness of budgeting— Budget formats — the various methods of acquiring Finance for film production — Govt. control over film industry — Film laws- Associations and their role.

UNIT IV (12 HOURS)

Film as a medium & Language Characteristics – Film and other forms of art - Film Perception: Levels of Understanding – Film and Psycho-analysis –Reception – Film Appreciation—Aesthetics – Abstraction: Subtlety – Signs: Denotation and Connotation— Paradigmatic and Syntagmatic – Film Semiotics: Signifier, Signified, and Signification.

UNIT V (12 HOURS)

Introduction to film theory Dichotomies of film theory - Transposition — Interdependence of questions— Formative film theory — Form and function — the purpose of film— Cinematic means— Montage — Typage: Battleship Potemkin and its five chapters — Realistic film theory— Compositional forms— the purpose of cinema -the plastic image — Deep focus.

Course outcome:

CO1: Students understand basic network of film distribution and marketing.

CO2: They learn about film production stages.

CO3: They learn about managing and budgeting for a Film.

CO4: They understand the role of Film appreciators.

CO5: Students are able to learn marketing in organizational environment and socio cultural environment.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H	H		M				
CO2			M	H				
CO3		M	H	L				
CO4			M	M	L			
CO5		M			H			

Reference Books:

1.An Introduction to film art-by David Bordweil and Kristin Thompson.

2.Film Appreciation — Alan Casabier. The Art of film — Ernest Lindgren.

3.Making movies — Lee. R. Booker & Loins Marinates

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SIXTH SEMESTER

PART III: PROJECT

Maximum CE: 50

Maximum CIA: 50

Total Hours: 60 Hrs

Short Film Production

Documentary Production

Viva Voce

VISUAL COMMUNICATION BOARD

SCHEME OF EXAMINATIONS (CBCS AND OBE PATTERN)

For the Candidates admitted during the academic year 2019-2020

Programme: B.Sc Visual Communication

Part	Subject Code	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
I	19LATA01/19LAHI01/ 19LAMY01/19LAFR01	Language - I Tamil I / Hindi I / Malayalam I / French I	5	3	30	70	100	3
II	19ENG001	English – I	5	3	30	70	100	3
III	19BVC101	Core I - Introduction to Visual Communication	6	3	30	70	100	4
III	19BVCP01	Core Lab I – Fine Art Production	6	3	40	60	100	4
III	19BVCID1	IDC I: Writing for the media	6	3	30	70	100	4
IV	19UFCA01	Foundation Course I: EVS #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER II								
I	19LATA02/19LAHI02/ 19LAMY02/19LAFR02	Language - II Tamil II / Hindi II / Malayalam II / French II	5	3	30	70	100	3
II	19ENG002	English – II	5	3	30	70	100	3
III	19BVC201	Core II: Media History	6	3	30	70	100	4
III	19BVCP02	Core Lab II – Graphic Arts – Info. design	6	3	40	60	100	4
III	19BVCID2	IDC II: Advertising	6	3	30	70	100	4
IV	19UFCA02	Foundation Course II: Value Education #	2	2	-	50	50	2
		Total	30				550	20
SEMESTER III								
I	19LATA03/19LAHI03/	Language - III	5	3	30	70	100	4

	19LAMY03/19LAFR03	Tamil III / Hindi III / Malayalam III / French III							
II	19ENG003	English – III	5	3	30	70	100	4	
III	19BVC301	Core III: Communication Theories	5	3	30	70	100	4	
III	19BVCP03	Core Lab III: Digital Photography	5	3	40	60	100	4	
III	19BVCID3	IDC III: Creative Writing	5	3	30	70	100	4	
IV	19BVCSB1 / 19BVCSB2	SBC I: Web Designing I / Basics of Multimedia #	3	3	-	75	75	3	
IV	19BTA001 / 19ATA001 / 19BVCED1	EDC I: BT I / AT I / E-Commerce #	2	2	-	50	50	2	
		Total	30				625	25	
SEMESTER IV									
I	19LATA04/19LAHI04/ 19LAMY04/19LAFR04	Language - IV Tamil IV / Hindi IV / Malayalam IV / French IV	5	3	30	70	100	4	
II	19ENG004	English – IV	5	3	30	70	100	4	
III	19BVC401	Core IV: Television Production Techniques	5	3	30	70	100	4	
III	19BVCP04	Core Lab IV: Script Writing I	5	3	40	60	100	4	
III	19BVCID4	IDC IV: Media, Society and Culture	5	3	30	70	100	4	
IV	19BVCSB3 / 19BVCSB4	SBC II: Web Designing II / E-Content Development #	3	3	-	75	75	3	
IV	19BTA002 / 19ATA002 / 19BVCED2	EDC II: BT II / AT II / Social Media Marketing #	2	2	-	50	50	2	
V	19NCC001 / 19NSS001 / 19SPT001 / 19EXT001	NCC / NSS / Sports / Extension Activity @	-	-	50	-	50	2	
VI	19BVCPR1	Internship # (Compulsory)	-	-	-	-	-	-	
		Total	30				675	27	
SEMESTER V									
III	19BVC501	Core V: Media, Laws and Ethics	5	3	30	70	100	4	
III	19BVC502	Core VI: Film Studies	5	3	30	70	100	4	
III	19BVCP05	Core Lab V: 2D Animation and 3D Modeling	5	3	40	60	100	4	

III	19BVCP06	Core Lab VI: Audio Production	5	3	40	60	100	4
III	19BVCP07	Core Lab VII: Video Editing	5	3	40	60	100	4
III	19BVCE01/ 19BVCE02/ 19BVCE03	Elective I: Social Psychology / Integrated Marketing Communication / World Cinema	5	3	30	70	100	4
		Total	30				600	24
SEMESTER VI								
III	19BVC601	Core VII: Public Relations	5	3	30	70	100	4
III	19BVCP08	Core Lab VIII: Package and Designing Principles	5	3	40	60	100	4
III	19BVCP09	Core Lab IX: Compositing and Visual Effects	5	3	40	60	100	4
III	19BVCE04/ 19BVCE05/ 19BVCE06	Elective II: Cultural Studies / Event Management / Film Appreciation and Criticism	5	3	30	70	100	4
III	19BVCE07/ 19BVCE08/ 19BVCE09	Elective III: Political Communication / Media Management / Film Distribution and Marketing	5	3	30	70	100	4
III	19BVCPR2	Project (Short Film and Documentary Production) and Viva Voce	5	3	50	50	100	4
		Total	30				600	24
Total							3600	140

No Continuous Internal Assessment (CIA), only Comprehensive Examination (CE)

@ only Continuous Internal Assessment (CIA), No Comprehensive Examination (CE)

IDC – Inter Disciplinary Course, EDC – Extra Disciplinary Course, SBC – Skill Based Course

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

FIRST SEMESTER

PART III: CORE I - INTRODUCTION TO VISUAL COMMUNICATION

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Course Objective:

To inculcate the knowledge of communication skills, process, levels and fundamental aspects in the minds of student fraternity.

Unit- I (14 Hours)

Communication: need and importance - Communication models with case studies. Communication as expression, skill and process - Message, meaning, connotation, denotation, culture/codes, with case studies.

Unit-II (14 Hours)

Levels of communication: technical, semantic and pragmatic - The semiotic landscape: language and visual communication, narrative representation.

Unit-III (15 Hours)

Fundamentals of design: definition, approaches, centrality and elements - Shape, space, color, texture and form. Principles of design: symmetry, rhythm, contrast, balance, mass/scale - Design and designers: need, role, process and methods - Text, image, design and sound.

Unit-IV (15 Hours)

Principles of visual and other sensory perceptions - Color psychology and theory: Definition, optical/visual illusions - Various stages of design process, problem identification, search for solution refinement, analysis, decision making and implementation - Basics of graphic design: definition, elements and approaches - Design concepts and developing ideas - verbal, visual and thematic thinking and techniques, tools, execution and presentation.

Unit-V (14 Hours)

Digital histories and new media technologies - Visual communication on the Web - Influence of smart phone on visual communication and design principles.

Course Outcomes:

- The Students understands the need and importance of Communication.
- The Students understands the different Levels of communication.
- The Students understands the Fundamentals of design.

- The Students understands the Color psychology and color theory.
- The Students understands the Digital histories and new media technologies.

Reference Books:

1. Keval J.Kumar (1994) Mass Communication in India Jaico Publishing House fourth Edition.
2. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning.
3. Schildgen, T (1998). Pocket Guide to color with digital applications. Thomson Learning.
4. Picture this: Media Representation of Visual Arts and artists. University of Luton Press.
5. Palmer, Frederic: Visual Elements of Art and Design,1989, Longman.
6. Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects.
7. Graphic Designers, and Artists,1982, Astragal Books. London.
8. Palmer. F: Visual Awareness (Batsford, 1972).
9. Arora, Deva Yashwant Singh. Multimedia 98: Shaping the Future.
10. Graham, L (1999) The principles of Interactive Design. Thomson Learning.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

FIRST SEMESTER

PART III: CORE LAB I - FINE ART PRODUCTION

Maximum CIA: 40

Maximum CE: 60

Total hours: 72

Course Objective:

To instill the students with the basic knowledge of creative drawing through pencil sketching, water colours, acrylic, oil painting and modern art.

- | | |
|-------------------------------------------------|-----------|
| 1. Basics of drawing (Colours, light and shade) | (9 Hours) |
| 2. Perspective | (9 Hours) |
| 3. Types of shading | (9 Hours) |
| 4. Pencil sketching | (9 Hours) |
| 5. Water color – Landscape | (9 Hours) |
| 6. Acrylic – Live model portrait | (9 Hours) |
| 7. Oil Painting - Still life | (9 Hours) |
| 8. Mixed media – Relief/modern art | (9 Hours) |

Course Outcomes:

- The students understand the Basic Drawing using Color, Lights and Shades.
- The students understand pencil sketching.
- The students understand how to use water color.
- The students understand how to draw live model portrait.
- The students understand the Basic of oil painting.
- The students understand the modern art.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

FIRST SEMESTER

PART III: IDC 1 - WRITING FOR THE MEDIA

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Course Objective:

To inculcate the knowledge of writing skills with special reference to Print, Electronic and New Media.

Unit- I (14 Hours)

Types of writing. Inverted Pyramid format of news writing. Understanding news writing and newspaper design. Hard news and feature stories. Types of news stories: spot news, features, editorials, columns, opinion pieces, Op-Ed, obituaries and news interviews.

Unit- II (14 Hours)

Elements of news story: Timeless, proximity, personality, conflict, human interest, rarity and impact. Structure of a news story. Font styles. Headlines - types. Leads – types.

Unit- III (15 Hours)

Writing crime story, accident story, court story, news interview, sports story, business story, civic story, science-technology story and human-interest story. Editing symbols.

Unit- IV (15 Hours)

Writing for radio: planning and scripting for radio programmes, news reading and presentation. Writing for television: news gathering, story formatting, news scripts and visual sync for a news story.

Unit- V (14 Hours)

Writing for the Web: understanding the internet and urgency, writing and editing, search engine optimization, keyword considerations and linking.

Course Outcomes:

- The students understand what different types of writing in media are.
- The students understand what different Elements of news story are.
- The students understand how to write different kind of news stories.
- The students understand how to write for radio industry.
- The students understand how to write for web industry (News Media).

Reference Books:

1. Usha Raman, Writing for the Media, Oxford University Press, 2010.
2. Sunny Thomas, Writing for the Media, Career Information & Guidance.
3. Fred Fedler, John.R.Bender, reporting for the media, Oxford University press, New York, 2000.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

SECOND SEMESTER

PART III: CORE 2 - MEDIA HISTORY

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Course Objective:

To inculcate the knowledge of historical development and the related aspects to the students with special reference to Print, Film and Electronic Media.

Unit-I (14 Hours)

Historical development of the press as a media institution in India - Advent of printing - press in India and newspaper - Role of the press in the Indian freedom movement.

Unit-II (15 Hours)

Study of leading newspapers journalists in India since 1947 - The vernacular press in India and the development of news agencies - History and development of the press as a medium of mass communication in Tamil Nadu.

Unit-III (15 Hours)

Invention and development of radio as a medium of mass communication - Development of radio in the pre-independent and post-independent India - Invention and development of television as medium of mass communication in India - Advent and growth of satellite and cable television networks in India.

Unit-IV (14 Hours)

Film as medium of mass communication - Historical development of film in India and its influence in Tamil Nadu.

Unit-V (14 Hours)

Development of the new media technologies in India - Smartphones and the World Wide Web: proliferation, access, uses and impact, digital divide.

Course Outcomes:

- The students understand the Historical development of the press as a media.
- The students understand the Study of leading newspapers journalists in India since 1947.
- The Students understands the Invention and development of radio as a medium of mass communication.
- The Students understands the Film as medium of mass communication.
- The Students understands the Development of the new media technologies in India.

Reference Books:

1. Keval J.Kumar (1994) Mass Communication in India Jaico Publishing House fourth Edition.
2. Nadiq Krishna moothy Indian Journalism, Prasaranga, University of Mysore, 1966.
3. Chatterjee, P.C, Broadcasting in India, Sage, New Delhi, 1990.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

SECOND SEMESTER

PART III: CORE LAB 2 - GRAPHIC ARTS – INFORMATION DESIGN

Maximum CIA: 40

Maximum CE: 60

Total hours: 72

Course Objective:

To instill the students with the basic knowledge of graphic designing with regard to print media.

1. Practical knowledge on Image editing – color correction and morphing (Photoshop) (7 Hours)
2. Designing Letter art (Photoshop and Illustrator) (7 Hours)
3. Design creation by means of (Photoshop and Illustrator) (7 Hours)
4. Practical knowledge on Logo design (7 Hours)
5. Practical knowledge on Ad design (8 Hours)
6. Practical knowledge on Brochure design (8 Hours)
7. Practical knowledge on designing Visiting card and letterhead. (7 Hours)
8. Practical knowledge on Book cover design (7 Hours)
9. Practical knowledge on Photoshop layer effects (7 Hours)
10. Practical knowledge on Image composite creation (7 Hours)

Course Outcomes:

- The students understand the Practical knowledge on Image editing.
- The students understand to Design Letters (Fonts).
- The students understand how to use designing software.
- The students understand how to design Logo for a company.
- The students understand how to design print advertisement.
- The students understand how to design a Brochure for a company.
- The students understand how to design Visiting card and letterhead for a company.
- The students understand how to design Book cover design.
- The students understand how to give designing effects using Photoshop layer.
- The students understand how to give Image composite creation.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

SECOND SEMESTER

PART III: IDC 2 - ADVERTISING

Maximum CIA: 30

Maximum CE: 70

Total hours: 72

Course Objective:

To inculcate the knowledge with regard to the nature, scope, growth and latest trends in Advertising Industry.

Unit-I (14 Hours)

Definition, origin and growth of advertising in India - Nature and scope of advertising - Roles of advertising - Social, communication, marketing and economic functions of advertising.

Unit-II (14 Hours)

Advertising based on target audience, geographic area, media and purpose - Corporate and promotional advertising - Web advertising.

Unit-III (14 Hours)

Latest trends in advertising (India and abroad) - Ad agencies and their types - Structure of small, medium and big agencies - Functions, services, legal aspects and ethical issues.

Unit-IV (15 Hours)

Client briefing, account planning, creative strategy and briefing, communication plan, brand management and positioning, brand personality, brand image and brand equity - Case studies.

Unit-V (15 Hours)

Conceptualization and ideation - Translation of ideas to campaigns, visualization, designing and layout, copy writing, slogans and catch lines - Logos and trademarks.

Course Outcomes:

- The students understand the growth of advertising in India.
- The students understand the kinds of advertising in new media.
- The Students understand the Latest trends in advertising.
- The Students understand the work profile in advertising company or agency.
- The Students understand how to Conceptualization and create new ideas.

Reference Books:

1. Sontakki, C.N (1999): Advertising. Kalyani Publishers.
2. Sandage, frylruger and Rotzoll (1996): Advertising theory and Practice. AAITBS Publishers.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

THIRD SEMESTER

PART III: CORE III - COMMUNICATION THEORIES

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Course Objective

To provide the students with the knowledge on various theories in communication and also to throw light on the various factors affecting the communication process as well as the current system of communication networks.

Unit - I

(12 Hours)

Communication: Definitions, scope, forms and purpose; Types of Communication –Inter personal, Intra personal, Mass, Organizational, Verbal, And Non-verbal. Process of Communication: Source, message, channel, receiver (SMCR), feedback, encoder, decoder, noise in communication

Unit - II

(12 Hours)

Elements of Basic models in communication – Noise factors – Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's helical model, Westley and Maclean model.

Unit - III

(14 Hours)

Communication and human development – Role and functions of mass media in society – Media system and theories: Authoritarian, Libertarian, Social responsibility and communist theories.

Unit - IV

(12 Hours)

Uses and Gratifications Theory – Media dependency theory; Knowledge gap hypothesis. Effects of Mass Communication –Bullet Theory. Media effects: Social Learning theory: Internet and children- new media and digital divide.

Unit - V

(10 Hours)

Innovation Diffusion: Process of diffusion, variables, innovation adoption process. Information society – concepts and theories of information society –information super highway – knowledge society and knowledge gap theory – Technological determinism and Global village.

Course Outcome:

CO:1 Students would be able to Understand the need and importance of Communication with the help of communication theories and model

CO:2 They are able to remember& understand the different Elements of Basic models in communication

CO:3 Make the students to understand the Role and functions of mass media in society

CO:4 They should understand the importance of effect theories in communication

CO:5 Students will get knowledge about the new media and technological oriented communication theories

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								M
CO2								
CO3			H	H	H	M	H	
CO4								
CO5	H							

Reference Books:

1. Denis McQuail, Mc.Quails Mass Communication Theory, Vistaar Publications, 2005
2. Arvind kumar , The mass media , Anmol publications, 1999.
3. Mattelart et al, Theories of Mass Communication, Sage, London, 1998.
4. Asa Berger,Essentials of Mass Communication, Sage, New Delhi, 2000.
5. Rosengren et al, Media Gratifications Research, Sage, London, 1985.
6. Webster, Frank, Theories of the Information Society, Routledge, London, 1995.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

THIRD SEMESTER

PART III: CORE LAB III - DIGITAL PHOTOGRAPHY

Maximum CIA: 40

Maximum CE: 60

Total hours: 60

Course Objective:

To inculcate the knowledge of camera handling techniques, skills, lighting techniques and creative aspects in the minds of student fraternity.

Basics of Camera (Aperture, Shutter Speed, Focal length, Depth of field etc.) - Types of Camera - Types of Lenses. (4 Hours)

Types of lighting- Key light, Fill light and Backlight - Natural Lighting and Artificial Lighting - Exposure Meters, Differential Focus, Filters, Flashes. (4 Hours)

Perspectives: Central, Linear etc., Framing, Texture, Pattern, Composition and Design (4 Hours)

List of Practical's:

1. Lighting- Types-key –fill- back - Rim- op-low- silhouette (3 HOURS)
2. Special Effects – Freeze frame – Slow shutter- Motion Blur (3 HOURS)
3. After Dark (3 HOURS)
4. Aperture (2 HOURS)
5. Black and White (2 HOURS)
6. Depth of Field (2 HOURS)
7. Nature (2 HOURS)
8. Reflection (2 HOURS)
9. Shutter speed (2 HOURS)
10. Through the seasons (3 HOURS)
11. Portraits (2 HOURS)
12. Product – Indoor, Outdoor (3 HOURS)
13. Advertising Photography (3 HOURS)
14. Architecture- Interior, Exterior (3 HOURS)
15. Environmental Photography (3 HOURS)
16. Industrial Photography (2 HOURS)
17. Photo-journalism 1 (3 HOURS)
18. Photographs on Foods and Beverage (2 HOURS)
19. Photo Essay – Photo feature (3 HOURS)

Note: The above list of practical have to be taken and submit the compiled work as a record for evaluation

Course Outcome:

CO1: Students can understand the importance of lighting and its types, technique of Aperture in photography

CO2: They are practically trained to capture Special effects such as freeze

CO3: Understand the techniques of black and white photography.

CO4: Understand the role of depth of field and capture the necessary picture with its types

CO5: Students are trained to capture landscape, silhouette techniques and nature photography

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1						M		H
CO2							M	
CO3						M		M
CO4						M		M
CO5						M		M

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

THIRD SEMESTER
PART III: IDCIII- CREATIVE WRITING

Maximum CIA:30
Maximum CE:70
Total hours:60

Course Objective:

To instill the Creativity of writing the content for various media organization and to develop their knowledge in creative writing.

Unit-I

History of writing - Elements of language - Concept of literature society - Language as a tool of communication - Writing as coding of content.

Unit-II

Readability - Techniques of readability - Technical Writing - Gunning's fog index - Point score -Flesch's Reading Ease Score (RES) and Human Interest Score (HIS) - Practical exercises.

Unit-III

Informative Writing - Writing News - Headlines - writing Lead - Writing Sports News - Writing Features - Expository writing - Descriptive writing- Media Content Writing.

Unit-IV

Fiction Script writing- Non fiction Script writing- Short fiction forms and formats-Short Nonfiction forms and formats-Interview - Types of interview - Interview techniques.

Unit-V

Scripting for science/development program - Scripting for educational program - Scripting for women's program - scripting for commercials- Dramatic structure - Rising action - Falling action - Narrative structure - Characterization and theme - Adaptation - -- Non - fiction script writing - Rhetorical and Expository structure.

Course Outcome:

CO:1 Understand the history of writing and language as a tool of communication.

CO:2 Students are able to apply the readability and its techniques along with the practical exercises.

CO3: They are trained to write about news along with the practical exercises with various types of technical writing.

CO4: Understands about the news selection process and Editorial writing.

CO5: students would be able to write news story creatively and review the already published article

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1						M		
CO2						M	M	
CO3		H	H	H	H	H		
CO4			M					
CO5		M		H		H		

Reference Books:

1. Mencher, Melvin, 'Basic news writing', Universal Bookstall, New Delhi, 1993
2. The Complete Book of Scriptwriting, J Michael Straczynski, Writer's Digest Books,2002.
3. Secrets of Film Writing by Tom Lazarus Jun 2,2001
4. Introduction to Media production, Gorham Kindem, Robert B. Musburger, Taylor & Francis,2012.
5. Writing the Short Film, Third Revised Edition by Patricia Cooper and KenDancyger, Taylor & Francis,2012.
6. Documentary Storytelling for Video and Filmmakers by Sheila Curran Bernard, CRC Press,2015.

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THIRD SEMESTER

PART IV: SBC I: WEB DESIGNING I

Maximum CE: 75

Total Hours: 36

Course Objective:

To inculcate the knowledge of fundamental aspects of Internet, html and web designing and its elements in the minds of student fraternity.

Unit – I (7 Hours)

Web basics and overview: Networking – Internet – Domain name system – Web – Content types – Putting information on the web – Web hosting – Domain registration.

Unit – II (8 Hours)

Design Basics: Fundamentals of web designing – Design and perception – Brief history of design on the web – Elements of design – Unity and variety – Emphasis, Focal point and Hierarchy – Contrast – Visual balance.

Unit – III (7 Hours)

Information architecture, Page layout: Layout overview – Website architecture - Information architecture – Typography basics – Choosing types – Spacing type – Reading type on the web – Web page layout grids.

Unit – IV (7 Hours)

HTML basics: History of HTML – HTML Command tags – Defining web page – Main body of the text – Putting headers – Adding paragraph – Formatting text in HTML (font type, size, bold, italics – alignment – setting colours – text colours) – Inserting graphics – Wrapping text between images - Page layouts – Setting background colour – Tables.

Unit – V (7 hours)

Graphics, Audio and Video: Graphics for web – cropping and scanning – Types of artwork – Audio on the web – Video on the web – Video streaming.

Course Outcome:

CO1:Students can understand the basics of web design.

CO2:They are able to learn& understand about designing the website with the tools.

CO3: They are given exposure about information architecture.

CO4: Students would be able to understand about HTML language and apply coding using it.

CO5: They can learn and know more about the graphics, audio, video on the web.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								H
CO2		H		H				
CO3	H	M						
CO4								
CO5								H

Reference Books:

1. Paul.S. way and Sanda Katila, An Introduction to Web design and Programming, Thomson leaning, 2008.
2. Ramesh Bangia, Internet and Web design, Firewall media, Newdelhi, 2008.
3. Internet Bible, IDG Books, New Delhi, 1998.
4. Leno et al., Internet for everyone, Lone Techworld, Chennai, 1998.
5. Tim Worsley, Orling Kindersely, Building a Website, New Delhi, 2000.
6. Daniel Gray, Web Design Fundamentals, Dreamtech Press, New Delhi, 2000.
7. Preston Gralla, How the internet works, QUE, 2006.

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THIRD SEMESTER
PART IV: SBC I- PHOTO JOURNALISM

Maximum CE: 75

Total hours: 36

Course Objective:

To inculcate the in depth knowledge of Journalistic skills by Photographs which tells the story to the viewers.

Unit- I

Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), History of photojournalism, Elements of Visual news story telling.

Unit- II

Organization of a newspaper, Structure of newsroom, Role of photo journalists in a newsroom, communicating with the desk, briefing and debriefing.

Unit -III

Photo as News: Text vs. photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper; Types of news stories.

Unit -IV

Developing eye for news photos; Photo editing: selection, deciding placement, cropping, use of cutouts, photo size, resolution and correction.

Unit- V

Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights; Caption and outlines: writing photo captions, names and designations, function and significance of outlines.

Course Outcomes:

CO1: Students can learn the basic concepts of Photo Journalism.

CO2: They are aware about the functioning of Photojournalists in a Media Organization exclusively for Print Media.

CO3: Students are able to create different types of news stories with the relevant photo histories.

CO4: They can technically handle by learning all the editing aspects in a Photograph.

CO 5: Students would be able to know the ethics of Photojournalism.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1					H			
CO2		M	M					
CO3						H		
CO4	M							
CO5							H	

Reference Books:

1. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication.
2. Parthsarthy Rangaswami. Basic Journalism.
3. McMillan India Ltd. Kamath, M.V. The Journalist's Hand book.
4. Kamath, M.V. The Professional Journalist.
5. The Professionals' Approach, Kobre Kenneth, sixth edition, Focal Press, 2004
6. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson, 2002

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards

THIRD SEMESTER

PART IV: EDCI - E-COMMERCE

Maximum CE: 50

Total Hours: 24

Course Objective:

To inculcate the wider knowledge for the students to electronic modes of commercial operations.

Unit - I (4 Hours)

Basic Terms and Introduction - Network, Internet, Transaction - Types of Network - Working of Internet - Web Server – Browser – Server – Client - Web Page.

Unit - II (4 Hours)

World Wide Web – Portal - Search engine – Cybernetics - Protocol and Protocol Suite - TCP/IP – URL – ISP – Gateway – Modem – Firewall – M-commerce – VAN.

Unit - III (4 Hours)

Electronic Devices used for E-Commerce - I-Commerce - I-Commerce Value Chain - Non-Internet based E-Commerce & their Advantages and Disadvantages.

Unit - IV (6 Hours)

Types of E-Commerce B2B, B2C, & C2B, C2C, G2B (Government to Business), G2C (Government to Citizens) - AI2S (Academic Institutions to Students) - Case studies - Various e-Commerce websites - Electronic Payment System - Internet Banking - Online Share Dealing - Network and Internet Security Need - Data encryption – Cryptography - Digital Signatures – Password - Encrypted smartcard - Bio-matrices - Firewall.

Unit - V (6 Hours)

Information Technology Act – 2000 - background of Information Technology Act 2000 - Preliminary, Definitions - Digital Signatures - Electronic Governance – Attribution - Acknowledgment and Dispatch of electronic records - Secure records and secure digital signatures - Functions of controller - UNCITRAL (United Nations Commission on International Trade Law) - Salient features provisions.

Course Outcome:

CO1: Students can understand the basics of internet.

CO2: Understand about the importance of search engine, TCT/IP, m-commerce.

CO3: Understand about electronic devices used for e-commerce.

CO4: They are exposed to different types of e-commerce, data encryption

CO5: They would be able to know and understand about the information technology act, digital signatures, e governance and its features.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2								L
CO3							L	
CO4	H							
CO5								

Reference Books:

1. David Whiteley, E-Commerce, Strategy, Technologies and Applications, Tata McGraw, 2001.
2. Mahapatra P.B.S. E-commerce and its applications, Chand Publication, 2001.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards

FOURTH SEMESTER

PART III: CORE IV - TELEVISION PRODUCTION TECHNIQUES

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Course Objective:

To introduce students to the field of television production and to understand the basics and techniques involved in television production.

Unit – I (12 Hours)

Television and video standards – Frames – Lines – Timing – Scanning – PAL – NTSC – SEECAM – Aspect ratio – Resolution – HD.

Unit - II (12 Hours)

Video production: Introduction – Production approach – Production crew: Producer – Director – Assistant director – Floor manager – Technical director – Lighting director – Camera operator – Set designer.

Unit - III (12 Hours)

Production techniques: Single and multi camera production – Illusion of reality – Cameras role – Camera as an observer – Persuasive camera – Production methods – Audio: Acoustics – Mono – Stereo – Microphones – Directional features – Microphone stands and mounts.

Unit - IV (12 Hours)

Writing for video: script writing - Scripts purpose – Script formats – Full script – Drama script – Assimilation – Relative space – Style – Camera: Controlling the zoom – Basics of shoot – Composing pictures – shooting people – shooting instructional productions.

Unit - V (12 Hours)

Lighting for video: Lighting techniques - 3 point lighting – lighting instruments – Chroma key productions – Television graphics – Editing: Shooting order – running order – transitions – NLE – Continuity techniques.

Course Outcome:

CO1: Students can understand the various television and video file formats.

CO2: They would be able to understand more about the video productions and its work nature.

CO3: Students can learn television production techniques in Single and multi camera production.

CO4: They understand with various writing approaches for video shoots.

CO5: They understand about various lighting techniques for video shoots.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				H				H
CO2		H		H				M
CO3		H		H	M	M	M	M
CO4				M		M		M
CO5						M		H

Reference Books:

1. Vasukibelavadi , Video Production, Oxford University Press, 2008.
2. Gerald Millerson, Video Production Handbook, Focal press, 2008
3. Gerald Millerson, Television Production, Focal press, London, 1999.
4. Ken Pender, Digital Video for the Desktop, Focal Press, 2002.
5. John Watkinson, An Introduction to Digital Video, Focal Press, London, 1994.
6. Tom Letourneau, Lighting Techniques For Video Production , Mc will publications, Tanzania, 1996.
7. Thomas A. Ohanian, Digital Non-Linear Editing, Focal Press. London, 1998.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards

PARTIII: CORE LAB IV: SCRIPTWRITING

Maximum CIA:40

Maximum CE:60

Total hours:60

Course Objective :

To understand the basics of script writing for Audio & Video production in practical & apply the techniques in Media industry .

- Concept development
- Usage of words
- Clarity in language
- Spontaneity
- Voice modulation

(BY APPLYING THE ABOVE MENTIONED BASIC PRINCIPLES, MAKE A SCRIPT FOR THE FOLLOWING RADIO PROGRAMS)

RADIO SCRIPTING:

1. Radio Jingles (minimum 20 seconds)
2. Radio Interview (Celebrity) (minimum 10 mins)
3. Radio News (News bulletins) (minimum 3 mins)
4. Radio Drama (minimum 5 mins)
5. Radio Documentary / Feature (minimum 5 mins)

(BY APPLYING THE FOLLOWING BASIC PRINCIPLES, MAKE A SCRIPT FOR THE TELEVISION PROGRAMS)

- On Screen Qualities
- Communication Skills
- Body Language
- Presentation
- Spontaneity

TELEVISION SCRIPTING:

1. Television Interview (with Celebrity) (minimum 10 mins)
2. Movie Review (Movie countdown) (minimum 10 mins)

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards

FOURTH SEMESTER

PART III: IDC 4 - MEDIA, SOCIETY AND CULTURE

Maximum CIA: 30

Maximum CE: 70

Total hours: 60

Course Objective:

To inculcate the knowledge of various functions of mass media, to analyze the media audience and also to provide the students with the contemporary importance of Media in modern society.

Unit - I (12 Hours)

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use; Contemporary relevance of Gandhi an model of Communication.

Unit - II (12 Hours)

Contemporary importance of Media in democratic modern society - influence on audiences thinking and social behavior; Mediated role and social conferment, status conferral, socialization; Media dependency - Pluralistic media and Indian society.

Unit - III (12 Hours)

Market oriented media and social dilemma; Communication – mediated culture, social conflicts, religion, etc.

Unit - IV (12 Hours)

Political economy of policy perspectives - Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation.

Unit - V (12 Hours)

Mass society and Mass culture- Dysfunctions: stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.

Course Outcomes:

CO1: Students can understand the mass communication- characteristics& its growth in recent era.

CO2: They are aware about contemporary importance of media in democratic modern society.

CO3: Students can understand about market oriented media and social dilemma.

CO4: They can understand about political economy of policy perspectives.

CO5: Students would be able to learn more about mass society and Mass culture

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M		H	M				
CO2			H	M				
CO3					L			
CO4			M					
CO5	H		H					

Reference Books:

1. K.S.Seetharam, Communication and culture – A World View, MC Graw hill Publishers. New Delhi, 1991.
2. Jeff Shires, Media Culture and Society,Blackwell Pub, 2008.
3. Srivastava K M, Media Issues, Sterling Publication, 1991.
4. France Webstar, Theory of Information Society, Routledge, 1997.
5. Micheal R. Real, Mass Mediated Culture, Prentice Hall, 1977.
6. John Fisk, Introduction to Communication studies, Routledge, 1998.
7. Richard Butney, Social Accounting in Communication, Sage Publications, 1993.
8. Hamid Mowlana, Global Information and World Communication, Sage, 1997.
9. Sideny Krans and Richards Perlof, Mass Media and Political Thought (Ed) , Sage 1985
10. George N Gorden, Hustings Hower, The language of Communication, 1969

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards

FOURTH SEMESTER

PART IV: SBC II - WEBDESIGNING II

Maximum CE: 75

Total Hours: 36

Course Objective:

To inculcate the knowledge and learn digital art and design principles and conceptualize ideas in graphic form.

Unit - I (7 Hours)

Concept of CSS: Creating Style Sheet - CSS Properties -CSS Styling(Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables.

Unit - II (7 Hours)

CSS Id and Class - Box Model(Introduction, Border properties, Padding Properties, Margin properties) - CSS Advanced(Grouping, Dimension, Display, Positioning, Floating, Align,Pseudo class, Navigation Bar, Image Sprites, Attribute sector) - CSS Color - Creating page Layout and Site Designs.

Unit - III (8 Hours)

Defining a Dreamweaver site Using the Welcome screen - Selecting a CSS layout - Saving a page - Modifying the page title - Changing headings - Inserting text - Inserting images - Selecting and modifying CSS styles - Adjusting text fonts, colors, and sizes - Using the Property inspector - Previewing a page in Live view - Previewing pages in a browser.

Unit - IV (7 Hours)

Web design basics Working with thumbnails and wireframes - Previewing your completed file - Adding a background image to the header - Inserting an image placeholder - Inserting placeholder text - Modifying the footer.

Unit - V (7 Hours)

Creating a template from an existing layout - Inserting editable regions - Producing child pages - Updating a template - Using Library items - Using server-side includes.

Course outcomes:

CO1: Students can understand the concept of CSS: Creating Style Sheet

CO2: They are able to learn & understand the CSS Id and Class

CO3: Students can learn how to define a Dreamweaver site Using the Welcome screen.

CO4: They would be able to understand about how web design basics working with thumbnails and wireframes.

CO5: Students can understand how to Create a template from an existing layout

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				M				
CO2								
CO3		M						
CO4				M				
CO5				M				

Reference Books:

1. Ian Pouncey, Richard York Beginning CSS: Cascading Style Sheets for Web Design Wiley India.
2. Dreamweaver CS4 in Simple Steps, Kogent Learning Solutions Inc, Dreamtech Press, 2010
3. Adobe Dreamweaver CS5 Revealed, Sherry Bishop, Cengage Learning, 2010.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

FOURTH SEMESTER

PART IV: SBCII- MOBILE & SOCIAL MEDIA ADVERTISING

Maximum CE:75

Total hours:36

Unit - I

Definition, Nature and Scope of advertising. Role - elements - Advertising in marketing mix - merits and demerits - advertising and consumers - buying systems – target plans.

Unit- II

Functions of advertising: economic impact - informative function - persuasive function - Corporate and Promotional Advertising.- Web Advertising.

Unit - III

Advertising process, Consumer, Corporate, Industrial, Retail, Cooperative and Public service advertising. - tone and content; reading the advertisement.

Unit - IV

Role of Advertisement in Mobile and Social Media - Kinds of Advertisements in Social Media– Types of advertising in Mobile phones; Banner Ads, PushUps, Pop Ups.

Unit - V

Advertising in India– Advertising policy in India – Advertising Agency System – Code and Ethics in Advertisement.

Course Outcome:

CO1: Students understand the nature and scope of advertising.

CO2:They can learn the functioning of agencies.

CO3:They would be able to know the tone and content of advertisements.

CO4:They can learn the role of advertisements in mobile and social media

CO 5:Students get exposed to the Advertising policy in India with the ethical system.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1						M		
CO2								L
CO3							L	
CO4	H					H		
CO5						M		

Reference Books:

Mohan, M; “Advertising Management Concepts and Cases”; Tata McGraw Hill; New Delhi.1995.

2. Contemporary Advertising —William F. Arens& Courtland L. Bovee. Sydney: Irwin,1994.

3. How Advertising Works And The People Who Make It Happen — Jan Greenberg. New York: Henry Holt,1987.

4. Advertising & Sales Promotion —S.H.H. Kazmi&Satish K. Batra. New Delhi: Excel Books, 2006.

B.Sc (Visual Communication) Degree Examination- Syllabus for candidates admitted from the academic year 2019 - 2020 onwards.

FOURTH SEMESTER

PART IV: EDCII- BASICS OF SOUND AND ACOUSTICS

Maximum CE:50

Total hours:24

Course Objective:

To understand the nature and characteristic of sound wave, human hearing mechanism and various acoustics methods and treatments.

Unit-I

What is Sound? Nature and characteristics of a Sound Wave, Amplitude, Frequency, Velocity, Wave length, Phase, Harmonic content-Intervals, Octaves, Partial, and Harmonics. Overtone and Timbre. How sound travels in air - Sound Transmission and Medium Density.

Unit-II

Basic acoustics – sound pressure and sound power, inverse square law, Echo reverberation, Reverberation time, Sabine formula. Resonance effect. Free and Reverberant Field.

Unit- III

Anatomy of Hearing and Auditory perception The ear – threshold of hearing – Dynamic Range. Loudness, Pitch, Critical Bands, Mics, and its types.

Unit- IV

Psycho Acoustics-Spectral Analysis- perception of frequency and loudness, beats, combination tones, Masking, Perception of space .

Unit- V

Typical Reverberation periods of a speech studio, music studio, Drama studios, Television studios, control and monitoring rooms, listening rooms, concert halls and theatres, multipurpose spaces. Acoustical features and design of Auditoriums.

Course Outcome:

CO1: Students are able to know the nature and characteristics of a sound.

CO2:They are aware of acoustics and setup.

CO3:Students would be able to know the auditory perceptions.

CO4:They can understand masking in sound.

CO5:They can learn various reverberation periods.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M						H	
CO2				M				
CO3					L			
CO4			M					
CO5			H			H		

Reference books:

1. The Basics of Sound and Sound Systems : Tony Moscal Acoustics and psycho-acoustics
Howard Davis M, James Angus
2. Michael Talbot – Smith. Broadcast Sound Technology. Oxford: Focal Press. 2002.
3. Francis Rumsay and TimMick. Sound and Recording: An Introduction. Oxford: Focal Press.
4. Tim Amyes. Audio Post – production in Video and Film. Oxford: Focal Press. 2001.

M.Sc Math

MATHEMATICS BOARD
SCHEME OF EXAMINATIONS (CBCS and OBE PATTERN)
Programme: M.Sc MATHEMATICS
For Candidates admitted during the Academic Year 2020-2021

Sub Code	Paper	Subject Title	Ins.Hrs/ Week	Examination				
				Dur. Hrs	CIA	CE	Total	Credit
SEMESTER I								
19MMA101	Paper1	Algebra	6	3	30	70	100	4
19MMA102	Paper 2	Real Analysis	6	3	30	70	100	4
19MMA103	Paper 3	Ordinary Differential Equations	6	3	30	70	100	4
19MMA104	Paper 4	Numerical Methods	6	3	30	70	100	4
19MMA105	Paper 5	Number Theory	6	3	30	70	100	4
Total			30				500	20
SEMESTER II								
19MMA201	Paper 6	Complex Analysis	6	3	30	70	100	4
19MMA 202	Paper 7	Partial Differential Equations	6	3	30	70	100	4
19MM A203	Paper 8	Mechanics	5	3	30	70	100	4
19MMASB1/ 19MMASB2	SBC1	Operations Research/ Graph Theoretic Algorithms and applications	5	3	30	70	100	4
20MMAE01/ 19MMAE02/ 19MMAE03/	Elective I	R- Programming(Theory) /Magneto hydro Dynamics /Neural Networks	5	3	30	70	100	4
20MMAID1	IDC 1	R- Programming Lab	3	3	40	60	100	4
Total			30				600	24
SEMESTER III								
19MMA301	Paper 9	Topology	6	3	30	70	100	4
19MMA302	Paper 10	Fluid Dynamics	6	3	30	70	100	4
19MMA303	Paper 11	Graph Theory	5	3	30	70	100	4
19MMA304	Paper 12	Mathematical Statistics	5	3	30	70	100	4
19MMAE04/ 19MMAE05/ 19MMAE06	Elective II	Differential Geometry/Cryptography/Automata Theory	6	3	30	70	100	4
19MMAED1	EDC 1	Web Designing#	2	3	-	50	50	2
Total			30				550	22

SEMESTER IV								
19MMA 401	Paper 13	Mathematical Methods	6	3	30	70	100	4
19MMA402	Paper 14	Functional Analysis	6	3	30	70	100	4
19MMASB3/ 19MMASB4	SBC II	Latex(Theory)/ C++ Programming (Theory)	6	3	30	70	100	4
19MMAE07/ 19MMAE08/ 19MMAE09	Elective III	Fuzzy sets and Fuzzy Logic / Stochastic Differential Equation/ Non Linear Differential Equation	6	3	30	70	100	4
19MMAPR1	Project		6	3	100	150	250	8
Total			30				650	24
Total							2300	90

No continuous internal Assessment (CIA) only comprehensive Examination(CE For Candidates)

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

Part-III: Paper - 1: ALGEBRA

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective

This course enable the students to learn several advanced concepts in algebra such as study of Sylow's theorems, Euclidean rings, extension and finite fields , Galois theory and Linear Transformations

Unit I: (14 Hours)

Group Theory: Another counting principle – Sylow's theorem – Direct product

Unit II: (14 Hours)

Ring Theory: Euclidean rings – A particular Euclidean ring – Polynomial rings – Polynomials over the rational field.

Unit III: (15 Hours)

Fields: Extension Fields – Roots of polynomials – More about roots.

Unit IV: (14 Hours)

Fields: Elements of Galois theory – Finite Fields.

Unit V: (15 Hours)

Linear Transformations: Canonical forms: Triangular form – Trace and Transpose – Hermitian, unitary and normal Transformations.

Course Outcome:

CO1: Remember the groups, ring, homomorphism and automorphism of fields.

CO2: Understand the concept of Euclidean ring, polynomial rings, factorization and ideal theory

CO3: Apply Gauss lemma, Eisenstein criterion for irreducibility of polynomials over rational

CO4: Analyze different fields, finite fields, extension of fields, Galois theory

CO5: Evaluate Trace, Transpose and understand Hermitian, unitary and normal Transformations

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1		M				M	H	L
CO 2				L		M	H	L
CO 3	L					M	H	L
CO 4			L			M	H	L
CO 5	M		L			M	H	L

Text Book:

1. N.Herstein ,Topics in Algebra,John Wiley and Sons India(P),Ltd., (II Edition), Reprint 2013, New Delhi.
Unit I: Chapter 2 - Sections 2.11 to 2.13.
Unit II : Chapter 3 - Sections 3.7 to 3.10.
Unit III: Chapter 5 - Sections 5.1, 5.3 and 5.5.
Unit IV: Chapter 5 - Section 5.6.
Unit V: Chapter 6 - Sections: 6.4, 6.8 and 6.10. Chapter 7 - Section 7.1.

Reference Books:

1. J.B.Fraleigh, A First Course in Abstract Algebra, 7th July 2002, NarosaPublishing House, New Delhi.
2. T.W.Hungerford, Algebra, 1990 ,Springer, New York.

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

Part-III: Paper 2- REAL ANALYSIS

Maximum CIA	: 30
Maximum CE	: 70
Total Hours	: 72

Course Objective:

To enable students gain fundamental knowledge about the Riemann Stieltjes Integral , Lebesgue Measure, Lebesgue Integral and their applications

Unit I: (15 Hours)

RIEMANN STIELTJES INTEGRAL: Definition and Existence of the Integral – properties of the integral – Integration and differentiation – Integration of vector valued function – rectifiable curves.

Unit II: (14 Hours)

Uniform convergence and continuity – uniform convergence and integration - uniform convergence and differentiation – equicontinuous families of functions – The Stone Weirstrass theorem

Unit III: (14 Hours)

FUNCTIONS OF SEVERAL VARIABLES: Linear transformation – contraction principle – Inverse function theorem – **Implicit function theorem – determinants – derivatives of higher order – differentiation of integrals**

Unit IV: (14 Hours)

LEBESGUE MEASURE: Outer measure – Measurable sets and Lebesgue measure – Measurable functions – Littlewood's Theorem

Unit V: (15 Hours)

LEBESGUE INTEGRAL: The Lebesgue integral of bounded functions over a set of finite measure – integral of a non – negative function – General Lebesgue Integral – convergence in measure.

Course Outcome

CO1: Remember the techniques of the basic stepping stones to contemporary research.

CO2: Understanding the sequences of functions which are point wise convergent and uniform convergent

CO3: Apply the basic results to classical theorems in advanced real analysis.

CO4: Analyze the concept of Lebesgue measure which is later used in developing the theory of Lebesgue integration

CO5: Apply Lebesgue measure to get the theory of Riemann integration

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	L					M	H	L
CO 3	M					M	H	L
CO 4	M					M	H	L
CO 5	L					M	H	L

Text Books:

1.W. Rudin, Principles of Mathematical Analysis, Third Edition 1976, TataMcGrawHill,New York.

Unit I &II : Chapter 6 & 7.

Unit III : Chapter 9 (Pages 204 to 227)

2.H.L. Roydon, Real Analysis, Macmillan, Fourth Edition, 2016, New York.

Unit IV : Chapter 2 – 2.1-2.3.

Chapter 3– 3.1 & 3.3.

Unit V : Chapters 4 : 4.1-4.4

Reference Books:

1.R.G. Bartle, Elements of Real Analysis, 2nd Edition 1976, John Wily and Sons, New York.

2.W. Rudin, Real and Complex Analysis, 3rd Edition 1986, McGraw-Hill, New York

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

Part III: PAPER 3- ORDINARY DIFFERENTIAL EQUATIONS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective:

To enable students gain fundamental knowledge about the second order linear equation with ordinary points, existence and uniqueness theorem, non homogeneous linear system, successive approximation, fundamental results and their applications.

Unit I: (15 Hours)

Second order linear equations with ordinary points: Legendre equation and Legendre polynomials – Second order equations with regular singular points – Bessel equation.

Unit II: (14 Hours)

Systems of first order equations: existence and uniqueness theorem – Fundamental matrix.

Unit III: (14 Hours)

Non-homogeneous linear systems: linear systems with constant coefficients – linear systems with periodic co-efficient.

Unit IV: (15 Hours)

Successive approximation: Picard's theorem - Non-uniqueness of solution – Continuation and dependence on initial conditions, Existence of solutions in the large – Existence and uniqueness of solutions of systems.

Unit V: (14 Hours)

Fundamental results: Sturm's comparison theorem – Elementary linear oscillations.

Comparison theorem of Hille-Winter – oscillations of $x' + a(t)x = 0$ - Elementary non-linear oscillation.

Course Outcome

CO1:Remember the second order linear equations with ordinary points

CO2:Understand the concept of Systems of first order equations

CO3:Analyze linear systems with constant coefficients

CO4:Apply Successive approximation.

CO5:Evaluate Elementary linear and non linear oscillations

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	M					M	H	L
CO 3	M					M	H	L
CO 4	L					M	H	L
CO 5	L					M	H	L

Text Book:

1. S.G.Deo and V.Raghavendra ,Ordinary Differential Equations and Stability Theory , Third Edition 2015. Tata McGraw Hill, New York.

Unit I-Chapter – 3 -Section 3.2 – 3.5

Unit II-Chapter – 4-Section 4.2 – 4.4

Unit III-Chapter – 4-Section 4.5 – 4.7

Unit IV-Chapter – 5-Section 5.3 – 5.8

Unit V-Chapter – 8-Section 6.1 – 6.6

Reference Books:

1. E.A. Coddington and N.Levinson , Theory of Ordinary Differential Equations, 9th Edition, Reprint 1987,Tata McGraw Hill, New York.
2. D.A. Sanchez, Ordinary Differential Equations and Stability Theory, W.H.Freeman & Co., San Francisco, 1968.

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**FIRST SEMESTER****Part-III: PAPER 4- NUMERICAL METHODS**

Maximum CIA	: 30
Maximum CE	: 70
Total Hours	: 72

Course Objective:

To enable students gain fundamental knowledge about the Numerical algebraic Functions and their applications.

Unit I: (15 Hours)

Solution of nonlinear equations: Bairstow's Method for quadratic factors Numerical Differentiation And Integration: Derivatives from Differences tables – Higher order derivatives – Divided difference, Central-Difference formulas– Composite formula of Trapezoidal rule – Romberg integration – Simpson's rules.

Unit II: (14 Hours)

Solution of system of equations: LU Decomposition method – Matrix inversion by Gauss-Jordan method – Methods of Iteration – Relaxation method – Systems of Nonlinear equations.

Unit III: (14 Hours)

Solution of ordinary differential equations: Euler and Modified Euler methods – Multistep methods – Milne's method – Adams Moulton method.

Unit IV: (14 Hours)

Boundary value problems and characteristic value problems: Solution through a set of equations – Derivative boundary conditions – Characteristic value problems – Eigen values of a matrix by Iteration – The power method.

Unit V: (15 Hours)

Numerical solution of partial differential equations: Solutions of Elliptic, Parabolic and Hyperbolic partial differential equations) Representation as a difference equation – Laplace's equation on a rectangular region – Iterative methods for Laplace equation – The Poisson equation – Derivative boundary conditions – Solving the equation for time-dependent heat flow (i) The Explicit method (ii) The Crank Nicolson method – solving the wave equation by Finite Differences.

Course Outcome

- CO1:Remember Numerical differentiation and integration
- CO2:Apply some methods for solving system of linear and non- linear equations
- CO3:Understand the Solution of ordinary differential equations
- CO4:Analyze Boundary value problems and characteristic value problems
- CO5:Evaluate partial differential equations

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	M					M	H	L
CO 3	L					M	H	L
CO 4	M		L			M	H	L
CO 5	L					M	H	L

Text Book:

1.C.F. Gerald and P.O.Wheatley, APPLIED NUMERICAL ANALYSIS, Seventh Edition 2008 Addison Wesley.

Unit I : Chapter 5 : 5.1& 5.2

Unit II : Chapter 2 : 2.2[LU method only] ,2.3& 2.5

Unit III : Chapter 6 : 6.1& 6.4

Unit IV : Chapter 6 : 6.7

Unit V : Chapter 8 : 8.1- 8.2

Reference books:

1.S.C. Chapra and P.C. Raymond: Numerical Methods for Engineers, Sixth Edition 2014, Tata McGraw Hill, New Delhi.

2.S.S. Sastry: Introductory methods of Numerical Analysis, Third Edition 2004 ,Prentice Hall of India, New Delhi.

3.P. Kandasamy, K. Thilagavathi and K.Gunavathi, Numerical Methods , Reprint 2013, S.Chand and Company Ltd., New Delhi..

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

Part-III: PAPER 5- NUMBER THEORY

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective:

To enable students gain fundamental knowledge about the number theory applications.

Unit I: (15 Hours)
Introduction, Divisibility, Primes.

Unit II: (14 Hours)
Congruence: Solutions of congruence, Congruence of Degree 1. The functions $\phi(n)$,
Congruence of higher degree, Prime power moduli, Prime modulus.

Unit III: (14 Hours)
Congruence degree 2, prime modulus, POWER Residues, Number theory from an Algebraic view point, Multiplicative groups, Rings and fields, quadratic residues.

Unit IV: (14 Hours)
Quadratic reciprocity: The Jacobi Symbol – Greatest integer function.

Unit V: (15 Hours)
Arithmetic functions – The Moebius Inversion formula – The multiplication of arithmetic functions – Recurrence functions.

Course Outcome

CO1:Remember divisibility and about primes

CO2:Apply the concept of congruence

CO3:Understand number theory from an Algebraic view point

CO4:Analyze Quadratic reciprocity

CO5:Evaluate Arithmetic functions

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2		L				M	H	L
CO 3	L					M	H	L
CO 4	M					M	H	L
CO 5	L					M	H	L

Text Book:

1. An Introduction to Theory of Numbers by Ivan Niven and Herberts Zucherman.

Unit-I: Chapter I: Sections 1.1 – 1.3

Unit-II: Chapter II: Sections: 2.1 – 2.7

Unit-III: Chapter II: Sections: 2.8 – 2.11

Chapter III: Section: 3.1

Unit-IV: Chapter III: Sections: 3.2, 3.3 Chapter IV: Section: 4.1

Unit-V: Chapter IV: Sections: 4.2 – 4.5

Reference Books:

1. T.M. Apostol, Introduction to Analytic Number Theory, Springer Verlag, 1976.

2. Kenneth and Rosan, Elementary Number Theory and its Applications, Addison Wesley Publishing Company, 1968.

3. George E. Andrews, Number Theory, Hindustan Publishing, New Delhi, 1989.

M.Sc. (Mathematics) Degree Examination Syllabus for candidates admitted from the academic year 2019-2020 onwards

SECOND SEMESTER

Part-III: PAPER 6- COMPLEX ANALYSIS

Maximum CIA	: 30
Maximum CE	: 70
Total Hours	: 72

Course Objective:

To enable students gain fundamental knowledge about the Complex integration, calculus of residues, the Riemann mapping and their applications.

Unit I: (15 Hours)

Introduction to the concept of analytic function: Limits and continuity – Analytic functions – Polynomials – Rational functions – Conformality: Arcs and closed curves – Analytic functions in regions – Conformal Mapping – Length and Area – Linear Transformations: The Linear group – The Cross ratio – Elementary Riemann Surfaces.

Unit II: (15 Hours)

Complex Integration: Line Integrals Rectifiable Arcs – Line Integrals as Functions of Arcs – Cauchy's theorem for a rectangle - Cauchy's theorem in a disk, Cauchy's Integral formula: The Index of a point with respect to a closed curve – The Integral formula – Higher derivatives Removable singularities, Taylor's Theorem – Zeros and Poles – The Local Mapping – The Maximum principle – chains and cycles.

Unit III: (14 Hours)

The Calculus of Residues: The Residue theorem – The Argument principle – Evaluation of definite integrals. Harmonic functions: The Definitions and basic Properties – Mean value property – Poisson's Formula.

Unit IV: (14 Hours)

Series and Product Developments: Weierstrass Theorem – The Taylor Series – The Laurent Series – Partial fractions and Factorization: Partial Fractions – Infinite Products – Canonical Products.

Unit V: (14 Hours)

The Riemann Mapping Theorem – Statement and Proof – Boundary Behaviour – Use of the reflection principle – Analytic arcs – Conformal mapping of Polygons: The Behaviour at an angle – The Schwarz – Christoffel Formula – Mapping on a rectangle.

Course Outcome

CO1:Remember Limits and continuity

CO2:Understand Complex Integration

CO3:Evaluate definite integrals using residuals

CO4:Apply the concept of Partial fractions and Factorization

CO5:Analyze Riemann Mapping on Polygons and rectangle

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2		L				M	H	L
CO 3	M		L			M	H	L
CO 4				L		M	H	L
CO 5	L					M	H	L

Text Book :

1.L.V. Ahlfors ,Complex Analysis, Third Edition 2015, Tata Mc Graw Hill, New York.

Unit I:Chapter – 2Sections 1.1 – 1.4

Chapter – 3Sections 2.1 – 2.4, 3.1, 3.2 and 3.4

Unit II:Chapter – 4Sections 1.1– 1.5, 2.1 – 2.3, 3.1 - 3.4 and 4.1

Unit III:Chapter – 4Sections 5.1– 5.3, 6.1 – 6.3

Unit IV:Chapter – 5Sections 1.1– 1.3, 2.1 – 2.3

Unit V:Chapter – 6Sections 1.1– 1.4, 2.1 – 2.3

Reference Books:

1. Herb Silvermann (1975), Complex Analysis, Houghton Mifflin Company.

2. Serge Lang (2005), Complex Analysis, Springer International Edition.

3. Shanti Narayan & Dr. P. K. Mittal, (2014), Theory of Functions of a Complex Variable,

S. Chand & Company Pvt. Ltd.

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**SECOND SEMESTER****Part-III: PAPER 7- PARTIAL DIFFERENTIAL EQUATIONS**

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective:

To enable students gain fundamental knowledge about Mathematical models, Boundary value problems, Green's function and their applications.

Unit I: (14 Hours)

Mathematical Models: The Classical equation – The vibrating string – The vibrating membrane – Conduction of Heat in solids. Classification of second order equations: Second order equations in two independent variables – **Cannonical forms – equations with constant coefficients – general solution.**

Unit II: (14 Hours)

The Cauchy problem: The Cauchy problem – Cauchy – Kowalewsky theorem – Homogeneous wave equation – Initial – Boundary value problems – Non-homogeneous boundary conditions – Non-homogeneous wave equation, Riemann Method.

Unit III: (14 Hours)

Methods of separation of variables: Separation of variables – The vibrating string problem – Existence and Uniqueness of solution of the vibrating string problem. The heat conduction problem – existence and uniqueness of solution of the heat conduction problem – The laplace and beam equations.

Unit IV: (15 Hours)

Boundary value problems: Boundary value problems – Maximum and minimum principles – Uniqueness and continuity theorems – Dirichlet problems for a circle – Dirichlet problems for a circular annulus – Neumann problem for a circle Dirichlet problem for a rectangle – Neumann problem for a rectangle.

Unit V: (15 Hours)

Green's function: The delta function – Green's function – method of Green's function – Dirichlet problem for the Laplace operator – method of images – method of Eigen functions.

Course Outcome

CO1:Remember Second order equations in two independent variables

CO2:Understand Cauchy problem, Homogeneous wave equation and Non-homogeneous wave equation

CO3:Evaluate vibrating string problem

CO4:Apply the concept of Maximum and minimum principles

CO5:Analyze the delta function and Green's function

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2			L			M	H	L
CO 3	L					M	H	L
CO 4	M					M	H	L
CO 5	L		L			M	H	L

Text Book:

1. Tyn Myint. U with Lokenath Debnath, Partial Differential Equations for Scientists and Engineers, Third Edition 2012, American Elsevier Publishing Company, NEW YORK.

Unit I: Chapter 2: Sections 2.2 – 2.5 (omit 2.4)

Chapter 3: Sections 3.1– 3.4

Unit-II: Chapter 4: Sections 4.1– 4.8 (omit 4.6)

Unit-III: Chapter 6: Sections 6.2– 6.6

Unit-IV: Chapter 8: Sections 8.1– 8.9 (omit 8.8)

Unit-V: Chapter 10: Sections 10.1 – 10.7 (omit 10.5)

Reference Books:

1. I.N. Sneddon, Elements of Partial Differential Equations, Reprint 2006, Tata McGraw Hill, London, 1957.

2. L.C. Evans, Partial Differential Equations, Reprint 2003, AMS, Providence.

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

SECOND SEMESTER

Part-III: PAPER 8- MECHANICS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Course Objective:

To enable students gain fundamental knowledge about the Lagrange's equations, Hamilton's equations, Canonical transformations and their applications.

Unit I: (12 Hours)

Introductory concepts: Mechanical system – Generalized Coordinates – Constraints – **Virtual Work** – Energy and Momentum.

Unit II: (12 Hours)

Lagrange's equations: Derivations of Lagrange's Equations: Derivations of Lagrange's Equations – Examples – Integrals of Motion.

Unit III: (12 Hours)

Hamilton's equations: **Hamilton's Principle** – Hamilton's Equations.

Unit IV: (12 Hours)

Hamilton – Jacobi theory: Hamilton's Principle function – Hamilton – Jacobi Equation – Separability.

Unit V: (12 Hours)

Canonical transformations: Differential forms and Generating Functions – Lagrange and Poisson Brackets.

Course Outcome

CO1:Remember energy and momentum

CO2:Understand calculus of variation

CO3:Evaluate the examples of Lagrange's equations of motion

CO4:Apply the concept of separability

CO5:Analyze the transformations

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2		L				M	H	L
CO 3	L					M	H	L
CO 4			L			M	H	L
CO 5	L					M	H	L

Text Book:

1.D.T.Greenwood: Classical Dynamics, Dover Publication, New York, 1997.

Unit-I:Chapter 1:Sections 1.1 – 1.5

Unit-II:Chapter 2:Sections 2.1 – 2.3

Unit-III:Chapter 4:Sections 4.1 – 4.2

Unit-IV:Chapter 5:Sections 5.1 – 5.3

Unit-V:Chapter 6:Sections 6.1, 6.3

Reference Books:

1.F. Gantmacher, Lectures in Analytic Mechanics, First Edition 1975,MIR Publishers, Moscow.

2.I.M. Gelfand and S.V. Fomin, Calculus of Variations, Prentice Hall.

3.S.L. Loney, An Elementary Treatise on Statics, 1979, Kalyani Publishers, New Delhi.

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**SECOND SEMESTER****Part-III: SBC I- OPERATIONS RESEARCH**

Maximum CIA : 30
 Maximum CE : 70
 Total Hours : 60

Course Objective:

To enable students gain fundamental knowledge about the duality, network models, advanced linear programming, simulation modeling and their applications.

Unit I: (12 Hours)

Network models – Minimal spanning tree algorithm – Shortest path algorithm (Dijkstra's algorithm only) – **CPM pert.**

Unit II: (12 Hours)

Integer Programming- Pure and Mixed Integer Programming Problem-Gomory's All- I.P.P Method- Construction of Gomory's Constraints- Fractional Cut Method- All Integer LPP- Fractional Cut Method- Mixed Integer LPP-Branch and Bound Method.

Unit III: (12 Hours)

Simulation modeling – Monte Carlo simulation – Types of simulation – Elements of Discrete event simulation – Generation of random numbers.

Course Outcomes

Unit IV: (12 Hours)

.Dynamic Programming- Introduction- The Recursive Equation Approach- Characteristics of .Dynamic Programming-.Dynamic Programming Algorithm-Solution of L.P.P. by .Dynamic Programming.

Unit V: (12 Hours)

Non-Linear Programming- Introduction – Graphical Solution- Kuhn-Tucker Conditions with Non-Negative Constraints- Quadratic Programming- Wolfe's Modified Simplex Method- Beale's Method.

Course Outcome

CO1:Remember shortest path using Dijkstra's algorithm

CO2:Apply the concept of Fractional cut Method

CO3:Analyze simulation modeling and Generation of random numbers

CO4:Understand Dynamic Programming

CO5:Evaluate Quadratic Programming

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	M					M	H	L
CO 2	L					M	H	L
CO 3	L					M	H	L
CO 4				M		M	H	L
CO 5					L	M	H	L

Text Book:

1. Operations Research: Kanti Swarup, P.K.Gupta, Man Mohan Eighth Edition, Sultan Chand & Sons, New Delhi.

Unit I : Chapter 24: 24.2-24.4

Chapter 25: 25.6, 25.8

Unit-II : Chapter 7: 7.1-7.7

Unit-III : Chapter 22: 22.2-22.7

Unit-IV : Chapter 13: 13.1-13.4, 13.7

Unit-V : Chapter 28: 28.1-28.6

References Book:

1. G.Dantzig, Linear Programming and Extension, Princeton University Press, Princeton, 1963.

2. S.Ross, A Course in Simulation, Macmillan, New York, 1990

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

SECOND SEMESTER
PART – III :SBC I- GRAPH THEORETIC ALGORITHMS
AND APPLICATIONS

Maximum CIA : 30
Maximum CE : 70
Total Hours : 60

Course Objective:

This course enables a practical knowledge for finding the Graph Algorithms and its applications

Unit I: (12 Hours)

Computer Theoretic algorithms and Computer programs: Algorithms- Input: Computer representation of a graph- The Output- some basic Algorithms – Algorithm1: connectedness and components- Algorithm 2: A spanning tree- Algorithm 3: A set of fundamental circuits – Algorithm 4: cut vertices and separability – Algorithm 5: Directed circuits.

Unit II: (13 Hours)

Shortest Path Algorithms: Algorithm 6: Shortest Path from a specified vertex to another specified vertex – Algorithm 7: Shortest path between all pairs of vertices- Depth- First search on a graph- Algorithm 8: Planarity testing – Algorithm 9: Isomorphism – Other graphs – Theoretic Algorithms – Performance of graph theoretic Algorithms.

Unit III: (12 Hours)

Graphs in Switching and coding theory: Contact Networks- Analysis of Contact Networks – Synthesis of Contact Networks- Sequential Switching networks – Unit cube and its graph – Graphs in coding theory.

Unit IV: (12 Hours)

Graph theory in Operations Research: Transport Networks – Transport Networks – Extension of Max – flow Min – cut theorem – Minimal cost flows – Further applications – more on Flow Problems – Activity networks in Project Planning – Analysis of an Activity network

Unit V: (11 Hours)

Survey of other applications: Single flow graphs – Graphs in Markov process– Graphs in Computer Programming – Graphs in Chemistry

Course Outcome

CO1:Remember connectedness, spanning tree and cut vertices

CO2:Analyze Isomorphism and Planarity

CO3:Understand Switching and coding theory

CO4:Apply the operations research

CO5:Evaluate Graphs in Markov process

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2			L			M	H	L
CO 3		L				M	H	L
CO 4	M		L			M	H	L
CO 5	L					M	H	L

Text Book:

1. Graph Theory with applications to Engineering & Computer Science by Narsingh Deo,
Eastern Economy Edition

Unit I : Sec 11.1 to 11.4

Unit II : Sec 11.5 to 11.9

Unit III: Sec 12.1 to 12.6

Unit IV: Sec 14.1 to 14.8

Unit V: Sec 15.1 to 15.4

Reference Book:

1. Graph theory Modeling, Applications and algorithm by Geir Agnarsson, Raymond Greenlaw,
Pearson publications

20MMAE01

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2020-2021 onwards

SECOND SEMESTER

Part-III: ELECTIVE I - R Programming(Theory)

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Course Objective:

To enable students gain fundamental knowledge about the basics of R and the confidence to start writing their own R scripts.

Unit I:

(12 Hours)

R basics-Math, Variables, and Strings-Vectors and Factors-Vector operations.

Unit II: (12 Hours)

Data structures in R-Arrays & Matrices-Lists-Data frames.

Unit III: (12 Hours)

R programming fundamentals-Conditions and loops-Functions in R-Objects and Classes-Debugging.

Unit IV: (12 Hours)

Working with data in R-Reading CSV and Excel Files-Reading text files-Writing and saving data objects to file in R

Unit V: (12 Hours)

R Charts and graphs: R- Pie Charts-Bar Charts, R- Histograms-Line Graphs- Scatter plots.
R-Statistics Examples: R- Mean, Median, Mode and Standard Deviation R- Correlation, R-Regression R-Time series Analysis

Course Outcome

CO1:Remember vector operation

CO2:Understand arrays and matrices

CO3:Apply the Conditions and loops

CO4:Analyze Writing and saving data objects to file in R

CO5:Evaluate Mean, Median, Mode, S.D, Correlation, regression and Time series analysis using R- Graphs

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	L					M	H	L
CO 3			L			M	H	L
CO 4	M		L			M	H	L
CO 5	L					M	H	L

Text Book:

1. R in Action Data Analysis and Graphics with R by Robert. I. Kabacoff

Unit I: Chapter 1.1 to 1.3, 2.2, 4.2, 4.3

Unit II: Chapter 2.2

Unit III: Chapter 4.8, 4.9, 5.4

Unit IV: Chapter: Net- R Tutorials

Unit V: Chapter 6.1 to 6.3 & 6.6

Reference Books:

1. Statistical Programming in R by K.G. Srinivasa (Author), G.M. Siddesh (Author), Chetan Shetty (Author), Sowmya B.J. (Author)

2. R Programming for Beginners by Sandip Rakshit (Author)

3. An Introduction to R Notes on R: A Programming Environment for Data Analysis and Graphics Version 3.4.3 (2017-11-30) By W. N. Venables, D. M. Smith and the R Core Team

19MMAE02

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

SECOND SEMESTER

PART III: ELECTIVE I- MAGNETO HYDRO DYNAMICS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Course Objective: To enable students gain fundamental knowledge about the Magneto Hydro Dynamics and their applications.

Unit I: (12 Hours)

Electromagnetism – Fundamental Laws – Electrostatic Energy – Electrodynamics – Ampere's

Law – Lorentz force on a moving charge – Magnetostatic Energy – Faraday’s Law of Induction – Poynting stresses – Electromagnetic Equations with respect to moving axes –boundary conditions of electric and magnetic fields

Unit II: (13 Hours)
 Kinematics of fluid motion – equation of continuity – Stress tensor – Navier-stokes equations – boundary condition – Velocity Magneto fluid dynamic equations – MHD approximation – equation of Magnetic diffusion in a moving conducting medium – Magnetic Reynolds number.

Unit III: (11Hours)
 Alfven’s theorem Law of isorotation - Magneto hydrostatics – Force-free field – Alfven waves in incompressible MHD.

Unit IV: (12 Hours)
 Incompressible viscous flows in the presence of magnetic field – Hartmann Flow – unsteady Hartmann flow – Magnetofluid dynamic pipe flow.

Unit V: (12 Hours)
 Stability – Instability of linear pinch – Sausage and flute types – Method of small oscillations – gravitational instability.

Course Outcome

CO1:Remember Electromagnetism – Fundamental Laws

CO2:Understand the Stress tensor – Navier-stokes equations

CO3:Evaluate Alfven waves in incompressible MHD.

CO4:Analyze incompressible viscous flows in the presence of magnetic field

CO5:Apply the concept of Stability and gravitational instability.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	L					M	H	L
CO 3	L					M	H	L
CO 4	M		L			M	H	L
CO 5	L					M	H	L

Text Books:

1. Crammer K.R. and Pai S.I, Magneto Fluid Dynamics for Engineers and Applied Physicists, McGraw Hill, 1973.

2. Ferraro, VCA and Plumpton: Introduction to Magneto Fluid Dynamics, Oxford, 1966.

Reference Books:

- 1.L.M.Milne Thomson ,“Theoretical Hydrodynamics ”, dover publications, 1996,new yark.
- 2.N.Curle and H.J.Davies, “Modern Fluid Dynamics Vol-I”, D’ Van Nostrand Company Ltd., 1968,London.

19MMAE03

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

SECOND SEMESTER

PART III:ELECTIVE I-NEURAL NETWORKS

Maximum CIA : 30

Maximum CE : 70
 Total Hours : 60

Course Objective:

To enable students gain fundamental knowledge about the Neural networks and their applications.

Unit I: (12 Hours)
Mathematical Neuron Model: Network Architectures- Perceptron-Hamming Network- Hopfield Network-Learning Rules.

Unit II: (12 Hours)
 Perceptron Architectures and Learning Rule with Proof of Convergence Supervised Hebbian Learning-Linear Associator.

Unit III: (12Hours)
 The Hebb Rule:Pseudo inverse Rule-Variations of Hebbian Learning-Back Propagation-Multilayer Perceptrons.

Unit IV: (12Hours)
Back propagation Algorithm:Convergence and Generalization - Performances Surfaces and Optimum Points-Taylor series.

Unit V: (12Hours)
 Directional Derivatives - Minima-Necessary Conditions for Optimality-Quadratic Functions-Performance Optimizations-Steepest Descent-Newton's Method-Conjugate Gradient.

Course Outcome

CO1:Remember Mathematical Neuron Model

CO2:Analyze Perceptron Architectures

CO3:Understand Hebb Rule, Pseudo inverse Rule and Variations of Hebbian Learning

CO4:Apply the concept of Taylor series

CO5:Evaluate Directional Derivatives

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					M	H	L
CO 2	L					M	H	L
CO 3	L					M	H	L
CO 4	M		L			M	H	L
CO 5	L					M	H	L

Text Book:

1.Martin T.Hagan, Howard B. Demuth and Mark Beale, Neural Network Design, Vikas Publishing House, New Delhi,2002.

Reference Books:

- 1.James A. Freeman, David M. Skapura, Neural Networks Algorithms, Applications and Programming Techniques, Pearson Education, 2003.
2. Robert J. Schalkoff, Artificial Neural Network, McGraw-Hill International Edition, 1997.

20MMAID1

M.Sc. (Mathematics) Degree Examination- Syllabus for candidates admitted from the academic year 2020-2021 onwards

SECOND SEMESTER

PART III: IDC I- R-Programming LAB

Maximum CIA : 30

Maximum CE : 70

Total Hours: 36

Course Objective:

To enable students gain fundamental knowledge about the basics of R and the confidence to start writing their own R scripts.

1. Write an R program to create an array of two 3x3 matrices each with 3 rows and 3 columns from two given two vectors and add, subtract, multiply and divide the matrixes.
2. Write an R program to create a matrix taking a given vector of numbers as input and define the column and row names. Display the matrix.
3. Write an R program to extract the sub matrix from a given matrix.
4. Write an R program to add, subtract and divide the 2x2 and 3x3 matrices
5. Write an R program to find the binomial distribution.
6. Write an R program to find the normal distributions
7. Write an R program to find R- Mean, Median, Mode and Standard Deviation
8. Write an R program to draw R- Pie Charts-Bar Charts.
9. Write an R program to draw R- Histograms-Line Graphs- Scatter plots
10. Write an R program to draw R – Boxplots.
11. Write an R program to find R- correlation and regression.

12. Write an R program to plot Times of series

Course Outcome

CO1: Understand arrays and matrices

CO2: Learn the commands to create a 3x3 matrix

CO3: Apply R- program to draw R- Pie, Bar charts

CO4: Analyze Time series using data objects in R

CO5: Evaluate Mean, Median, Mode, S.D, Correlation, regression and Time series analysis using R- Graphs

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1			M			M		
CO 2			L			M		
CO 3	L					M		
CO 4	M		L		M	M		
CO 5	L				M	M		

Text Book:

1. R in Action Data Analysis and Graphics with R by Robert. I. Kabacoff.

References Books:

1. Statistical Programming in R by K.G. Srinivasa (Author), G.M. Siddesh (Author), Chetan Shetty (Author), Sowmya B.J. (Author)

2. R Programming for Beginners by Sandip Rakshit (Author)

3. An Introduction to R Notes on R: A Programming Environment for Data Analysis and Graphics Version 3.4.3 (2017-11-30) By W. N. Venables, D. M. Smith and the R Core Team

19MMA301

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PAPER 9: TOPOLOGY

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the Topological Spaces and their applications.

Unit I: (15 Hours)

Topological Spaces: Topological spaces – Basis for a Topology – The order topology – The product topology on – **The subspace topology – Closed sets and limit points.**

Unit II: (14Hours)

Continuous Functions: Continuous functions – The product topology – The metric topology and its continuation.

Unit III: (14Hours)

Connectedness and Compactness: Connected spaces – Connected subspace of the real line – Compact spaces – Compact subspace of real line and limit point compactness.

Unit IV: (14 Hours)

Countability and Separation Axioms: The countability axioms – The separation axioms – Normal spaces – The Urysohn lemma – The Urysohn metrization theorem.

Unit V: (15 Hours)

The Tychonoff theorem, Complete Metric Spaces and Function Spaces: The Tychonoff theorem – The Stone-Cech compactification

Course Outcome

CO1: Apply the concept of Continuous functions.

CO2: Understand about the Topological spaces.

CO3: Remember closed sets and limit points.

CO4: Analyze Connectedness and Compactness.

CO5: Know the concept of countability and separation Axioms.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							H
CO 2		L						H
CO 3	L							M
CO 4	L					L		H
CO 5			M					M

Text Book:

1. James R. Munkres, "Topology", Second Edition, Prentice Hall of India Private Limited, 2016, New Delhi.

Unit I: chapter 2 – section 12 to 17

Unit II:chapter 2 –section 18 to 21
Unit III:chapter 3-section 23,24,26 to 28
Unit IV:chapter 4-section 30 to 34
Unit V: chapter 5 –section 37,38 sec 43

Reference Book:

1.G.F.Simmons, “Introduction to topology and modern analysis”, Second Reprint, 2011,
McGraw Hill International Edition.

19MMA302

**M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the
academic year 2019-2020 onwards**

THIRD SEMESTER

PAPER 10: FLUID DYNAMICS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the Fluid Dynamics and their applications.

Unit I: INVISCID THEORY (15 Hours)

Introductory Notions- velocity-streamlines and paths of particles- stream tubes and filaments- fluidbody- density- pressure- Bernoulli's theorem-equation of continuity- boundary conditions - kinematical and physical- rate of change of linear momentum- equation of motion of an inviscid fluid.

Unit II: (14 Hours)

Euler's momentum theorem- conservative forces-Lagrangian form of the equation of motion- steady motion- energy equation- rate of change of circulation- vortex motion-permanence of vorticity.

Unit III: TWO DIMENSIONAL MOTION (14 Hours)

Two dimensional functions – stream function, velocity potential, complex potential, indirect approach, inverse function; basic singularities – source, doublet, vortex, mixed flow; method of images – circle theorem, flow past circular cylinder with circulation.

Unit IV: VISCOUS THEORY (14 Hours)

Equations of motion – Stress tensor, Navier-Stokes equations, vorticity and circulation in a viscous fluid, flow between parallel flat plates - Couette flow, Plane Poiseuille flow; steady flow in pipes.

Unit V: BOUNDARY LAYER THEORY (15 Hours)

Boundary layer concept; boundary layer equations in two dimensional flow; boundary layer along a flat plate - Blasius solution-shearing stress and boundary layer thickness, Momentum integral theorem for the boundary layer - von Karman Integral relation, von Karman Integral relation by momentum law.

Course Outcome

- CO1:Apply the concept of boundary conditions
- CO2:Understand about the Two dimensional functions
- CO3:Remember energy equation, rate of change of circulation.
- CO4:Analyze Couette flow, Plane Poiseuille flow
- CO5:Know the Boundary layer concept

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
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CO 1	L							M
CO 2			L				M	H
CO 3	L							H
CO 4	L					L		H
CO 5			M				L	

Text Books:

1.L.M.Milne Thomson ,“Theoretical Hydrodynamics”, dover publications, 1996,new yark.

Unit-I : Chapter 1:Sections: 1.0-1.4,Chapter 3: Sections: 3.10-3.31, 3.40, 3.41.

Unit-II: Chapter 3:Sections: 3.42-3.45, 3.50-3.53.

2.N.Curle and H.J.Davies, “Modern Fluid Dynamics Vol-I”, D’ Van Nostrand Company Ltd., 1968,London.

Unit-III: Chapter 3: Sections: 3.2, 3.3, 3.5 -3.5.1, 3.5.2, 3.7.4, 3.7.5.

Unit-IV: Chapter 5: Sections: 5.2.1-5.2.3

3. S.W.Yuan , “Foundations of Fluid Mechanics”, Prentice- Hall of India, 1988, New Delhi.

Unit-IV: Chapter 8: Sections: 8.3 -a,b, 8.4 –a.

Unit-V : Chapter 9: Sections: 9.1, 9.2, 9.3 –a,b, 9.5 –a,b.

Reference Books:

1. Crammer K.R. and Pai S.I, Magneto Fluid Dynamics for Engineers and Applied Physicists, McGraw Hill, 1973.

19MMA303

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PAPER 11: GRAPH THEORY

Maximum CIA : 30

Maximum CE : 70

Total Hours : 60

Course Objective: To enable students gain fundamental knowledge about the graph theory and their applications.

Unit I: (12Hours)

Graphs, Subgraphs and Trees

Graphs and Subgraphs: Graphs and Simple Graphs– Graph Isomorphism – The Incidence and Adjacency matrices, Subgraphs – Vertex Degrees – paths and Connection – Cycles.

Trees: Trees – Cut edges and Bonds – cut vertices – Cayley’s formula

Unit II : (12Hours)

Connectivity, Euler tours and Hamilton Cycles:

Connectivity : Connectivity – Blocks.

Euler tours and Hamilton Cycles : Euler tours - Hamilton Cycles

Unit III: (12Hours)

Matchings and Edge colourings:

Matchings : Matchings coverings in Bipartite Graphs – Perfect Matchings.

Edge colourings : Edge chromatic number – Vizing’s theorem.

Unit IV : (12Hours)

Independent sets, Cliques and Vertex Colourings:

Independent sets, Cliques : Independent sets – Ramsey’s theorem.

Vertex Colourings : Chromatic Number – Brook’s Theorem – Hajo’s Conjecture –

Chromatic Polynomials – Girth and Chromatic number.

Unit V: (12Hours)

Planar Graphs and Directed Graphs:

Planar Graphs : Plane and planar Graphs – Dual Graphs – Euler’s formula – Bridges –

Kuratowski’s theorem (Proof omitted) – The Five Colour Theorem and the Four Colour Conjecture.

Course Outcome

CO1: Apply the concept of Subgraphs and Trees

CO2: Understand about the Connectivity and Hamilton cycles

CO3: Remember Matchings and Edge colourings

CO4: Analyze Independent sets, Cliques and Vertex Colourings

CO5: Know the types of Planar Graphs and Directed Graphs

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							H
CO 2	L					M		H
CO 3				M				H
CO 4	L					M		M
CO 5	L			M		H		M

Text Book:

J.A.Bondy and U.S.R.Murty, Graph Theory with Applications, American Elsevier Publishing Company Inc., New York, 1976.

Unit-I : Sections: 1.1– 1.7 and 2.1 – 2.4.

Unit-II : Sections: 3.1– 3.2 and 4.1 – 4.2

Unit-III : Sections: 5.1– 5.3 and 6.1 – 6.2

Unit-IV : Sections: 7.1-7.2 and 8.1 – 8.5

Unit-V : Sections: 9.1– 9.6

Reference Book:

1.Narsingh Deo, Graph Theory with Applications to Engineering and Computer Science, Eastern Economy Edition

19MMA304

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PAPER12: MATHEMATICAL STATISTICS

Maximum CIA : 30
Maximum CE : 70
Total Hours : 60

Course Objective: To enable students gain fundamental knowledge about the Mathematical Statistics and their applications.

Unit I: (12 Hours)

Parameters of the Distribution of a Random Variable: Expected values – Moments –The Chebyshev inequality – Absolute moments- order of parameters- Moments of random vectors.

Unit II: (12Hours)

Characteristic Functions: Properties of Characteristic functions and moments – Semi invariants – The Characteristic function of the sum of independent random variables – Determination of distribution functions by the characteristic functions- **Probability generating functions.**

Unit III: (12Hours)

Some Probability Distribution: One point and two point Distributions –**The Binomial distribution** – The Poisson distribution – Normal Distribution – Uniform Distribution – Gamma Distribution – Beta Distribution.

Unit IV: (12Hours)

Limit Theorems: Stochastic Convergence – Bernoulli’s Law of large numbers – Levy Cramer theorem – De Moivre- Laplace theorem – The Lindeberg-Levy theorem.

Unit V: (12Hours)

The Notion of a Sample: The notion of a statistic – The distribution of the arithmetic mean of independent normally distributed random variables – The Chi- square distribution- Distribution of the statistic (\bar{X} , S)- Student’s t-distributions.

Course Outcome

- CO1 :Apply the concept of Moments.
- CO2 :Understand about the Characteristic Functions.
- CO3 :Remember distribution functions.
- CO4 :Analyze Limit Theorems.
- CO5 :Evaluate the different types of tests.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							M
CO 2		L					M	
CO 3	M						M	
CO 4	L					L		H
CO 5	M		M				L	H

Text Book:

1. Probability Theory and Mathematical Statistics, Marek Fisz, John Wiley, Third Edition, New York, 1963.

Unit I- Chapter 3: Sections 3.1 -3.6

Unit II- Chapter: 4: Sections 4.1 -4.5, 4.7.

Unit III- Chapter: 5 Sections 5.1, 5.2, 5.5 - 5.9.

Unit IV- Chapter: 6 Sections 6.2, 6.3, 6.6, 6.7, 6.8.

Unit V- Chapter: 9 Sections 9.1 - 9.6

Reference Book:

1. An Introduction to Probability Theory and its Applications, W. Feller, Vol. I, John Wiley, Third Edition, 1968.

19MMAE04

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

ELECTIVE II : DIFFERENTIAL GEOMETRY

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the differential geometry and their applications.

Unit I: (14Hours)

Curves: Analytic representation -Arc Length–Tangent -Osculation plane –Curvature torsion – Formulas of Frenet.

Unit II: (14Hours)

Contact: Natural equations–Helices–General solutions of Natural equations – Evolutes and Involutives.

Unit III: (15Hours)

Elementary theory of surface: Analytic representation –First fundamental form – Normal, Tangent plane –Developable surfaces.

Unit IV: (15Hours)

Second fundamental form :Meusnier’s theorem–Euler’s Theorem–Dupin’s indicatrix–Some surfaces–The fundamental equations–The equations of Gauss-Weingarten.

Unit V: (14Hours)

The theorem of Gauss and the equations of Codazzi –Some applications of the Gauss and Codazzi equations. The fundamental theorem of surface theory –Geodesic curvature –Geodesics.

Course Outcome

CO1:Apply the concept of Arc Length, Tangent, Osculation plane

CO2:Understand about the Evolutes and Involutives

CO3:Remember Elementary theory of surface

CO4:Analyze Second fundamental form

CO5:Evaluate the Geodesic curvature and Geodesics.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							M
CO 2			L			M		
CO 3		M					M	
CO 4	L					L		
CO 5	L						L	H

Text Book:

1.D. Struik, Lectures on Classical Differential Geometry, Addison Wesley Publishing Company, 1961.

Uni1-Chapter-I-Sec1.1-1.6

UnitII-Chapter-I-Sec1.7-1.11

UnitIII-Chapter-II-Sec2.1-2.4

UnitIV-Chapter-II-Sec2.5-2.8,ChapterIII-3.1&3.2

Unit V-Chapter-III-Sec 3.3-3.6, Chapter-IV-Sec 4.1&4.2

Reference Book:

1.U.C.De and A.A Shaiks “ Differential Geometry of Manifolds” Edition 2007

19MMAE05

**M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from
academic year 2019-2020 onwards**

THIRD SEMESTER

ELECTIVE II-CRYPTOGRAPHY

Maximum CIA : 30
Maximum CE : 70
Total Hours :72

Course Objective: To enable students gain fundamental knowledge about the encryption and secrecy, symmetric key encryption, public key cryptography, protocols and mechanisms and their applications.

Unit I: (16Hours)
Introduction – Encryption and Secrecy – The objective of Cryptography – Cryptographic protocols. Mathematical background – Number Theory – Introduction – Modular Arithmetic – Integer factorization problem – Pollard’s rho factoring – Elliptic curve factoring – Discrete logarithm problem

Unit II: (14Hours)
Finite fields – Basic properties – Arithmetic of polynomials –Factoring polynomials over finite fields – Square free factorization

Unit III: (13Hours)
Symmetric key encryption – Stream ciphers – Block Ciphers – DES

Unit IV: (14Hours)
Public key cryptography – Concepts of public key cryptography – Modular arithmetic – RSA – Discrete logarithm – Elliptic curve cryptography

Unit V: (15Hours)
Protocols and mechanisms - Key establishment, management and certification – Pseudorandom numbers and sequences – classes of attacks and security models

Course Outcome

- CO1: Apply the concept of Encryption and Secrecy
- CO2: Understand about the Square free factorization
- CO3: Remember Modular arithmetic
- CO4: Analyze Pseudo random numbers and sequences
- CO5: Evaluate Public key cryptography

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					L		
CO 2	L						M	
CO 3		M					L	
CO 4			L			L		M

CO 5	L					M		
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Text Book:

1.Hans Delfs, Helmut Knebl, Introduction to Cryptography, , 2002 ,Springer Verlag

Reference Books:

1.Alfred J. Menezes, Paul C. Van Oorschot, Scott A. Vanstone, Handbook of Applied Cryptography, 2000, CRC Press.

2.William Stallings, Cryptography and Network Security, 2000, Prentice Hall of India.

19MMAE06

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from academic year 2019-2020 onwards

THIRD SEMESTER

ELECTIVE II- AUTOMATA THEORY

Maximum CIA : 30
Maximum CE : 70
Total Hours : 72

Course Objective: To enable students gain Fundamental Knowledge about the Automata Theory and to explain the extent of their application.

Unit I: (14Hours)
Introduction to finite Automata - Machine- Basic machine - Finite state Machine - Finite - Automation - Transition Matrix.

Unit II: (14Hours)
Closure or Star Operation - Regular Set - Regular Expressions - Regular languages - Kleene Closure.

Unit III: (15Hours)
Procedure for converting NFA to DFA - Equivalent Regular Expressions - Transition Diagram- Pumping Lemma for Regular Expressions.

Unit IV: (15Hours)
Grammar - Formalization - Construction of Reduced Grammar for a given grammar - Ambiguous context free language - Derivation Tree- Context free grammar.

Unit V: (14Hours)
Push down Automata - Ambiguous context free language – Push down Automata - Moves of Push down Automata.

Course Outcome

CO1: Apply the concept of Automation

- CO2 :Understand about the Regular Set
 CO3: Remember converting NFA to DFA
 CO4: Analyze Ambiguous context free language
 CO5: Know the Ambiguous context free language

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L						L	
CO 2			L					L
CO 3			M				M	
CO 4	L							M
CO 5	L					M		

Text Book:

1. Anand Sharma, Theory of Automata and Formal Languages, Lakshmi Publications P.Ltd, Reprint 2008, New Delhi.

Uni1-Chapter-II-Sec2.1,2.2,2.4,2.5

UnitII-Chapter-III-Sec1.3.1-3.5

UnitIII-Chapter-III-Sec3.8-3.11

UnitIV-Chapter-IV-Sec4.1,4.2,4.6,4.7,4.9

Unit V-Chapter-V-Sec 5.1-5.4

Reference Book:

1. John E,Hopcroft, Rajeev Motwani, Jeffrey D. Ullman, Automata Theory, Pearson

19MMAED1

M.Sc (Mathematics) Degree Examination – Syllabus for Candidates admitted from the academic year 2019– 2020 onwards

THIRD SEMESTER

EDC I: WEB DESIGNING

Maximum CE: 50

Total Hours :24

Course Objective :To inculcate the students to learn the concept of PHP.

Unit I: (5Hours)

The Building Blocks of PHP Variables - Data Types - Operators and Expressions - Constants
Flow Control Functions in PHP Switching Flow - Loops - Code Blocks and Browser Output -
Working with Functions What Is a Function? - Calling Functions - Defining a Function -
Returning Values from User-Defined Functions - Variable Scope - Saving State between
Function Calls with the static Statement.

Unit II: (5Hours)

Working with Arrays What Are Arrays? - Creating Arrays - Some Array-Related Functions -
Working with Objects Creating an Object - Object Inheritance.

Unit III: (5Hours)

Working with Strings, Dates, and Time Formatting Strings with PHP - Investigating Strings in
PHP - Manipulating Strings with PHP - Using Date and Time Functions in PHP - Other String-
Date and Time Functions.

Unit IV: (5Hours)
 Working with Forms Creating a Simple Input Form - Accessing Form Input with User-Defined Arrays - Combining HTML and PHP Code on a Single Page - Using Hidden Fields to Save State - Redirecting the User - Sending Mail on Form Submission .

Unit V: (4Hours)
Working with Cookies and User Sessions Introducing Cookies - Setting a Cookie with PHP - Deleting a Cookie with PHP - Session Function Overview - Starting a Session - Working with Session - Passing Session IDs in the Query String - Destroying Sessions and Unsetting Variables.

Course Outcome

- CO1: Apply the concept of combining HTML and PHP Code on a Single Page
- CO2: Understand about the Arrays
- CO3 : Remember Operators and Expressions
- CO4: Analyze with Strings, Dates, and Time Formatting Strings with PHP
- CO5: Know Working with Cookies

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L						M	
CO 2			M				M	
CO 3					L			L
CO 4	L		M		M	M		
CO 5	L		H			L	H	

Text Book

1. Julie C. Meloni, "PHP MYSQL and APACHE, Pearson Education," 2009, India.

Uni1-Part-II-5,6,7

UnitII-Part-II-8

UnitIII-Part-III-10

UnitIV-Part-III-11

Unit V- Part-III - 12

Reference Book:

- 1. Luke Welling, Laura Thomson, "PHP and MYSQL", Pearson Education, 2010, India.
- 2. Kevin Tatroe, Peter Macintyre, Rasmus Lerdorf " Programming PHP", O'Reilley Media Inc. 2013.

19MMA401

**M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the
academic year 2019-2020 onwards**

FOURTH SEMESTER

PAPER 13: MATHEMATICAL METHODS

Maximum CIA : 30
Maximum CE : 70
Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the Mathematical methods and their applications.

Unit I : Fourier transforms (15Hours)

Fourier sine and cosine Transform - Fourier Transform of Derivatives -Fourier Transform of simple functions - The convolution integral – convolution theorem – Parseval’s relation for Fourier transforms – Solution of PDE by Fourier transform.- Laplace equation in half plane, in infinite strips, in semi infinite strip. The linear diffusion equation on semi infinite line.

Unit II : Hankel transforms (14Hours)

Hankel transforms : Properties of Hankel transforms - Hankel inversion theorem of derivatives of function (excluding proof). The parsevals relation – Relation between Fourier and Hankel transforms.

UNIT III : Integral equations (14 Hours)

Integral equation : Types of Integral equations – Integral Fredholm Alternative theorem (proof omitted) – Approximation method –equation with separable kernel -Volterra integral equations

Unit IV : Applications of integral equation (14Hours)

Applications of integral equation to Ordinary differential equations – Initial value problem – Boundary value problem – Abel’s equation

Unit V: Calculus of Variations (15 Hours)

Maxima and Minima-The simplest case-Illustrative Examples-Natural boundary conditions and transition conditions-The variational Notations-The more general case.

Course Outcome

CO1: Apply the concept of Fourier sine and cosine Transform

CO2: Understand about the Hankel transforms

CO3: Analyze Integral equation

CO4: Know the Applications of integral equation

CO5:Remember Calculus of Variation

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L						H	
CO 2				L		M	M	
CO 3			M				M	
CO 4	L					L	M	H
CO 5				M		H	H	M

Text Book:

- 1."The Use of Integral Transforms"by I.N.Sneddon, Tata Mc Graw Hill, New Delhi, 1974.
(Unit I Unit II)
- 2."Linear Integral Equations Theory and Technique"by R.P.Kanwal, Academic Press, New York, 1971. (Unit III)
- 3."Differential Equations and Calculus of Variations" by L.Elsgolts, Mir Publishers, Moscow, 1970.(Unit IV)
- 4."Method of Applied Mathematics" by Francis B.Hilderbrand, Second Edition.(Unit V)
Chapter 2: Section 2.1-2.6

Reference Book:

- 1.K.Vairamanickam, Nirmala, P.Ratchagar, S.Tamilselvam, "Transforms and Partial differential equations", Second Edition, scitech publications india pvt.ltd,2013.

19MMA402

M.Sc (Mathematics) Degree Examination – Syllabus for Candidates admitted from the academic year 2019– 2020 onwards

FOURTH SEMESTER

PAPER 14: FUNCTIONAL ANALYSIS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective : To enable students gain fundamental knowledge about the Functional Analysis and their applications.

Unit I: (15Hours)

Banach spaces – The definition and some examples – Continuous linear transformations – The Hahn-Banach theorem – The natural imbedding of N in N^{**} - The open mapping problem.

Unit II: (14Hours)

The conjugate of an operator – Hilbert spaces – The definition and some simple properties – Orthogonal complements – Orthonormal sets.

Unit III: (14Hours)

The Conjugate space H^* - The adjoint of an operator – Self- adjoint operators – Normal and unitary operators.

Unit IV: (14Hours)

Matrices – Determinants and the spectrum of an operator – The spectral theorem.

Unit V: (15Hours)

The definition and some examples of **Banach algebra** – Regular and singular elements – Topological divisors of zero – The spectrum – The formula for the spectral radius.

Course Outcome

CO1:Apply the concept of linear transformations.

CO2:Understand about Hilbert spaces.

CO3:Remember operators.

CO4:Analyze determinants and the spectrum of an operator.

CO5:Know the Regular and singular elements.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L							M
CO 2		L					M	H
CO 3			M				M	
CO 4	M						L	H
CO 5	L		M					H

Text Book:

1. G.F. Simmons, Introduction to Topology and Modern Analysis, McGraw –Hill Book Company, London, 1963.

Uni1- Section 46 to50

UnitII- Section -51 to 54

UnitIII- Section -55 to 59

UnitIV- Section -60 to 63

Unit V- Section -64 to 68

Reference Book:

1. C. Goffman and G. Pedrick, A First Course in Functional Analysis, Prentice Hall of India, New Deli, 1987.

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

SBC II : LATEX (Theory)

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the Latex and their applications.

Unit I: (14 Hours)

Text formatting- TEX and its offspring- What's different in LATEX 2 ϵ - Distinguishing LATEX 2 ϵ - Basics of a LATEX file.

Unit II: (14 Hours)

Commands and Environments – Command names and arguments- Environments-Declarations- Lengths- Special Characters-Fragile Commands- Exercises.

Unit III: (15 Hours)

Document Layout and Organization – Document class, Page style, Parts of the document, Table of contents, Fine – Tuning text, Word division. Displayed Text - Changing font, Centering and indenting, Lists, Generalized lists, Theorem-like declarations, Tabulator stops, Boxes.

Unit IV: (14 Hours)

Tables, Printing literal text, Footnotes and marginal notes. Drawing pictures with LATEX.

Unit V: (15 Hours)

Mathematical Formulas – Mathematical environments, Main elements of math mode, Mathematical symbols, Additional elements, Fine-tuning mathematics.

Course Outcome

CO1: Apply the concept of TEX and its offspring

CO2: Understand about Command names and arguments

CO3: Remember Document Layout and Organization

CO4: Analyze Printing literal text

CO5: Know the main elements of math mode

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L					L		
CO 2			M			M		
CO 3			M				H	

CO 4	L		M					
CO 5					M	M		

Text Book:

1.H. Kopka and P.W. Daly , “A Guide to LATEX” , Third Edition, Addison – Wesley, 1999, London.

Unit I- Chapter 1-Sec 1.6-1.8

Unit II- Chapter 2-Sec 2.1-2.6

Unit III- Chapter 3-Sec 3.1-3.6 , Chapter 4-Sec- 4.1-4.7

Unit IV- Chapter 4-Sec 4.8-4.10, Chapter 5-Sec 5.1

Unit V- Chapter 6-Sec 6.1-6.5

Reference Book:

1. V.Kavitha and Dr.M.Mallikaarjunan, “Fundamental to Latex” Lambert Academic publishing corporation ,Germany 2013.

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards**FOURTH SEMESTER****SBC II: C++ PROGRAMMING (Theory)**

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the Computer programming and their applications.

Unit I: (14 Hours)

Principles of object-Oriented Programming: Software crisis – Software evolution – A look at procedure-oriented Programming – Object-oriented Programming Paradigm – Basic Concept of Object-Oriented Programming – Benefits of OOP – Object-Oriented languages –Applications of OOP.

Unit II: (15 Hours)

Tokens, Expressions and Control structure: Introduction – Tokens – Keywords – Identifiers and constants – basic data types – User defined data types - Derived data types – Symbolic constants – type compactability – Declaration of variables – Dynamic insulation of variables – Reference variables – operations in C++ - Scope resolution operator – member Dereferencing operators – memory management operators – Manipulators – type cast operator –expressions and their types – Special assignment expressions .

Unit III: (14 Hours)

Functions in C++: Introduction – The main function – Function prototyping – call by reference – return by reference inline functions – default arguments – constant arguments –function over loading – Math library functions –Managing Console I/O operations: –Unformatted I/O operations - Formatted I/O operations – Managing output with manipulators.

Unit IV: (15 Hours)

Classes and Objects: Defining Member Functions – A C++ Program with class – Making an outside Function Inline –Nesting of Member Functions – Private Member Functions – Arrays within a class – Memory Allocation for Objects .Objects as Function Arguments.. Constructors and Destructors: Introduction – Constructors – Parameterized Constructors – Multiple Constructors in a class – Constructors with Default Arguments – Dynamic Initializations of Objects – Constructing Two dimensional arrays – Constant Objects – Destructors.

Unit V: (14 Hours)

Operators Overloading : Introduction – Defining Operator Overloading – Overloading Unary Operators – Overloading Binary Operators – manipulating of strings Using Operators – Rules of Overloading Operators. Inheritance: Introduction – Defining Derived Classes – Single inheritance – Multilevel Inheritance – Hierachial Inheritance – Hybrid Inheritance.

Course Outcome

CO1: Apply the concept of Software evolution and Oriented Programming

CO2: Understand about the Tokens, Expressions and Control structure

CO3:Remember the functions in C++

CO4:Analyze Classes and Objects

CO5:Know the Operators Overloading

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L				M			
CO 2			M				M	
CO 3	L					M		
CO 4	L		M			M		
CO 5					H	H		

Text Book:

1. E. Balaguruswamy, "Object – Oriented Programming with C++", Tata McGrawHill Publishing Company Limited, Reprint 2012.

Unit1-Chapter-I-Sec1.1-1.8

UnitII-Chapter-III-Sec3.1-3.20

UnitIII-Chapter-IV-Sec4.1-4.9,4.11

UnitIV-Chapter-V-Sec5.4-5.10,5.14,Chapter-VI-Sec6.1-6.6,6.9-6.11

Unit V-Chapter-VII-Sec 7.1-7.7, Chapter VIII-Sec 8.1-8.3,8.5-8.8

Reference Book:

1.D. Ravichandran, Programming with C++, Tata McGraw Hill, 1996, New Delhi.

19MMAE07

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

ELECTIVE- III : FUZZY SETS AND FUZZY LOGIC

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the fuzzy sets and fuzzy logic and their applications.

Unit I: (15Hours)

CRISP SETS AND FUZZY SETS: The notion of Fuzzy sets – Basic concepts. Operations On Fuzzy sets: Fuzzy Complement – Fuzzy Union – Fuzzy Intersection – Combination of operations – General aggregation operations.

Unit II: (14 Hours)

FUZZY RELATIONS: Crisp and Fuzzy relations – Binary relations on a single set – equivalence and similarity relation – Compatibility or tolerance relations –Orderings, Morphisms, Fuzzy relation equations.

Unit III: (15Hours)

FUZZY MEASURES: General discussion – Belief and Plausibility measures – Probability measures – Possibility and Necessity measures – Relationship among classes of fuzzy measures.

Unit IV: (14 Hours)

UNCERTAINTY AND INFORMATION: Types of uncertainty – Measures of fuzziness, Classical measures of uncertainty- Measures of dissonance – Measures of Confusion- Measures of non specificity.

Unit V: (14 Hours)

Applications: General discussion – Natural life and Social Sciences –Engineering-Medicine Management and Decision making – Computer Science-System Science-Other Applications.

Course Outcome

CO1: Apply the concept of Fuzzy Union and Fuzzy Intersection

CO2: Understand about fuzzy relations

CO3: Remember fuzzy measures

CO4: Analyze types of uncertainty

CO5: Know the Applications of fuzzy logic in different fields.

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	L						M	
CO 2	L					M		M
CO 3			M				M	
CO 4				L				H
CO 5	L		M			H		H

Text Book:

1. Fuzzy Sets, Uncertainty And Information – GEORGE J.KLIR and TINA A.FOLGER, Prentice Hall of India, New Delhi, 2007.

Department of Mathematics, Government Arts College (Autonomous), Coimbatore-18

Unit I - Chapter 1 - Sections: 1.3 and 1.4; Chapter 2 - Sections: 2.2 to 2.6

Unit II - Chapter 3 - Sections: 3.1 to 3.8

Unit III - Chapter 4 - Sections: 4.1 to 4.5

Unit IV - Chapter 5 – Sections: 5.1 to 5.6

Unit V - Chapter 6 - Sections: 6.1 to 6.8

Reference Books:

1. Fuzzy Sets And Fuzzy Logic Theory And Applications – GEORGE J.KLIR AND BO YUAN, Prentice Hall of India, New Delhi, 2006.

2. Fuzzy Logic With Engineering Applications - Timothy

J. ROSS WILLEY, India Pvt. Ltd., New Delhi, Second Edition Reprint,2009.

CO 1	L						M	
CO 2			L				L	
CO 3	L					M		M
CO 4	L						M	
CO 5	L					M		H

Text Book:

1. "Stochastic Process" by J. Medhi, 2nd Edition, Wiley Eastern Ltd.

Unit I - Chapter 2 – Sec 2.1-2.3 , Chapter 3-Sec 3.1-3.3

Unit II - Chapter 3-Sec 3.4-3.6, 3.8, 3.9 and 3.11

Unit III - Chapter 4-Sec 4.1-4.4

Unit IV - Chapter 6-Sec 6.1-6.5

Unit V - Chapter 10-Sec 10.1-10.4 (Except 10.2.3 & 10.2.3.1)

Reference Book:

1. Rong Situ "Theory of differential stochastic Equations with Jumps and Application" 2011, New Delhi.

M.Sc. (Mathematics) Degree Examination- Syllabus- For Candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

ELECTIVE III : NON LINEAR DIFFERENTIAL EQUATIONS

Maximum CIA : 30

Maximum CE : 70

Total Hours : 72

Course Objective: To enable students gain fundamental knowledge about the non linear differential equations and their applications.

Unit I: (15Hours)

First order systems in two variables and linearization: The general phase plane - Some population models – Linear approximation at equilibrium points – Linear systems in matrix form.

Unit II: (14 Hours)

Averaging Methods: An energy balance method for limit cycles – Amplitude and frequency estimates – Slowly varying amplitudes ; Nearly periodic solutions - Periodic solutions: Harmonic balance – Equivalent linear equation by harmonic balance .

Unit III: (15Hours)

Perturbation Methods: Outline of the direct method – Forced oscillations far from resonance Forced oscillations near resonance with weak excitation – Amplitude equation for undamped pendulum – Amplitude perturbation for the pendulum equation – Lindstedt’s method – Forced oscillation of a self – excited equation.

Unit IV: (14 Hours)

Linear systems: Structure of solutions of the general linear system – Constant coefficient system – Periodic coefficients –Floquet theory – Wronskian.

Unit V: (14 Hours)

Stability: Poincare stability – Solutions- paths and norms – Liapunov stability- Stability of linear systems – Comparison theorem for the zero solutions of nearly-linear systems.

Course Outcome

CO1: Apply the concept of linearization

CO2: Understand about Amplitude and frequency estimates

CO3: Remember Perturbation Methods

CO4: Analyze general linear system and Floquet theory

CO5: Know the Stability of linear systems

CO/PO & PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
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CO 1	L						L	
CO 2			L			M		
CO 3	L						M	
CO 4	L							H
CO 5	L						M	

Text Book:

1. D.W.Jordan and P.Smith “Nonlinear Ordinary Differential Equations”, Clarendon Press, 1977, Oxford.

Unit-I : Chapter 2

Unit-II : Chapter 4

Unit-III: Chapter 5: Sections: 5.1 - 5.4, 5.7 -5.10

Unit-IV: Chapter 8: Sections: 8.1 - 8.4

Unit-V : Chapter 9: Sections: 9.1 - 9.4, 9.6

Reference Book:

1.G.F.Simmon, “Differential Equations”, Tata Mc Graw-Hill,2011,New Delhi

MBA

DEPARTMENT OF MANAGEMENT STUDIES
Master of Business Administration
Regulations for Master of Business Administration
(Effective from the Academic year 2019-20 onwards)

Introduction

The MBA Two year programme was started in the year 2001. The curriculum of the continuously evolving MBA Two- Year Programme rests on two pillars: one, providing a strong analytical foundation in key functional areas and the other, enabling a high degree academic flexibility, thereby allowing students to customize their MBA experience.

At VLBICAS, the MBA programme structure is closely aligned with the contemporary business requirements with four specializations (ie) Human Resources, Marketing, Finance, and Logistics & Supply Chain Management.

Programme Educational Objectives (PEOs)

- MBA programme curriculum is designed to prepare the post graduate students
- To have a thorough understanding of the core aspects of the business.
- To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- To prepare the students to have a holistic approach towards management functions.
- To motivate the students for continuous learning and to get involved into management research.
- To inspire and make them practice ethical standards in business management and research.
- To ignite the passion for entrepreneurship in management graduates.

Eligibility Criteria

A pass in a recognized Bachelor's degree of minimum 3 years duration and obtained at least 50% (45% in the case of candidates belonging to reserved category) in the qualifying degree examination.

(a) 10 + 2 + 3/4 years pattern (or)

(b) 10 + 3 years Diploma + 3 years pattern (or)

(c) B.E. / B.Tech. / B.Arch. / B.Pharm (or)

(d) (i) 10 + 2 + AMIE* (or)

(ii) 10 + 3 Years diploma (awarded by the State Board of Technical Education) + AMIE*

*AMIE stands for Associate Member of Institution of Engineers. AMIE is a B.Tech level examination in engineering, recognized by all State Governments, Central Govt., AICTE, UPSC etc as equivalent to B.E/B.Tech.

Entrance Exam

A pass in any degree and should have appeared for **TANCET** entrance test conducted by **Anna University** OR should have appeared for **CET** conducted by **TNSFCONSORTIUM** (Consortium of Self-Financing Professional, Arts and Science Colleges in Tamilnadu) **OR MAT conducted by AIMA OR CAT conducted by IIM**

Duration of the Programme

The number of Semesters for the MBA programme is four. Students should be available in the College during the working hours – on all working days for the duration of the programme of curricular, co-curricular and extra-curricular activities assigned to them. Each semester shall normally consist of 90 working days with lecture hours of each 60 minutes duration.

Vision of the Department

To create leaders in the emerging areas of business management and research.

Mission of the Department

To educate and empower the lives of our students by enriching learning experience, providing exposure to advanced areas of knowledge in business management and reinforcing the commitment to human values.

Programme Outcomes (POs)

On successful completion of the programme the students will have,

PO 1: The ability to apply and understand the business acumen gained in practice solves managerial issues.

PO 2: The ability to communicate and negotiate effectively and upgrade their professional and managerial skills in their workplace.

PO 3: The ability to take up challenging assignments even in a dynamically unstable environment.

PO 4: To understand one's own ability to set achievable targets and complete them.

PO 5: To acquire in-depth knowledge of business management and entrepreneurship embedded with ethics and fulfilling business career pursue lifelong learning.

Programme Specific Outcomes (PSO)

PSO 1: To guide and channelize the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them to strive towards personal victory and value creation to society.

PSO 2: To ignite a passion for multidisciplinary approach for problem solving, critical analysis and decision making by giving due importance for lateral thinking so that

management graduates see things from a perspective which are not just simple but effective and will gain an understanding of the global arena and competitive environments which are bringing paramount changes in business practices.

PSO 3: To give in-depth knowledge in the areas of generic electives (ie) marketing, finance, human resource, supply chain & logistics management and demonstrate leadership and team membership skills which are ardently required for effective implementation and coordination of organizational activities and communication skills to communicate effectively with a range of audiences through enhanced written and oral communication skills.

Course Description- Credit Courses

S. No	Type of Course	Code	Semester	Description
1	Core Foundation Course	CFC	I	To be compulsorily studied as the courses gives the foundational knowledge and skill for Business Administration.
2	Core Functional Course	CFLC	II	To be compulsorily studied to gain various functional domain knowledge in Managing Business
3	Skill Based Course	SB	I& II	The courses are intended to be those that will help students enhance their skills for pursuing successful professional careers.
4	Inter-Disciplinary Course	IDC	I & II	Courses offered by the related departments to the students of a particular programme.
5	Integrated Course	IC	III & IV	Course that integrates the various verticals in the main discipline.
6	Generic Elective Course	GEC	III & IV	Course which is very specific or specialized or advanced or

				supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline or nurtures the candidate's proficiency/skill.
7	Project	PR	III	Project work is a special course intended to be involving the application of knowledge in solving/analyzing/ exploring a real life situation/difficult problem for 30days.
8	Summer Internship Course	SIP	III	The Summer Internship Course is intended to be a minimum of 20 days intensive immersion in industry for the students to gain an exposure to industry practices and learn the application of management theory in practice.

Course Description- Additional-Credit Courses

S.No	Type Of Course	Code	Semester	Description
1	Additional Credit Course	AC	III	Course which support the self improvement & skill development of the students.
2	Online Course	AC	IV	The Course is intended to help students to acquire/gain knowledge beyond books/class and enhance technology-based learning among students at their own pace and place.

3	Publication	AC	IV	Publication of Journals with ISSN /ISBN will enhance the knowledge of the students about research paper publications, plagiarism of papers, and formats of publications.
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Course Description- Value Added Courses

S.No	Type of Course	Code	Semester	Description
1	Value Added Course	VA	III & IV	Courses that are mandatory which support overall program objectives have 2 credits.
2	Practice Course	PC	I & III	The courses are intended to be those that will help students learn how to apply their theoretical knowledge to practical issues in management.

MASTER OF BUSINESS ADMINISTRATION (MBA)
SCHEME OF EXAMINATIONS (CBCS and OBE PATTERN)
For candidates admitted from Academic Year 2019-2020 onwards

Part	Subject Code	Subject Title	Ins. Hours/Week	Examinations				Credit
				Dur. Hours	CIA	C.E	Total marks	
SEMESTER- I								
III	19MBA101	Core Foundation : I- Business Organization and Management	5	3	30	70	100	4
III	19MBA102	Core Foundation : II - Organizational Behavior	5	3	30	70	100	4
III	19MBA103	Core Foundation : III - Managerial Economics	5	3	30	70	100	4
III	19MBA104	Core Foundation : IV- Accounting for Managers	5	3	30	70	100	4
III	19MBASB1	Skill : I – Executive Communication	5	3	30	70	100	4
III	19MBAID1	Inter –Disciplinary : I - Quantitative Methods for Management	5	3	30	70	100	4
III	19MBAPC1	Practice : I - Personality Development Programme	COMPLETED/NOT COMPLETED					
		Total	30	-	-	-	600	24
SEMESTER- II								
III	19MBA201	Core Functional : I - Operations Management	4	3	30	70	100	4
III	19MBA202	Core Functional : II - Marketing Management	4	3	30	70	100	4
III	19MBA203	Core Functional : III - Financial Management	5	3	30	70	100	4
III	19MBA204	Core Functional : IV - Human Resource Management	4	3	30	70	100	4
III	19MBA205	Core Functional : V- Research Methods for Management	4	3	30	70	100	4
III	19MBAVA1	Value Added : I - Professional Ethics	2	2	-	50	50	2
III	19MBAID2	Inter –Disciplinary : II - Quantitative Techniques	5	3	30	70	100	4
III	19MBASB2	Skill :II: Practical: I – Advanced Excel for Managers	2	3	40	60	100	4
		Total	30	-	-	-	750	30
SEMESTER- III								
III	19MBA301	Integrated : I - Business Environment	5	3	30	70	100	4
III	19MBA302	Integrated : II - Legal Aspects of Business	5	3	30	70	100	4
III	19MBAE--	Generic Elective : I - (Specialization 1)	5	3	30	70	100	4
III	19MBAE--	Generic Elective : II - (Specialization 1)	5	3	30	70	100	4
III	19MBAE--	Generic Elective : III - (Specialization 2)	5	3	30	70	100	4
III	19MBAE--	Generic Elective : IV - (Specialization 2)	5	3	30	70	100	4
III	19MBAPR1	Summer Internship	-	3	50	-	50	2
III	19MBAPR2	Major Project(viva voce)	-	3	50	50	100	4
III	19MBAPC2	Practice : II - Outbound Training Programme	COMPLETED/NOT COMPLETED					
		Total	30	-	-	-	750	30
SEMESTER- IV								
III	19MBA401	Integrated : III Entrepreneurship and Project Management	4	3	30	70	100	4
III	19MBA402	Integrated : IV - Strategic Management	4	3	30	70	100	4
III	19MBAE--	Generic Elective: V - (Specialization 1)	5	3	30	70	100	4
III	19MBAE--	Generic Elective: VI - (Specialization 1)	5	3	30	70	100	4
III	19MBAE--	Generic Elective: VII - (Specialization 2)	5	3	30	70	100	4
III	19MBAE--	Generic Elective: VIII - (Specialization 2)	5	3	30	70	100	4
III	19MBAVA2	Value Added : II - Women and Leadership	2	2	-	50	50	2
		Total	30	-	-	-	650	26
		Total	-	-	-	-	2750	110

List of Electives For III Semester And Electives For IV Semester

Marketing (Group A)

Subject Code	Subject
19MBAEA1	Brand Management
19MBAEA2	Retail Management
19MBAEA3	Integrated Marketing Communication
19MBAEA4	Services Marketing
19MBAEA5	Digital and Social Media Marketing
19MBAEA6	Agricultural and Rural Marketing

Human Resources (Group B)

Subject Code	Subject
19MBAEB1	Recruitment and Selection
19MBAEB2	Labour Welfare and Industrial Relations
19MBAEB3	Performance Management
19MBAEB4	Personal Growth and Interpersonal Effectiveness
19MBAEB5	Coaching and Mentoring
19MBAEB6	Human Resource Accounting

Finance (Group C)

Subject Code	Subject
19MBAEC1	Security Analysis and Portfolio Management
19MBAEC2	Advanced Financial Services
19MBAEC3	Taxation
19MBAEC4	Principles and Practices of Banking
19MBAEC5	Risk Management and Insurance
19MBAEC6	Wealth Management

Logistics and Supply Chain Management (Group D)

Subject Code	Subject
19MBAED1	Supply Chain Management
19MBAED2	Logistics Management
19MBAED3	Supply Chain Analytics
19MBAED4	Export Trade and Documentation
19MBAED5	Warehouse Management
19MBAED6	Enterprise Resource Planning

Self Development Courses – (Additional Credit Courses)

Subject Code	Subject Title	Ins. Hours/Week	Examinations				Credit
			Dur. Hours	CIA	C.E	Total Marks	
19MBAAC1	III Semester- Disaster Management	-	3		100	100	2
19MBAAC2	IV Semester - Online Course/ Journal Publication with ISBN or ISSN.	-	-	-	-	-	2

Regulations for Master of Business Administration for the Academic Year 2019-20

Onwards

1. Practicals

a) Submission of Record Work for Practical Examinations, Candidates appearing for Practical Examinations shall submit Bonafide Record work for the concerned Practical Examination. If not the Candidates has to submit a Bonafide Certificate issued by the concerned subject in charge duly signed by the Head of the Department in order to be permitted to take-up the Practical Examination. The Candidate so permitted will not be eligible for the Record work mark.

b) Distribution of Internal Marks for Practical.

The distribution of marks for External and Internal for **practical course** of Master of Business Administration.

Distribution of Marks for Practical Examination

Internal Marks for Practical

1. Experiment	15 Marks
2. Practical Test - I	7 Marks
3. Practical Test – II	8 Marks
4. Observation & Record	10 Marks
	—————
	40 Marks

External Marks for Practical

1. Experiment 1	25 Marks
2. Experiment 2	25 Marks
3. Record	10 Marks
	—————
	60Marks

2. Regulation for Summer Internship

(a) During the second semester vacation the student shall do a summer internship in a business organization under a faculty guide and submit the report in the third semester.

(b) The report shall be printed and bound with not less than 50 pages.

(c) The students shall prepare at least 2 copies of the report: a) one copy for submission to the organization b) one copy for the student.

(d) The work has to be done individually

(e) The duration for the summer internship is for 2-3 weeks

(f) A certificate showing the duration of the training shall be obtained from the organization for which the training was done and it shall be included in the training report.

3. Summer Internship

The students have to do a summer internship during the vacation of second semester. The students are advised to finalize their company with the approval of respective guide. The students should report to their guide, about the progress at least once in a week and carry out the suggestion and corrections made by the guide.

Components of Summer Internship Report

1. Acknowledgment
2. Table of Contents
3. Executive Summary
4. Industry Profile
5. Introduction – Company Profile
 - 5.1 Organization Chart
 - 5.2 Major Departments
6. Specific Assignment (Optional)
7. Conclusion
8. Bibliography/Reference

Work Plan:

An internee may develop work plan to pursue while doing training, as given below

Week One:

- Orientation of overall organization.
- Visiting different sections/units and collecting all relevant materials on the organization.
- Starting work in specific section.
- Getting all relevant written materials on that section.
- Study each aspects of the assigned section.

Week Two:

- Interviewing concern people based on review of material collected so far.
- Taking notes of all interviews.
- Writing a draft chapter on existing situation in the assigned section.
- Collecting and incorporating any missing information.

Week Three:

- Recording all observations with a view to write chapter on analysis.
- Writing the final chapters.

Documents and other details to be submitted to the faculty coordinator: Completion certificate obtained from the organization in which the study was conducted, mentioning the duration of the study and successful completion of the same.

Summer Internship Report: After getting the approval for the final draft from the guide, the students should prepare the report and submitted the same to the department on or before the last date of submission. The report submitted by the student after the notified day (the last date of submission), will be rejected and the same will be treated as “NOT COMPLETED”.

4. Distribution of Marks**Internal Mark for Summer Internship**

Component	Max Marks	Authority
Report(Physical make up and entry of the report)	25	Marks to be allotted by the Internal Examiner
Viva – Voce	25	
Total	50	

5. Regulation for Major Project

The students of Master of Business Administration have to undergo a Major Project Work during the end of Second Semester for a period of 30 days and submit the same to the Department at the end of the Third Semester. During the end of the Second Semester the students will be allotted a Supervisor (Guide) and the same will be treated as Internal Examiner for the final project Viva- Voce.

The students are advised to finalize their topic, before they take up the project and the same has to be approved by the respective Supervisor. The students should report to their respective guide about the progress of their work at least once in a week and carry out the suggestions and corrections made by the guide.

Internal Mark for Major Project

Criteria	Maximum Marks	Total
First Review		
Comprehensiveness literature review and development of research background	5	
Industry analysis and Company Profile	2	
Research questions, Objectives	3	
Appropriateness and justification of overall research design	3	
Sampling Design and data collection Tools/ sources	2	
Report –Chapters I to III	10	
Total of First Review		25
Second Review		
Completion & tabulation of Data Analysis	5	
Interpretations of results	5	
Suggestions & Conclusion	5	
Complete report draft	10	
Total of Second Review		25
Total		50

External Mark for Major Project

Component	Max Marks	Authority
Report(Physical make up and entry of the report)	25	Marks to be allotted by both the examiners jointly
Viva – Voce	25	
Total	50	

6. Total Marks for Summer Internship & Major Project

Component	Max Marks	Authority
Internship Report – Internal Viva-Voce	50	Marks to be allotted by the internal examiners
Major Project – Internal Marks	50	Marks to be allotted by both the examiners jointly
Major Project – External Marks	50	
Grand Total	150	

7. Regulation for Theory Courses

The following are the distribution of marks for External and Internal for **theory courses of** Master of Business Administration Course.

Total Marks	External		* Internal Max. marks	Overall Passing Minimum for total marks (Internal +External)
	Max. marks	Passing Minimum for external alone		
100	70	35	30	50

*There is no Minimum Mark for Internal.

The following are the Distribution of **Internal Marks** for theory courses of Master of Business Administration Program.

S. No	CIA	Distribution of Marks
1	Pre Model Examination	70
2.	Model Examination	70
3.	Seminar	30
4.	Attendance	10
Total		180/6=30

8. Seminar:

S.No	Seminar Split Up	Marks
1	Content	10
2	Flow of the Presentation	10
3	Stage Management and Body Language	10
	Total	30

9. Regulation for Non-Credit Courses

The 'Personality Development Programme', 'Outbound Training Programme' will be non-credit courses and be evaluated and graded as 'COMPLETED/NOT COMPLETED'. Students securing 'NOT COMPLETED' grade in any of these programmes will need to repeat the programme when it is offered next time.

10. Regulation for Online Courses (Additional Credit Courses)

The students can take up any Online Course from the reputed Online Educational Portal such as NPTEL, SWAYAM MOOCS, Udemy, edX, Coursera. The students must complete the course before the commencement of Semester IV in order to obtain an additional credit of 2 points.

11. Regulation for Publication Courses (Additional Credit Courses)

The students can publish their Major Project – Research Work done in Semester III in UGC Approved Journals with ISSN/ISBN within the commencement of Semester IV in order to obtain additional credit of 2 points.

Question Paper Pattern

For Pre-Model, Model and Comprehensive Examinations

Max. Marks: 70

Time: 3 Hours

Short Answers

Section – A (5 x 5 = 25 Marks)

Answer all the Questions

(Each Question carries FIVE Mark)

Section – B (3 x 15 = 45 Marks)

Answer any three out of five Questions

(Each Question Carries FIFTEEN Marks)

(10th question is compulsory to be attended -Case Study)

Question Paper Pattern for Additional Credit Course

Max marks: 100

Time: 3Hours

Section – A (10 x 2 = 20 Marks)

Answer all the Questions

Short Answers

Section – B (5 x 12 = 60 Marks)

Answer all the Questions

Each Question carries Twelve Marks

(INTERNAL CHOICE only)

Section – C (1 x 20 = 20 Marks)

Compulsory Question

Case Study or any application oriented questions may be asked

Question Paper Pattern for Value Added Courses

For Model Examinations

Time: 3 Hours
Max. Marks: 50

Short Answers

Section – A (10 x 2 = 20 Marks)

Answer all the Questions

(Short Answers)

Section – B (5 x 6 = 30 Marks)

Answer all Questions

(Each Question Carries SIX Marks)

(Internal Choice)

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the question paper.
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g. 1. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

12. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examiner and the question paper for practical examination shall be set by both Internal and External examiners.

**Master of Business Administration Degree Examination- Syllabus for candidates
admitted from the academic year 2019-2020 onwards**

FIRST SEMESTER

**PART III – CORE FOUNDATION - I - BUSINESS ORGANISATION AND
MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: This subject aims to develop an understanding of the nature, functioning and design of organization as social collectivities. The students will acquire knowledge in the principles and functions of management, scientific decision making process and problem solving techniques.

Unit I (12
Hours)

Business - Meaning -Business and Profession, Requirements of a Successful Business-Forms of Business Organization-Sole Traders, Partnership, Joint Hindu Family Firm - Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises-Case Study.

Unit II (12
Hours)

Management – Concept - Art and Science - Taylor and Scientific Management - Fayol's Administrative Management – Introduction to Global Management – International Management Vs Domestic Management – Approaches to International Business Management - Case Study.

Unit III (12
Hours)

Planning - Nature- Purpose of Planning -Types of Plans, Planning - Process of Planning - MBO. Nature and purpose of Organizing - Organization Structure - Line and Staff Authority - Departmentation - Span of Control - Centralization and Decentralization - Delegation of authority - Case Study.

Unit IV (12
Hours)

Staffing - Concept - Manpower Planning – Recruitment – Sources of Recruitment - Selection –Steps in Selection –Directing - Concept- Leadership - The Characteristics of Leadership - Functions of Leaders - Leadership Styles - Case Study.

Unit V (12
Hours)

Controlling – Concept -Types of Control – Prerequisites of a good control system - Control Process – Benchmarking - Old Control Techniques and New Control Techniques- Case Study.

Course Outcome

- Understanding the concept of business, forms of business organisation
- Understanding the concept of management in Domestic and Global perspective

- Understanding the concept of planning, process of planning forms of organisational structure.
- Understanding staffing, recruitment and selection process, knowing the leadership qualities, application of case studies.
- Know about controlling techniques.

Text Book

1. P C Tripathi , P N Reddy.,Principles of Management.,5 edi / 2013., McGraw Hill Education

References Books

1. L.M.Prasad., Principles and Practice of Management. 9th edition, reprint 2016. Sultan Chand Sons.
2. Robbins S.P And Decenzo David A, Fundamentals Of Management Essential Concepts And Applications , 9th Edition,2014., Person Education, New Delhi.
3. Harold Koontz.,HeinzWehrich., Essentials of Management : International and Leadership Perspective (English) 9th Edition., 2012., Mcgraw Hill Education

Journals

1. Effective Executive ICFAI University.
2. Journal of Management History, Emerald Group Publishing Ltd.

Websites

1. www.safaribooksonline.com/management/9789332501416
2. [www.authorstream.com/tag/principles of management evolution.](http://www.authorstream.com/tag/principles%20of%20management%20evolution)
3. www.zainbook.com/books/management/ principles of management html/
4. www.mindtools.com.

**Master of Business Administration Degree Examination- Syllabus for candidates
admitted from the academic year 2019-2020 onwards**

FIRST SEMESTER

PART III - CORE FOUNDATION: II - ORGANIZATIONAL BEHAVIOR

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: On successful completion of this course students would ultimately poses supreme knowledge in one's attitude and behaviour.

Unit - I (12
Hours)

Reasons for Organization Existence - Definition of OB - Nature of OB- Foundations of OB- Contemporary OB- Determinants of OB- OB Model- Challenges and Opportunities of OB- Disciplines Contributing to OB - Case Study.

Unit - II (12
Hours)

Define Intelligence- Theories of Intelligence- Measurement of Intelligence- Factors influencing Intelligence. Emotional Intelligence- Implications of Emotional Intelligence on Managers Performance. Personality - Determinants, Structure, Assessment – Personalities theories: Psychoanalytical theory- Social Learning theory – Trait theory (Big five traits)- Self theory- Case Study.

Unit - III (12
Hours)

Perceptions - Process- Factors influencing Perception. Attitudes –Sources of Attitude- Work Attitudes – Formation of Attitudes. Learning- Elements-Principles of Learning- Theories: Classical – Operant and Social Cognitive Approaches- Case Study.

Unit – IV (12
Hours)

Conflicts- Types-Conflicts Resolution Strategies. Foundations of Group Behaviour- Types- Stages of group form. Teams– Types – Team Effectiveness- Team Decision Making Techniques- Issues in Managing Teams. Organization Culture – Ethical Issues in Organizational Culture - Case Study.

Unit – V (12
Hours)

Organization Change –Forces of Change- Resistance to Change. Organization Politics- Factors- Managing Political Behaviour. Motivation- Importance- Theories - Maslow's Need Hierarchy- Herzberg Two Factor- ERG –X, Y,Z theory - Case Study.

Course Outcome

- Ability to understand the Core aspect in Evolution of the Course

- Awareness on integral concepts like personality and emotional intelligence in humankind
- To understand the basics of learning, perceptual and attitudinal formation in mankind.
- Ability to understand and resolve conflicting situation in a workplace and better understanding on managing teams and important in maintaining organisational culture
- Prepares an individual to accept and adopt towards organisational change and well understand about the theories behind motivation

Text Book

1. Aswathappa K, Organization Behavior, 10th Edition., 2012, Himalaya Publishing House, New Delhi.

References Books

1. C B Gupta., A Textbook of Organizational Behaviour : With Text and Cases (English) 1st Edition., 2013., S.Chand Publication.
2. Bharathi Rathore., Organizational Behaviors: Principle, Theory And Practice (English), 2013., Asian Books.
1. Butler, Michael Rose, Edward; Introduction to Organizational Behaviors (English) 1st Edition., 2011., Jaico Publishing.

Journals

1. Journal of Organization and human behavior, Publishing India Group
2. International Journal of Organizational Behaviour, e-journal
3. Journal of Organizational Behavior, e-journal

Websites

1. myorganisational.behaviour.com
2. www.open.edu/openlearn
3. <http://knowledge.inseed.edu>

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

PART III - CORE FOUNDATION: III- **MANAGERIAL ECONOMICS**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: To orient the students on micro economic techniques and macro economic analysis as a decision making process for business managers.

Unit I (12 Hours)

Managerial Economics - Meaning, Nature and Scope - Managerial Economics and Business Decision Making - Role of Managerial Economist - Fundamental Concepts of Managerial Economics- Demand Analysis - Meaning, Determinants and Types of Demand - Elasticity of Demand - Case Study.

Unit II (12 Hours)

Supply- Meaning and Determinants - Production Functions-Types - Isoquants, Expansion Path - Cobb-Douglas Function - Cost Concepts – Types - Cost - Output Relationship - Economies and Diseconomies of Scale- Case Study.

Unit III (12 Hours)

Market Structure - Characteristics - Pricing and Output Decisions - Methods of Pricing - Differential Pricing - Government Intervention and Pricing - Case Study.

Unit IV (12 Hours)

Profit - Profit Policies - Profit Planning and Forecasting - Cost Volume Profit Analysis - Macroeconomics – Issues and Concepts, Macro – economic aggregates and Measurement of National Income, – Analysis of Business Cycles, Economic Stabilization - Case Study.

Unit V

(12Hours) Inflation and Deflation- Types - Balance of Payments - Monetary and Fiscal Policies- Global Financial Crisis and its impact on World Economy - Case Study.

Course Outcome

- Understand the relative importance of Managerial Economics
- Introduce the microeconomic concepts - demand, pricing, cost determination, entry into and exit from markets, price - output decisions.
- Evaluate features of different kinds of markets & discuss on cost price behavior in each structure, Be equipped with the various tools for analyzing pricing strategies.
- Understand the concept of profits and analysis of profits.

- Know about Macro economic variables and its real time impact on economy and government policies.

Text Book

1. N. Gregory Mankiw., Principles of Economics 6th Edition (English) 6th Edition., 2012.,Cengage Learning

References Books

1. Athmanand.R., Managerial Economics, Excel, New Delhi, 2002.
2. P.L.Mehta, Managerial Economics, S.Chand and Sons Company Ltd., New Delhi, 2004.
3. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002.
4. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.

Journals

1. South Asia Economic Journal , Sage Publication.
2. International Journal of Applied Business and Economic Research, Serials Publication.
3. Reserve Bank of India Bulletin, Monthly Magazine, RBI.

Websites

1. MIT Open Course Ware – <http://ocw.mit.edu>
2. Online Library of Wiley Publications - <http://onlinelibrary.wiley.com>
3. Oxford University Press - <http://www.oup.co.in>

**Master of Business Administration Degree Examination- Syllabus for candidates
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FIRST SEMESTER**

PART III – CORE FOUNDATION: IV- ACCOUNTING FOR MANAGERS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: On successful completion of the paper, students acquire knowledge of the concepts of Financial Accounting and managerial applications of Cost and Management Accounting.

Unit - I (12 Hours)

Financial Accounting - Basic Accounting Concept – Kinds of Accounts – Steps in Accounting Process - Financial Accounting Vs. Cost Accounting Vs. Management Accounting - Preparation of Journal and Ledger Accounts - Case Study.

Unit - II (12 Hours)

Trial Balance – Preparation of Trial Balance- Preparation of Final Accounts (With Simple Adjustment) – Depreciation Methods - Straight Line Method - Written Down Value Method - Case Study.

Unit - III (12 Hours)

Financial Statement Analysis - Comparative Statement - Common Size Statement- Trend Percentage - Ratio Analysis - Construction of Balance Sheet Using Ratios - Case Study.

Unit - IV (12 Hours)

Cost Accounting – Preparation of Cost Sheet - Marginal Costing – Budget- Budgetary Control - Types of Budgets (Cash Budget, Sales Budget, Flexible Budget) - Case Study.

Unit - V (12 Hours)

Management Accounting - Fund Flow Statement - Preparation of Fund Flow Statement - Cash Flow Statement- Preparation of Cash Flow Statement - Difference between Funds Flow Statement and Cash Flow Statement – Case Study.

Note: 80 % of the questions shall be on problems
20 % of the questions shall be on theory.

Course Outcome

- The students able to understand the in the financial concepts
- Its help them to fetch a job in the field of finance.
- The student’s ability to know construct the financial statement.
- Prepare a cost sheet for a company and well understand about the cost accounting.

- The students able to understand the management accounting and how to maintain the company management accounting.

Text Book

1. M.Y.Khan and P.K.Jain, Management Accounting, 6th Edition ,Tata McGraw Hill, 2013, New Delhi.

References Books

1. S N Maheshwari, Sharad K Maheshwari&Suneel K Maheshwari., A Textbook of Accounting for Management, 3/e., 2012.,Vikas Publishing .

2. Cost Accounting Principles & Practice (English)(Paperback), A Mahavir Publication., 2015.

3. R.K.Sharma and S.C.Gupta, Management Accounting., 2013., Kalyani Publishers, New Delhi.

Journals

1. Journal of Accounting and Finance, The Research Development Association.

2. Accounting Research and Audit Practices, The ICFAI University Press.

Websites

1. <http://www.accountinglearner.com>

2. www.ocwsearch.com

3. www.accountingcoach.com

**Master of Business Administration Degree Examination- Syllabus for candidates
admitted from the academic year 2018-2019 onwards**

FIRST SEMESTER

PART III – SKILL -I- EXECUTIVE COMMUNICATION

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: To make the student understand the purpose of communication in an organization and also to give orientation in the preparation of business letters and reports.

Unit - I (12 Hours)

Communication- Meaning and Significance for Management – Types of Communication – Media – Barriers – Principles of Effective Communication - Case Study.

Unit - II (12 Hours)

Non – Verbal Communication – Characteristics- Functions- Importance- Sign Language- Kinesics- Paralanguage- Artifactual Communication- Proxemics- Chronemics- Listening- Case Study.

Unit - III (12 Hours)

Business letters- Functions of a business letter- Kinds of letter- The Layout- Orders and their Execution- Credit and Status Enquiries- Complaint - Collection Letters- Bank Correspondence- Negative News & Persuading Letters- Sales Letters- Case Study.

Unit – IV (12Hours)

Job Application Letters- Bio-Data- Covering Letter-Interview Letter- Letters of References- Testimonials- Letter of Appointment- Promotion- Resignation- Case Study.

Unit – V (12 Hours)

Memos, Office Orders- Circulars, Notices- Preparing Agenda, Minutes and Resolutions — Communication through E- Mail - Case Study.

Course Outcome

- Understand the basics of communication process
- Gain knowledge about the non-verbal communication techniques
- Understand the various types of business letters
- Develop job application letter, bio data, and preparation for Interview
- Basic concepts of meetings, agenda preparation and communications in an organisation

Text Book

1. Rajendra Pal, J.S.Korlahalli, Essentials of Business Communication, S.Chand, 13th edition.

References Books

1. Sengupta, Business and Managerial Communication, PHI Learning Private Limited-New Delhi (2011)
2. P.D.Chaturvedi, Managerial Communication, Pearson Education; First edition (2012).

3. J.David Johnson, Managerial Communication: Evaluating the right dose Business Expert Press (1 January 2013)

Journals

1. Journal of Business Communication, Sage Journals.
2. Journal of Business Communication, University of Washington.

Websites

1. <http://knowledge.inseed.edu>
2. www.open.edu/openlearn

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SECOND SEMESTER

PART III – CORE FUNCTIONAL - I - OPERATIONS MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objective: To focus on key analytical methods and provide a practical insight into Operations Management and Supply Chain Management.

Unit I (8

Hours)

Operations Management – Meaning – Importance - Historical Contributions – System View Of OM – Operation Strategy And Competitiveness - Functions Of OM – Types Of Production System - Case Study.

Unit - II (12

Hours)

Product Design And Process Selection – Evaluation And Selection Appropriate Production And Operations Technology - Types Of Layout – Analysis – And Selection Of Layout - Product And Process Layout, Cellular, Lean And Agile Manufacturing Systems - Assembly Line Balancing - Case Study.

Unit - III (10

Hours)

Materials Management – Functions – Material Planning And Budgeting – Value Analysis - Inventory Control – Types Of Inventory – Inventory Control System – Production Planning Control – Meaning – Functions - Master Production Schedule (MPS) - Material Requirement Planning (MRP) - Capacity Requirement Planning (CRP) - Case Study.

Unit - IV (8

Hours)

Total Quality Management Concept – Statistical Quality Control For Acceptance Sampling And Process Control – Concept Of Type I And Type II Error - An Introduction To MRP II And ERP – ISO Quality Assurance - Six Sigma Concept – Types – JIT – KANBAN - Case Study.

Unit - V (10

Hours)

ISO 9000 SERIES- Poka Yoke- Kaisen- BPR- Supply Chain Management: Introduction – The Need For The Supply Chain – Introduction To Logistics Management – Scope – Functions – Integrated Logistics Management – Role Of Logistics In Supply Chain - Transportation – Role Of Transportation In Logistics – Modes Of Transportation – Intermodal Operations.

Note: 75% of the questions shall be on theory

25% of the questions shall be on problems

Problems in Material requirements planning, Inventory models, Quality Control Charts.

Course Outcome

- Understand the trends in production and concepts of production.
- Understand the Product design and process of selection in manufacturing industry.
- Understand the material management functions and production planning process

- The students able to know the total quality management concepts, quality control and ISO quality assurance for production unit.
- Understand the movement of goods one place to other places and well understand the role of transportation.

Text Book

1. Pannerselvam R- Production and Operations Management.,3rd Edition., 2012., Prentice Hall India.

References Books

1. KANISHKA BEDI., Production and Operations Management (With CD) (English) 3rd Edition., 2013., Oxford University Press.
2. Everest.E.Adam& Ebert- Production and Operations Management- PHI Publication- 4th Edition New Delhi.
3. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2015, 1st Edition

Journals

1. Poms.org/journal.
2. Emeraldinsight.com/ijopm.htm.

Websites

1. www.openj.edu/openlearn
2. MIT Open Course Ware – <http://ocw.mit.edu>
3. Oxford University Press - <http://www.oup.co.in>

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SECOND SEMESTER

PART III- CORE FUNCTIONAL - II - MARKETING MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objective: The aim of this subject is to develop an understanding of the underlying concepts, strategies and issues involved in marketing management.

Unit - I (8
Hours)

Introduction - Marketing Concepts - Core Marketing Concepts - Marketing Environment - Role of Marketing in Modern Management - Marketing Information System - Customer Value and Loyalty - Value Creation by the Firm - Case Study.

Unit - II (12
Hours)

Buyer Behavior - Determinants of Consumer Buying Behavior - Buying Decision Process- Buying Roles - Market Segmentation- Need and Requirements of Effective Segmentation- Basis for Segmentation. Selecting Target Markets - Positioning the Market Offering- Marketing Mix - Case Study.

Unit - III (8
Hours)

Product - Classification of Product – Levels - Product Mix Decision - Product Line Decisions -Product Life Cycle - New Product Development Process – Pricing – Methods – Strategies - Case Study.

Unit - IV (10
Hours)

Promotion Mix - Elements of the Promotion Mix - Packaging and Labeling – Advertising - Types of Advertising-Sales Promotion - Objectives - Types of Sales Promotion – Telemarketing - Types – Limitations - Case Study.

Unit - V (10
Hours)

Channels of Distribution – Channel Flows – Channel Levels – Channel Intermediaries – Factors influencing the Choice of Distribution Channels - Terms and Responsibility of Intermediaries - Channel Management Decisions – Recent trends in Marketing - Case Study

Course Outcome

- Gain a solid understanding of key marketing concepts and skills.
- Develop the students' skills in applying the analytic perspectives, buyer behaviour decision tools and concepts of marketing to decisions involving segmentation, targeting and positioning.

- Develop an understanding of the underlying concepts, strategies and the issues involved in product life cycle, new product development
- Develop strong marketing promotion plans and persuasively communicate your recommendations and rationale
- Understand the channel of distribution to reach the target audience. Recent Marketing terms.

Text Book

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, “Marketing Management, 14th Edition, 2013, Pearson Education.

Reference Books

1. Rajen Saxena, Marketing Management, 3rd Edition, 2002, TMH, New Delhi, 2002.
2. Joel R Evan and Barry Berman, Marketing, 8e-Marketing in 21st Century, 2nd Edition, 2005, Biztantra- An imprint of Dreamtech press.
3. Michael.R.Czinkota and Masaaki Kotabe, Marketing Management-2e, 2nd Edition, 2008, south western publishing Company, Cengage Learning, New Delhi.

Journals / Magazines

1. Indian Journal of Marketing, New Delhi.
2. Current index of Management – Marketing IIM -A

Websites

1. <http://knowledge.inseed.edu>
2. www.open.edu/openlearn

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SECOND SEMESTER

PART III- CORE FUNCTIONAL - III - FINANCIAL MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective: To facilitate students have an insight into various functions of financial management.

Unit I (12 Hours)

Financial Management-Objective and Functions - Role of Financial Management in the Organization - Profit Maximization and Wealth Maximization –Risk and Return- Concept of Risk and Concept of Return- Time Value of Money- Time preference rate and Required rate of Return - Problems on Case Studies.

Unit II (12 Hours)

Capital Budgeting –Capital Budgeting Process – Factors Influencing Capital Budgeting-Preparation - Non-Discounted Cash Flow Methods- Discounted Cash Flow Methods–Problems - Methods of Ranking Investment Proposals - Problems on Case Studies.

Unit III (12 Hours)

Cost of Capital -Classification of Cost- Factors affecting Cost of Capital- Computation for each Source of Finance – Cost of Equity Capital- Cost of Preference Capital- Cost of Debenture- Cost of Retained Earnings- Cost of Public Deposit- Weighted Average Cost of Capital –Factors affecting Weighted Average Cost of Capital- Leverages- Operating Leverage- Degree- Financial Leverage -Degree- Differences between Financial and Operating Leverage - Problems on Case Studies.

Unit IV (12 Hours)

Capital Structure - Types- Capital Structure Theory -Net Income Approach –Traditional Approach - Net Operating Income Approach – MM Approach. Dividend Policy –Types – Importance of Dividend Policy – Problems on capital structure approaches only.

Unit V (12 Hours)

Working Capital Management – Classification-Factors affecting Working Capital Requirements –Components of Working Capital. Cash Management -Motives of Holding Cash - Receivables Management –Factors affecting the size of Receivables - Problems on Working Capital Management only.

Note: 60% of the questions shall be on theory, 40% of the questions shall be on problems.

Course Outcome

- Understand both the theoretical and practical role of financial management in the business firm.
- Apply financial management concepts and tools to the Problems faced by a manager in Budgeting decisions.
- Understand the outside influences of economic and political factors on various sources of funds with their costs.
- Justify the contemporary financial management strategies which are preferred to specific projects and financial decision.

- Analyze the finances of individual corporations both in terms of their performance and capital requirements.

Text Book

1. M.Y.Khan, P.K.Jain, “Financial Management, Text, problems and cases”, 6th Edition, 2008, Tata Mcgraw -Hill publishing company Limited, New Delhi.

References Books

2. I.M.Pandey, “Financial Management”, 9th Edition, 2006, Vikash Publishing House Pvt Ltd., New Delhi.

3. Shashi K.Gupta, R.K.Sharma, “Financial Management Theory and Practice”, 5th revised enlarged Edition, 2006, Kalyani Publishers, New Delhi.

4. Dr.S.N.Maheshwari, “Financial Management Principles and Practice”, 1st Edition, 2005, Sultan Chan & Sons, New Delhi.

5. Prasanna Chandra, “Financial Management–Theory & Practice”, 7th Edition, 2004, Tata McGrawHill, New Delhi.

Journals / Magazines

1. International Economics and Finance Journal, Serials Publications.

2. Chartered Secretary, The Institute of Company Secretaries of India.

Websites

1. <http://ocw.mit.edu/courses/sloan-school-of-management>

2. <http://www.safaribooksonline.com>.

3. <http://www.universalclass.com>

**Master of Business Administration Degree Examination- Syllabus for candidates
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SECOND SEMESTER

PART III- CORE FUNCTIONAL IV - HUMAN RESOURCE MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objective: To enable the student to acquire knowledge and develop the skill set that requires them to perform HR function in corporates

Unit I (8 Hours)

Introduction - Evolution of HRM -- Importance of HRM- Personnel Management vs Human Resource Management- – Using HRM to attain Competitive Advantage – Trends in HRM – Line And Staff Functions – SHRM- Case Study.

Unit II (12 Hours)

Employment Planning and Forecasting -Job Analysis- – Process of Job Analysis – Job Description- Job Specification. Recruitment-. Selection- Selection Techniques- Barriers. Basic Testing Concepts, Types of Test, Work Samples & Simulation - Case Study.

Unit III (12 Hours)

Interview-Common Interviewing Mistakes-Designing and Conducting the Effective Interview - Placement- Induction/Orientation – Training and Development- Methods- Special Purpose Training- Training via the Internet. Career Planning & Succession Planning - Case Study

Unit IV (8 Hours)

Job Evaluation- Job Evaluation vs Performance Appraisal-.Performance Appraisal- Types - Essential Characteristics of an Effective Appraisal System- Compensation Plan- Objectives- Factors determining Pay Rater- Components of Pay Structure in India. Promotion- Demotion- Transfer- Separation - Case Study.

Unit V (8 Hours)

Industrial Relations- Trade Unions- Collective Bargaining- Employee Grievances- Redressal Methods- HR audit. IHRM- Domestic HRM vs IHRM- E-HRM- E-HRM Activities - Case Study.

Course Outcome

- To understand the Core aspect in evolution of the Course.
- Improves the Awareness and understanding level of the individual towards HR's role in the organisational setup.

- To understand the essential aspects in preparing and conducting an interview and to know well about the need for T&D among employees.
- Understand the methodology in evaluating individuals task performance and the concepts behind Payroll Processing and generation.
- To be aware on the traditional concepts of industry like functioning of trade union & bargaining in negotiation process etc.

Text Book

1.VSP Rao, Human Resource Management: Text and cases, 3rd edition, 2010, Excel Books, New Delhi.

References Books

2.Gary Dessler, Human Resource Management, 10th edition, 2008, Dorling Kindersly, India Pvt Ltd., New Delhi.

David A. DeCenzo & Stephen P.Robbins, Personnel/Human Resource Management, 3rd edition, 2006, PHI/Pearson, Indian reprint.

3.John Bernardin, Human Resource Management: An experiential approach, Special Indian Edition, 2007, Tata McGraw Hill, New Delhi.

Journals / Magazines

1. The Human Factor, Plan man media pvt. ltd.,

2. Indian Journal of Management

3. International Journal of Human Resource Management, Inder science Publisher.

Websites

1. www.authorstream.com/tag/humanresourcemanagementdefinition

2. www.citehr.com

3. [www.my.safaribooksonline.com/book/hr-organiastional management.](http://www.my.safaribooksonline.com/book/hr-organiastional%20management)

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SECOND SEMESTER

**PART III- CORE FUNCTIONAL - V- RESEARCH METHODS FOR
MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objective: To make students have an understanding of the research methods to enable students complete the project work with ease.

Unit I (8 Hours)

Introduction to Business Research - Characteristics of good research -Types of Research – Research Process - Problems in Research – Identifying Research problem - Case Study.

Unit II (8 Hours)

Hypothesis - Types - Formulation of Research Design - Types - Features of Good Design - Measurement - Techniques of Measurement - Scaling Techniques - Types of Scales - Scale Construction Techniques - Case Study.

Unit III (12 Hours)

Sampling Design - Concepts - Steps in Sampling - Types of Sample Designs - Probability and Non-Probability Samples - Data collection:- Types of data - Sources -Tools for Data Collection- Methods of Data Collection – Constructing Questionnaire - Data Processing:- Coding - Editing - and Tabulation of Data - Case Study.

Unit IV (12 Hours)

Test of Significance: - Assumptions about Parametric and Non-Parametric Tests - Parametric Test – T-Test, F-Test and Z-Test - Non Parametric Test - Multivariate Analysis - Factor, Cluster, MDS, Discriminant analysis (No Problems) - SPSS and its Applications - Case Study.

Unit V (8 Hours)

Interpretation - Report Writing – Steps in Report Writing - Layout of Report - Types of Reports - Mechanics of Writing a Research Report - Norms for Using Tables, Charts and Diagrams –Norms for Using Bibliography - Case Study.

Note: 80% of Questions shall be allotted to theory
20% of Question shall be allotted to problems

Course Outcome

- Understand the basic framework of research process
- To formulate the hypothesis for business problems, know the scaling techniques.\

- Understand the sampling techniques, preparation of questionnaire and coding techniques
- Apply various parametric tests to test hypothesis
- Develop necessary critical thinking skills in order to formulate the report writing

Text Book

1. Kothari.C.R., Research Methodology, 2nd Edition, 2012,Excel Book.

References Books

1. Donald R.Cooper and Pamela S.Schindler, Business Research Methods, 9th Edition, 2007, Tata McGraw Hill, New Delhi.

2. R. Paneerselvam, Research Methodology, Sixth printing, 2008, PHI, New Delhi, April.

1. William.G.Zigmund, Business Research Methods, 7th Edition, 2007, Cengage Learning.

Journals / Magazines

1. International Journal of Management Research and Technology, Serials Publications.

2. International Journal of Applied Business and Economic Research, Serials Publications.

Websites

1. www.open.edu/openlearn

2. www.studymode.com

3. www.managementparadise.com

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SECOND SEMESTER

PART III –VALUE ADDED: I-PROFESSIONAL ETHICS

Maximum CE: 50

Total Hours: 24

Course Objective:

Examine Ethics from both personal and professional perspectives. Understand the decision process one goes through in determining what is right and wrong, and how those decisions affect a person's character both in personal and professional life. Explore successful ethical values of visionary companies.

Unit I (4 Hours)

Personal Ethics – Importance of Ethics – Ethical Principles - Personal beliefs, values, attitudes and behavior – difference between personal and professional ethics – conflict between personal and professional ethics -solving ethical problems.

Unit II (5 Hours)

Professional Ethics and Code of Conduct - basic principles governing professional ethics - professional ethics at work place - How do I act in a given situation.

Unit III (5 Hours)

Corporate Ethics – More than Profits – Core Values and Purpose - Core ideologies in the visionary companies – Understanding Core value statements of successful Global, National and Regional Companies – Ethical behavior both at good and bad times.

Unit IV (5 Hours)

Workplace Ethics: Introduction, needs, Principals, Workplace Ethics for Employees – Ethical behaviour in workplace – Ethical violation by employees, Employee Attitude and Ethics, Employee Etiquettes. Benefits of ethics in Workplace.

Unit V (5 Hours)

Workplace Privacy & Ethics: Watching what you say and what you do in the workplace, Hardware, Software and Spyware, Plagiarism and Computer Crimes, Convenience and Death of Privacy, Defense of employee privacy rights.

Course Outcome

- Understanding personal ethics with help to overcome real problems in life.
- Evaluate situations and apply ethical principles in professional life.
- Give importance to the core purpose of the institution.
- Apply workplace etiquettes in different environments,
- Create awareness among employees rights privacy and cyber crime.

Text Book:

1. Ethical Theory and Business, 8th Edition, Tom L. Beauchamp, Norman E. Bowie and Denis Arnold

References Books

1. Ethics in the Workplace, Dean Bredeson, Keith Goree, Cengage Learning, 2011.
2. Ethics in Workplace: System Perspective, William F Roth, Pearson, 2014

JOURNALS/ MAGAZINES:

1. Journal of business ethics-Springer
2. Behavior Ethics in Organization:a Review –SAGE journal

WEBSITES:

1. www.ijbssnet.com
2. www.iosrjournals.org

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SECOND SEMESTER

PART III – PRACTICAL 2 – **ADVANCED EXCEL FOR MANAGERS**

Maximum CIA: 60

Maximum CE: 40

Total Hours: 24

Course Objective: The subject aims to build a strong application oriented understanding of Microsoft Excel and its usage in the Managerial Roles. The student should be able to use Excel effectively to analyze and represent data effectively, as well as to solve problems in the management domain using Microsoft Excel.

MS EXCEL

1. Using Basic Functions: Sum, Average, Max, Mini, Count, Counta, Absolute, Mixed and relative referencing.
2. Mathematical Functions: Sumif, Sumifs, Countif, Countifs, Averageif, Averageifs, Protecting Excel: File level protection, Workbook, Worksheet protection.
3. Text Functions: Upper, Lower, Proper, Left, Mid, Right, Trim, Len, Exact, Concatenate, Find, Substitute.
4. Date and time Functions: Today, Now, Day, Month, Year, Date, Date if, Date Add, EO Month, Weekday.
5. Advanced Paste Special Techniques: Paste Formulas, Paste Formats, Paste Validations, Transpose Tables.
6. New in Excel: New Charts – Tree map & Waterfall, Sunburst, Box and whisker Charts, Combo charts – Secondary Axis, Adding Slicers Tool in Pivot & Tables, Using Power Map and Power View, Forecast Sheet, Sparklines – Line, Column & Win / Loss,
7. Using 3-D Map, New controls in Pivot Table- Field, Items and Sets, Various Time lines in Pivot Table, Auto complete a data range and list, Quick Analysis Tool, Smart Lookup and manage Store.
8. Sorting and Filtering: Filtering on Texts, Numbers and Colors, Sorting Options, Advanced Filters on 15-20 different criteria(s).
9. Printing Workbooks: Setting Up Print Area, Customizing Headers and Footers, Designing the Structure of a template, Print Titles – Repeat Rows/Columns.
10. Lookup Function: Vlookup, Hlookup - Pivot Tables: Creating Simple Pivot Tables – Worksheet/Workbook Operations: Merge Worksheets using Macro, Merge multiple excel files into one sheet, Split worksheets using VBA filters, Worksheet copiers.

Course Outcome

- Gain practical knowledge to work in Excel. This will give you a great set of tools which you will be able to apply in many different situations, limited only by your imagination!
- Understand data keeping, applying functions to the data stores, and data analysis.

- Knowing Conditional formatting, Data validation, Paste special, Pivot table and charts, Excel tables, Excel charts and graphs can be placed in the next level of the organisation.

Text Books:

1. Excel 2010 Bible by John Walkenbach, John Wiley & Sons, 2010 Edition.

Reference Books:

1. Excel 2007 for Dummies by Greg Harvey.
2. Microsoft Excel Practical Formulae: From Basic Data Analysis to Advanced Formulae Manipulation (Learn Excel Visually Journey Book 3) Kindle Edition by Diane Griffiths
3. Microsoft Excel 2016 - Data Analysis and Business Modeling Paperback – 1 May 2017
By Wayne L. Winston

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THIRD SEMESTER

PART III - INTEGRATED: I - BUSINESS ENVIRONMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To create an awareness and understanding about the environment in which they have to work as managers and the importance of taking managerial decision making ethically.

Unit I (12 Hours)

Business Environment - The Concept and Significance - Constituents of Business Environment: Environmental Analysis and Forecasting, Economic Environment - Political and Government Environment – Nature and Technological Environment- Demographic Environment-Case Study.

Unit II (12 Hours)

Business and Society: Societal Environment, Business and Culture, Social Responsibility of Business, Consumer Rights, Consumerism and Business- Corporate Governance- Case Study.

Unit III (12 Hours)

Managing Ethics - Frame work of Organizational Ethics, Ethics across Cultures, Factors influencing Business Ethics, Ethical Decision Making, Ethical Values and Stakeholders, Ethics and Profit- Case Study.

Unit IV (12 Hours)

Industrial Policy- Industrial Licensing - Privatization and Disinvestment - Patents and Trade Marks- Intellectual Property Rights – TRIPS – TRIMS - WTO and GATT- Regional Grouping of Countries and its impact- Case Study.

Unit V (12 Hours)

Planning in India - Industrial Development Strategy - Regulation of Foreign Trade - FEMA - Foreign Trade Act - Foreign Trade Policy – EPZs – EOUs - SEZs. - Role of RBI and SEBI - Case Study.

Course Outcome:

CO 1:Best knowledge about the Environment that Impact the Business Decision.

CO 2:Awareness about Important Concept and Terminology used in Business.

CO 3:Understand the Value and Do's and Don'ts of Ethics in Business Environment.

CO 4:Better Understand the Concepts that used in International Perspective.

CO 5:Understand the Role and Functions of Regulatory Agencies.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M		M				H	H
CO2	M				H	H		M
CO3	L		L		H		L	M
CO4				M			H	
CO5		L					L	M

Text Book:

1. Francis Cherunilam, Business Environment Text and Cases, Revised Edition, 2018, Himalaya Publications, New Delhi.

Reference Books:

1. Kitson.A and Campbell.R, The Ethical Organization, 2nd Edition (October 15, 2008), Palgrave Publishers.
2. Shaikh Saleem, Business Environment, Pearson Education, 2010.
3. Fernando.A.C. ,Business Ethics: An Indian Perspective, First edition, 2009, Pearson Education, New Delhi.

Journals/ Magazines:

1. International Journal of Business Environment. IJBE publishes.
2. Journal of Business Ethics, Springer Netherlands
3. Business Ethics: A European Review, John Wiley & Sons Ltd

Websites:

1. www.hbs.edu/environment
2. <http://www.businessenvironment.org>
3. <http://www.csu.edu.au/>

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THIRD SEMESTER

PART III- INTEGRATED: II - LEGAL ASPECTS OF BUSINESS

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

The course is designed to provide an understanding of legal processes involved in the management of an organization. The main focus is on understanding the basic laws affecting the operation of a Business Enterprise.

Unit I (12 Hours)

The Indian Contract Act, 1872 Introduction – Definition of contract – agreement – offer – acceptance – consideration capacity to contract – contingent contract – Quasi contract – performance – Discharge – Remedies to breach of contract- Case Study.

Unit II (12 Hours)

Partnership- essentials of partnership, Rights and duties of partner, types of partners. Dissolution of partnership. Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees, Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller- Case Study.

Unit III (12 Hours)

Contract of Agency- Essentials of Contract of Agency – Creation of Agency – Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor – Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent – Duties and Rights of the Principal – Delegation of authority by an Agent – Sub Agent – Position of Principal and Agent in relation to third Parties – Termination of Agency- Case Study.

Unit IV (12 Hours)

Company – Formation – Memorandum – Articles – Prospective Shares – debentures – Directors – appointment – Powers and duties. Meetings – Proceedings – Management – Accounts – audit – oppression & mismanagement – winding up- Case Study.

Unit V (12 Hours)

The Consumer Protection Act, 1986; Object – Rights of Consumers –Important Terms Consumer Complaint - Consumer Protection Councils – Redressal Machinery – District Forum – State Commission - National Commission. Cyber Law -Need for Cyber laws – Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime – Types of Cyber Crimes – Preventing of Computer Crime - Case Study.

Course Outcome:

CO 1: Understand the Basics of Law of Contract.

CO 2: Understand the Functionality of the Business through Partnership Act and Sales of good.

CO 3: To Know about the Agency, Principal Parties Involved to the Other

CO 4: Better Awareness about the Law that Pertained to Company Act.

CO 5: Understand Various Terminology and Techniques that are used in Business.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M					M	M	
CO2		M						L
CO3				L		M		
CO4			M				H	L
CO5	M				H		M	M

Text Book

1. Business Law, N.D.Kapoor, Sultan Chand Publications, 2013.

Reference Books

1. Company Law, M.C.Shukla, S.Chand Publications, 2019.
2. A Manual of Mercantile Law, M.C.Shukla, S.Chand Publications, 13th Edition 2019.
3. The Negotiable Instrument Act, Universal law publishing company, 2016.

Journals/ Magazines

1. Journal of business law-Penn law-university of Pennsylvania
2. International Journal of Business and Law Research-SEAHI publications

Websites

1. www.jblenet.com
2. www.legalsolutions.thomsonreuters.com

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THIRD SEMESTER

PART III – GENERIC ELECTIVE- BRAND MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To understand the basic principles of branding and to know the key issues crafting and evaluating the brand strategies.

Unit I (12 Hours)

Concept of Brand - Evolution, Perspectives, Anatomy - Types of Brand Names - Brand Name Associations - Brand Versus Products - Advantages of Brand to Consumers and Firms - Brand Elements: Components and Choosing Brand Elements - Branding Challenges and Opportunities - Case Study.

Unit II (12 Hours)

Brand Positioning - Basic Concepts - Alternatives - Risks - Brands and Consumers - Strategies for Positioning - The Brand For Competitive Advantage - Points of Parity - Points of Difference - Buying Decision Perspectives on Consumer Behavior - Building a Strong Brand - Method and Implications - Case Study.

Unit III (12 Hours)

Brand Image, Image Dimensions - Brand Associations and Image, Brand Identity - Perspectives, Levels and Prisms - Managing Brand Image - Stages - Functional, Symbolic and Experiential Brands - Brand Equity - Sources of Equity - Brand Equity Models - Brand Audits - Brand Loyalty and Cult Brands - Case Study.

Unit IV (12 Hours)

Leveraging Brands - Brand Extensions - Extendibility, Merits and Demerits - Line Extensions - Line Trap - Co-Branding and Licensing Brands- Reinforcing and Revitalization of Brands - Need, Methods, Brand Architecture - Product, Line, Range - Umbrella and Source Endorsed Brands - Brand Portfolio Management - Case Study.

Unit V (12 Hours)

Brand Valuation - Methods of Valuation - Implications for Buying and Selling Brands - Applications - Branding Industrial Products, Services and Retailers - Building Brands Online - Idealization of Foreign Brands and Taking Indian Brands Global - Issues and Challenges - Case Study.

Course Outcome

CO1: The Students Understand the Brands Elements.

CO2: Students Aware about the Strategies for Brand Positioning.

CO3: Understand the Basics of Brand Image, Image Dimensions, Brand Associations.

CO4: The Students Understand the Various Brand Portfolio Management.

CO5: Understand the Issues and Challenges of Brand Valuation.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		L				L		
CO2	M		M		L		H	
CO3		M	H			H		M
CO4	L			L			L	
CO5					M			M

Text Book:

1. Kevin lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi, Fourth Edition 2015.

Reference Books:

1. William D'Arienzo, Brand Management Strategies, Fairchild Books, First Edition, 2016.
2. Sengupta, Brand Positioning, Tata McGraw Hill, 2014.

Journals/Magazines:

1. International Journal of Brand Management | SAGE Journals
2. Marketing Association of India: RMAI

Websites:

1. <https://doi.org/10.1057/s41262-018-0093-5>
2. <https://link.springer.com/journal/41262/16/8>

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART III – GENERIC ELECTIVE- RETAIL MANAGEMENT

Maximum CIA :30

Maximum CE :70

Total Hours: 60

Course Objective:

On successful completion of this course the students should have understood the manufacturer's Perspective on retailers, retailers understanding of the retail business and also emerging trends in retailing.

Unit I (12 Hours)

An Introduction to retail: Functions of Retailer - Significance of a Retail as an Industry- Key Issues faced by the Retailer- Retail as a Career – Evolution of retail formats – Understanding retail formats- Case Study

Unit II (12 Hours)

Concept of organized retail- Evolution of retail in India- the Indian retail market and key sectors- Challenges to retail development in India- Understanding the Retail Consumer: Need for Studying Consumer Behavior – Factors Influencing the Retail Shopper – The Consumer Decision Making Process –Case Study

Unit III (12 Hours)

Store site selection: Types of retail locations- Choosing a retail location- Concept of FDI- Retail Merchandising: Concept – Evolution of Merchandising – Factors Affecting Merchandising - Merchandiser Role and Responsibilities - Merchandise Planning Process- Tools for merchandise planning - Case Study

Unit IV (12 Hours)

Retail Pricing: Elements of Retail Price – Methods Determining the Price – Retail Pricing Policies. Evaluating Merchandise Performance - The Concept of Private Label- Process of Private Label- Concept of Category Management- Components- Case Study

Unit V (12 Hours)

Concept of Retail store operations- 5S's of retail operations- Concept of store design- Elements of store design- Visual merchandising- Growth of retail malls in India- Future prospects of Malls- Significance of technology in retail- E-Commerce as a channel of retail- Case study

Course Outcome:

CO 1: Understand the Overview about Retail Industry.

CO 2: To Understand the Evolution of Retail in India and to have an Insight of the Retail Consumer.

CO 3: Insights about Selection of Retail Stores Sites and Merchandising.

CO 4: Understand the Concepts of Pricing in Retail Industry, Private Label and Category Management.

CO 5: Understand the Retail Store Operations and Future of Retail.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M			M		M	H	H
CO2	M				H	H	L	M
CO3	L		L		H		L	M
CO4		H					H	
CO5		L						M

Text Book:

1. Swapna Pradhan, Retailing Management Text and Cases, Tata McGraw Hill Co, 5th edition, 2016.

Reference Books:

1. Michael Levy, Barton and Ajay Pandit, Retailing Management, Tata McGraw Hill Co, 8th Edition, 2017.
2. Rosemary Varley and Mohamed Raffiq, Principles of Retail Management, Palgrave Macmillan, 2nd edition, 2014.

Journals/ Magazines

1. International Journal of Retail and Distribution Management.
2. International Journal of Retail Management and Research.

Websites

1. www.researchgate.net

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admitted from the academic year 2019-2020 onwards**

THIRD SEMESTER

**PART III – GENERIC ELECTIVE- INTEGRATED MARKETING
COMMUNICATION**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

Unit I (12Hours)

Marketing Communication: Objectives of Marketing Communication –Functional Areas of Marketing Communication- Integrated Marketing Communication (IMC) - Concepts and Process - Factors Contributing to Integrated Marketing Communication (IMC) - Role of Integrated Marketing Communication (IMC) in Branding - IMC Partners – Promotion Mix – Integrating IMC in Marketing Mix– Challenges in IMC - case study.

Unit II (12Hours)

Advertising Management- Meaning, Nature and Scope of Advertising – Classification of Advertising– Process of Advertising– STP Strategies for Advertising- Communication Model with reference to Advertising AIDA -Advertising Campaigns, Fundamentals of Advertising Campaigns– The Creative Brief, Big Idea, Getting Creative to find the Big Idea– Advertising Appeal, Advertising Agencies- their role, Functions – Advertising Agencies: organization, Compensation, Client Agency Relationship– Management of Advertising Agencies -case study.

Unit III (12Hours)

Advertising Budget, Ad Appropriation– Methods of Budgeting – Measuring Effectiveness of Advertisement - Legal and Ethical concepts and issues in Advertising – Advertising Research. Message Design-The Creative Concept Development – The Creative Processes of the Different Forms of IMC – Source of the Message, Message Integration - case study

Unit IV (12Hours)

International Advertising and Promotion: Global vs Local Advertising – Decision Areas in International Advertising – Role of Promotional Mix Elements in International Marketing - Media Planning and Strategy – Media Types and their characteristics – Setting Media objectives – Steps involved in Media Planning – Media Strategy - Cross-Media Advertising Concept – Media Research – case study

Unit V (12Hours)

Emerging Concepts and Issues in Marketing Communications– Programmatic, Native Advertising: Video, Mobile, Digital, Sponsorship – Role of E-Commerce in Marketing Communication –Corporate Advertising-Advertorials and Infomercials-Public Relations- Types & Tools of PR-Sales Promotion- Different Types of Sales Promotion- Publicity- Types of Publicity-Personal Selling-Direct Marketing- Event Management. Unconventional Promotional Methods – case study.

Course Outcome:

CO1: Insight into the Role of Integrated Marketing Communication and its Challenges.

CO2: Awareness on Advertising Campaigns, Gain an overall Understanding about Advertising Agencies.

CO3: Knowledge about Advertising Budget Preparations and its Research.

CO4: In Depth Knowledge on Indian Mode of Advertising with International Advertising and Promotion.

CO5: Understanding on Emerging Concepts and Issues in Marketing Communications.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			H		M	H		M
CO2				H		M	H	
CO3	M						M	
CO4			H		L		H	L
CO5	M		H	H		L	H	M

Textbook:

1. Kirti Dutta, Integrated Marketing Communications, Oxford University Press, First edition, 2016.

Reference books:

1. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other Aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016.

2. Kruti Shah, Advertising and Integrated Marketing Communications, McGraw Hill, 2014.

Journals:

1. Integrated Marketing Communications and Social Marketing, *in Journal of Social Marketing*, July 2015

2. https://link.springer.com/chapter/10.1057/9781137388551_2

Websites:

1. <https://theintactone.com/2019/02/26/rmbmk05-integrated-marketing-communication/>

2. <https://study.sagepub.com/copley/student-resources/integrated-marketing-communications-and-its-environment>

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THIRD SEMESTER

PART-III-GENERIC ELECTIVE-RECRUITMENT AND SELECTION

Maximum CIA:30

Maximum CE:70

Total Hours:60

Course Objective:

To familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization and to give an in-depth insight into various aspects of Human Resource Management and make them acquainted with practical aspect of the subject.

Unit I (12Hours)

Manpower Planning- Concept- Concepts of Recruitment – Meaning, Objectives, Importance of Recruitment Job Analysis – Concept, Description, Process and Methods, Job Design – Definition, Modern Techniques, Factors Affecting Job Design, Contemporary Issues in Job Designing– Case Study.

Unit II (12Hours)

Source or Type of Recruitment – (a) Direct/Indirect, (b) Internal/ External.Internal – Notification, Promotion Types, Transfer Types, Reference. External– Campus Recruitment, Advertisement, Job Boards, Website/Portals, Internship, Placement. Consultancies – Traditional (In-house, Internal Recruitment, On Campus, Employment and Traditional Agency). Modern (Recruitment Books, Niche Recruitments, Social media Recruitment, Service Recruitment and Candidate Paid Recruiters) Probing and head hunting - Pouching- Case Study.

Unit III (12Hours)

Selection – Concept of Selection, Criteria for Selection, Process, Advertisement and Application (Blank Format)- Screening – Pre and Post Criteria for Selection, Steps of Selection- Interviewing – Types and Guidelines for Interviewer and Interviewee, Types of Selection Tests, Effective Interviewing Techniques- Selection Hurdles and Ways to Overcome Them - Case Study.

Unit IV (12Hours)

Induction – Concept, Types – Formal/Informal, Advantages of Induction, - Orientation and On boarding of employees – Cold calling - Socialization – Types – Anticipatory, Encounter, Setting in, Socialization Tactics- Current Trends in Recruitment and Selection Strategies with respect to Service, Finance, IT, Law and Media Industry- Case Study.

Unit V (12Hours)

Preparing Bio-data and C.V- Social and Soft Skills Group Discussion and Personal Interview, Video and Tele Conferencing Skills- Presentation and Negotiation Skills, Aesthetic Skills- Etiquettes – Different Types and Quitting Techniques- Exit Interview – Meaning, importance- Case Study.

Course Outcome:

CO 1: Understand the Foundation of Recruitment, Concepts of Job Analysis and Job Design.

CO 2: Aware of the Various Sources of Recruitment.

CO 3: Understand the Concepts of Selection, Types of Tests in Selection, Interviewing Hurdles.

CO 4: Understand the Concepts of Induction, Socialization Tactics, Trends in Recruitment. .

CO 5: Prepare the CV, Interview Etiquettes.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L	H				L	M	H
CO2		H				L		M
CO3			M					H
CO4		M	L	H				H
CO5	L	M	M			L	M	H

Text Book

1. Vaneeta Raney, Dr. Veena Prasad, BoomaHalpeth, Arti Sharma, ByshiPanikar., Recruitment and Selection., Himalaya Publishing House., 1st Edition., 2015.

Reference Books

1. Human Resource Selection, Robert D. Gatewood and Hubert S. I, South western Cengage Learning, Mason, Ohio, 2016.
2. Staffing Organization, Herbert G. Heneman III, Timothy A. Judge, 5th Edition, McGraw Hill International.

Journals/Magazines

1. International Journal of Scientific and Research Publications
2. European Journal of Business and Management

Websites

1. <https://www.mooc-list.com/course/recruiting-hiring-and-onboarding-employees-coursera>
2. https://www.shrm.org/academicinitiatives/universities/teachingresources/Documents/09-0152%20Gusdorf_Instructor_Notes.pdf
3. <https://www.asu.edu/hr/documents/RecruitmentHandbook.pdf>

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THIRD SEMESTER

PART III – GENERIC ELECTIVE- LABOUR WELFARE AND INDUSTRIAL RELATIONS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

The course aims to provide an understanding, application and interpretation of the various labor laws and their implications for industrial relations and labor issues.

- Unit I (12 Hours)
Industrial Relations- Impact of Industrial Revolution- - The Management & Government-Factors Affecting IR- Approaches to IR- Causes of Poor Industrial Relations- Remedies. Trade Unions- Functions of Trade Unions in India, Types - Structure of Trade Unions in India - their strength and weakness- Case Study.
- Unit II (12 Hours)
Industrial Disputes Act 1947 – Causes - Handling and Settling Disputes. Strikes – Forms - Effects of Strikes- Lockout - Lay-off- Retrenchment& Closures - Misconduct - Employee Grievances – Redressal – Methods - Collective Bargaining - Principles and Forms of Collective Bargaining - Procedure- Condition for Effective Collective Bargaining - Case Study.
- Unit III (12 Hours)
The Factories Act, 1948 - The Payment of Wages Act, 1936 - The Minimum Wages Act, 1948 – The Payment of Bonus Act, 1965 – The Pension Act 1971 – Sexual Harassment at Workplace (Prohibition, Prevention, Redressal Act 2013)- Case Study.
- Unit IV (12 Hours)
The Maternity Benefit Act, 1961- The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952 – The Payment of Gratuity Act, 1972- Case Study.
- Unit V (12 Hours)
The Tamilnadu Shops & Establishment Act, 1947: Registration of Establishments- Shops & Commercial Establishments- Residential Hotels, Restaurants and Eating Houses- Theatres or Other Places of Public Amusement or Entertainment- Case Study.

Course Outcome:

- CO1: To Understand about Industries and Composition of Industry.
CO2: To Awareness about The Problems of Employee in Industrial Settings.
CO3: To Understand the Basics of Law that Pertained to Wages.
CO4: To Understand the Various Retirement Benefits for Employee.
CO5: To Understand the Rule that Pertained to Special Service Industry Establishment

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H	L				M		L
CO2	L	M					M	L
CO3			H			H		
CO4	L			M				
CO5	L					L		

Text Book:

1. Sinha. P.R.N, Industrial Relations, Trade Unions & Labour Legislation., 2nd Edition., Pearson Education., 2017

Reference Books:

1. N.D. Kapoor , Elements of Mercantile Law, 34th Revised Ed., Sultan chand & Sons, 2014.
2. P.C.Tripathi, Personnel Management & Industrial Relation, 21st Ed.,Sultanchand & Sons, 2013.

Journals/ Magazines:

1. Labour Welfare and Industrial Relation –World Wide Journals.
2. Journal of Workplace and Behavioral Health.
3. IJMRA-Labour Welfare Measures in Cement Industries in India.

Websites:

1. www.ijmra.us.
2. www.ijecbs.com.

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART-III-GENERIC ELECTIVE- PERFORMANCE MANAGEMENT**

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations. It is particularly intended for future managers who will develop suitable strategies & policies for performance management and conduct the performance appraisal of their subordinates.

Unit I (12 Hours)

Introduction to Performance management: Characteristics, Objectives and Principles of Performance Management, Performance Appraisal to Performance Management, Challenges to Performance Management - Case Study.

Unit II (12 Hours)

Performance Management System: Objectives, Functions, Characteristics of effective PMS, Competency based PMS, Electronic Performance Management. Performance Planning: Characteristics, Objectives, Importance & Methodologies, Process & Barriers to Performance Planning, Competency Mapping, Methods of Competency Mapping - Case Study.

Unit III (12 Hours)

Performance Appraisal: KRA, KPI, Process, Approaches, Methods & Common Rating Errors. Performance Monitoring: Characteristics, Process of Performance Monitoring. Appraisal of Millennials-Case Study.

Unit IV (12 Hours)

Performance Counseling: Principles of Performance Counseling, Performance Counseling Skills & Performance Counseling for higher job performance. Performance Management Implementation: Bottlenecks, Strategies & Factors affecting PM implementation, Building & Leading high performance team, Organizational Culture and Performance Management- Case Study.

Unit V (12 Hours)

Ethics in Performance Management: Principles, Ethical Issues & Dilemmas, Developing Code of Ethics, Performance Management in MNCs. Role of HR Professionals in Performance Management System: Appraising HR function, Future role of HR Professionals in Performance Management in Knowledge Millennium - Case Study.

Course Outcome:

CO 1: An outline of Performance Management System and its Challenges

CO2: Understand about the Performance Managing System and the Performance Planning Process in an Organization.

CO3: Explore and Apply Innovative ways of Rewarding Employee by Appraising and Monitoring the Employees.

CO4: Identify the Issues in the Employees and Perform Counseling and Implementation of the Changes.

CO5: Analyze Critical Ethical Issues Relating to Performance Management and the Future Role of HR Professionals in Performance Management.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L			L	M	M		
CO2		H			L			H
CO3	L						M	
CO4			M		L	L		M
CO5			M	L			H	

Text Book:

1. Rao, T.V, Performance Management: Toward Organizational Excellence, New Delhi: Sage Publishers, 2017.

Reference Books:

1. T V Rao, Performance Management & Appraisal Systems -Response Books, 2015
2. B D Singh, Compensation and Reward Management -Excel Books, 2014

Journals:

1. International Journal of Productivity and Performance Management
2. International Journal of Business Performance Management

Websites:

1. <https://www.mooc-list.com/course/project-performance-management-apnacourse>
2. <https://www.coursera.org/learn/employee-performance>

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THIRD SEMESTER

PART III – GENERIC ELECTIVE- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion of the course the students should have acquired the concepts and applications of investment settings.

Unit I (12 Hours)

Investment – Financial meaning of investment - Economic meaning of Investment Characteristics and objectives of Investment- Types of Investment - Investment alternatives Choice and Evaluation - Risk and return concepts- Case Study.

Unit II (12 Hours)

Securities Markets- Financial Market - Types of financial markets Participants in financial Market- Regulatory Environment Methods of floating new issues- Book building- Role & Regulation of primary market Stock exchanges in India- Case Study

Unit III (12 Hours)

Fundamental Analysis- Fundamental Analysis- Economic Analysis Economic forecasting - stock Investment Decisions- Forecasting Techniques Industry Analysis- Industry classification- Industry life cycle- Company Analysis Measuring Earnings- Forecasting Earnings- Applied Valuation Techniques Graham and Dodds investor ratios- Case Study

Unit IV (12 Hours)

Technical Analysis- Fundamental Analysis Vs Technical Analysis Points & Figures chart, bar chart, confidence index, RSA, RSI, Moving Average analysis, Japanese candlesticks, behavior of stock market prices, the market mechanism,- Market Indicators.- Trend , Trend Reversals Patterns- Moving Average & Exponential Moving Average Oscillators- Market Indicators- Efficient Market Theory- Case Study.

Unit V (12 Hours)

Portfolio Management- Portfolio Analysis- Portfolio construction, Portfolio Revision, active & passive strategies & formula plans in Portfolio Revision- Portfolio Performance & Evaluation, Sharpe, Treynor & Jensen's Measure,- Case Study.

Note: 80% of the Questions shall be on Theory, 20% of the Questions shall be on Problems in Share and Bond Valuation, Fundamental and Technical Analysis

Course Outcome

CO1: To Understand Investment Alternatives Choice and Evaluation and its Risk and Return Concepts.

CO2: To Get Depth Knowledge about Securities Markets and Methods of Floating New Issues through IPO.

CO3: To Know the Factors Influencing Fundamental Analysis and Applied Valuation Techniques.

CO4: This Unit will Help to Know the Factors Influencing Technical Analysis through Charting Methods.

CO5: On Completion of the Course, the Students are Expected to be Familiar with Different Concepts of Portfolio Management. They would Understand How to Develop an Efficient Portfolio based Upon Risk and Return Criteria.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M			L			L	L
CO2					L			M
CO3		H					M	L
CO4			M		M		M	L
CO5	M						M	L

Text Book:

1. PunithavathyPandian, Security Analysis and Portfolio Management, S.Chand (G/L) & Company Ltd; Second edition (2012)

Reference Books:

1. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 5th Edition, 2017.
2. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, Twelfth Revised Edition : 2016
3. S. Kevin ,Security Analysis and Portfolio Management, PHI Publication, 2012
4. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., Nineteenth Edition 2013

Journals/ Magazines:

1. Journal of Portfolio Management
2. Applied Security Analysis and Portfolio Management-Jstor

Websites:

1. www.jlem.com

Master Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**THIRD SEMESTER****PART III – GENERIC ELECTIVE - ADVANCED FINANCIAL SERVICES**

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion of the course the students must have gained knowledge from various financial services provided by NBFCs and the modes of raising capital from domestic and foreign market- mutual funds- venture capital- mergers and acquisitions.

Unit I (12 Hours)

Indian Financial System - Merchant Banking in India - Merchant Banking Services

Capital market, structure of Indian capital market, New issue Market – Issue Mechanism, IPO, Rights issue, private placement, Processes of Book – Building, Issue of Bonus Shares, Stock Options, Functions of new issue market. Stock Exchange: definition, features, functions, organization and structure, membership, speculators, listing of shares, trading procedures in stock exchange, Demat Account and depository services, SEBI-Meaning, objectives and functions, BSE,NSE, OTCEI, SENSEX, Nifty.(Only Theory) --Case Study

Unit II (12 Hours)

Hire Purchase -Features- Parties Involved- Tax Implications- Evaluation. Leasing – Features-Elements- Major players- Parties Involved- Leasing process- Types of Leasing- Legal Aspect-Lease Vs. Hire Purchase- Evaluation of Leasing -Case Study

Unit III (12 Hours)

Mutual Funds – Characteristics – Difference between Mutual Funds & Investment Companies- Operations of Mutual Funds- Types – Risk Associated with Mutual Funds – Net Asset Value – Importance of Mutual Funds - Regulation of Indian Mutual Funds – RBI Guidelines – SEBI Guidelines – New Regulations-Case Study

Unit IV (12 Hours)

Venture Capital – Characteristics- Objectives- Forms- Venture Capital Investment Process- Stages of Venture Capital Financing– Bills Discounting – Types of Bills – Precautions- Factoring- Features-Types-Functions of Factor- Process of Factoring - Forfeiting- Needs.

Unit V (12 Hours)

Mergers –Merger in Nature of Acquisition- Types of Mergers- Merger Process- Reasons- Disadvantages- Reasons for Strategic Failures in Acquisition- Acquisition/Takeovers-Types- Steps Involved in Takeovers- Difference between Mergers & Acquisition.

Course Outcome

CO1: The students will have Enhanced Awareness of Indian Financial System & Non Banking Financial Companies (NBFCs), Financial Inclusion, Micro finance and its Implication on the Economy.

CO2: Compare Hire-Purchasing and Leasing Concepts.

CO3: To Know about the Process of Mutual Funds and RBI Guidelines..

CO4: This Course will help the Students Meaningfully Participate in the Stages of Venture Capital and its Risk.

CO5: To Know the Reasons, Difference between Mergers & Acquisition.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1					M	H		M
CO2				H		M	H	
CO3	M						M	
CO4			H	H	L	L	H	
CO5	M		H	H		L	H	M

Text Book:

1. Dr. R. Shanmugam- Financial Services- Wiley India Pvt. Limited – 2009 – Third edition.

Reference Books :

1. Dr. S. Gurusamy- Indian financial System – Tata McGraw-Hill – Second edition - 2009
2. M. Y. Khan- Indian Financial systems- Tata McGraw-Hill- 8th Edition- 2019
3. Varshney. P. N. and Mittal D. K, Indian Financial System- Sultan Chand & Sons- 2015.
4. Management of Banking and Financial Services, Latha Suresh, Justin Paul, Pearson, 3/e, 2014.

Journals/Magazines

1. Journal of Financial Services Research – Springer
2. International Journal of Financial Services Management (IJFSM)

Websites

1. <http://www.economist.com/topics/financial-services>
2. <http://www.mckinsey.com/industries/financial-services/our-insights>
3. <http://www.zyen.com/publications/professional-articles/sectors/financial-services-articles.html>

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

PART-III- GENERIC ELECTIVE - TAXATION

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion in the course the student should have acquired the Basic knowledge on the tax structure, the income tax rates, the various sources of income, goods and services.

Unit I (12 Hours)

Concept of Tax, Nature and Characteristics, Direct and Indirect Taxes, Tax evasion, Tax planning, and Tax avoidance, Distinction between tax, fees and cess, Rights and powers of Taxation.

Unit II (12 Hours)

The Income Tax Act, 1961, Basis of taxation of Income, Basic Concepts, Person, Residential Status and incidence of Tax, Income from Salary, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources, Permissible deductions, Income Tax Authorities

Unit III (12 Hours)

Taxation of Individuals including Non-residents, Hindu Undivided Family, Firms, LLP, Association of Persons, Cooperative Societies, Trusts, Charitable and Religious Institutions

Unit IV (12 Hours)

Corporate Taxation – classification, Tax Incidence, computation of Taxable Income and Assessment of Tax Liability, Dividend Distribution Tax (DDT), Minimum Alternate Tax and other Special provisions relating to Companies Wealth Tax Act, 1957

Unit V (12 Hours)

GST, Introduction, Genesis, Council, Role of CBEC, features, Benefits, Good, Services, Input Tax Credit, Computation and Collection of CGST and SGST, Registration, Electronic Way Bills.

Course Outcome

CO1: Understanding of the tax, its nature and characteristics, and the basic concepts in tax, analyzing tax evasion, tax avoidance and tax planning.

CO2: Understanding the various sources of income for an individual and applying the concept to calculate the total income and tax liability of an individual.

CO3: Understanding the sources of income for HUF, Firms, AOP etc., and the tax structure for various persons.

CO4: Understanding the computation of corporate tax and its implications, MAT

CO5: Understanding the concept of GST, its implications on revenue on central and state governments, and collection of CGST and SGST

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L		L	M			H	H
CO2	L		L				H	M
CO3	L		L				H	M
CO4				L			H	
CO5				L			H	

Text Book:

1. Students guide to Income Tax – Vinod K Singhanian – Taxmann Publications, 2017.
2. GST in India – Sumit Dutt Majumdar, 2016.

Reference Books:

1. The Law and Practice of Income Tax – Arvind P Datar, Kanga and Palkivala – LexisNexis, 2014.

Journals /Magazines (Online):

1. <http://nptel.ac.in/courses/109104071/Module7/lecture28.pdf>

Websites:

1. <http://www.gstindia.com/goods-and-service-tax-a-detailed-explanation-with-examples-2/>
2. <http://www.dor.gov.in/Gstintro>
3. http://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper7-Revised.pdf
4. <https://sol.du.ac.in/mod/book/view.php?id=805&chapterid=454>

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THIRD SEMESTER

PART-III- GENERIC ELECTIVE-SUPPLY CHAIN MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion of the course the student should understand to manage the interaction of business functions across companies in the supply chain management.

Unit I (12 Hours)

Introduction to Supply Chain Management - Concept of SCM –Components – Features – The Need for Supply Chain- Understanding the Supply Chain Management– Participants in Supply Chain – Levels of Supply Chain, Role of a Manager in Supply Chain - Case Study

Unit II (12 Hours)

Strategic Issues in SCM - the Supply Chain Revolution Strategic Warehousing – Warehousing Operations –Warehousing Ownership Arrangements – Warehouse Decisions-Case Study

Unit III (12 Hours)

Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply Chain Decision Making - Supply Chain Synchronization – case study

Unit IV (12 Hours)

Role of Transport in supply chain – Basic Modes of Transportation – Characteristics of different Modes - Transport Functionality–Transport Administration – Documentation –Case Study

Unit V (12 Hours)

Rationale for ERP Implementation – ERP System Design – Supply Chain Information System Design – Enterprise Facility Network – Warehouse requirements - Case Study

Course Outcome

CO1: The students understand the Concepts and components of supply chain management.

CO2: Students Aware about the strategic issues in supply chain management.

CO3: Understand the basics of supply chain network performance.

CO4: The students understand the Introduction to transportation in supply chain management.

CO5: Understand the ERP implementation an its design.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		L				M		L
CO2	M		H				M	
CO3				M	M			L
CO4	L		L		M		M	
CO5		M				H		

Text Book:

1. Logistics and Supply Chain Management, by. D.K.Agarwal, Macmillan Publishers India Limited, 2009, 8th edition.

Reference Books:

1. Supply Chain Logistics Management, by. Bowersox, Closs, Cooper, McGraw Hill, 2017.
2. Supply Chain Management (Strategy, Planning and Operation), by. Sunil Chopra, Peter Meindl, Pearson Education, India, Global Edition, 2015.

Journals/Magazines

1. International Journal of Logistics Systems and Management.
2. Supply Chain Management: An International Journal : EmeraldInsight.
3. International Journal of Logistics Research and Applications.

Websites

1. <http://www.inboundlogistics.com/cms/tags/articles/supply-chain-management/>
2. http://www.scmr.com/article/supply_chain_management_in_2015_and_beyond
3. http://www.logisticsmgmt.com/topic/tag/Supply_Chain_Management

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THIRD SEMESTER

PART III - GENERIC ELECTIVE – LOGISTICS MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course objective

On successful completion of the paper the student should understand to manage the interaction of business functions across companies in the Logistics Management.

Unit I (12 Hours)

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system- Case study.

Unit II (12 Hours)

Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurement- Case study.

Unit III (12 Hours)

Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations- Case study.

Unit IV (12 Hours)

Warehouse Management Systems Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a package factors affecting choice of packaging materials- Case study.

Unit V (12 Hours)

Organization for effective logistics performance – centralized and decentralized structures – stages of functional aggregation in organization, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centers in Integrated Logistics Role of 3PL and 4PL – Principles of LIS- Case study.

Course outcome:

CO1:Ability to analyze and make decisions that impact the performance of the firm as well as the entire Logistics system.

CO2:To Analyze the strengths and weaknesses of various transportation modes and warehousing materials handling.

CO3:To develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops.

CO4: To develop the strategies that can be taken to manage inventories, including deciding the timing and quantity for replenishments without hurting the level of product availability along with costs of warehousing and materials handling activities.

CO5:To use computing software to solve various logistics decision-making problems, including inventory policies and vehicle routing.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				H	M	H		M
CO2	H			H		M	H	
CO3	L						M	
CO4	H		H		L	L	H	
CO5			H	H		L	H	M

Textbook:

1. D.K.Agarwal, Logistics and Supply Chain Management, Macmillan Publishers India Limited, 2009, 8th edition

Reference Books:

1. Logistics Management and Seaborne Trade, by Muthiah K, Himalaya Publishing House 2014.
2. Logistics and Supply Chain Management, by Martin Christopher, Pearson Education, 2016.
3. Business Logistics and Supply chain Management, by. Ronald H. Ballou, Pearson Education, 2011

Journals/Magazines:

1. International Journal of Logistics Systems and Management.
2. Supply Chain Management: An International Journal : EmeraldInsight.
3. International Journal of Logistics Research and Applications.

Websites:

1. <http://www.inboundlogistics.com/cms/tags/articles/supply-chain-management>
2. http://www.scmr.com/article/supply_chain_management_in_2015_and_beyo
3. http://www.logisticsmgmt.com/topic/tag/Supply_Chain_Management

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THIRD SEMESTER

PART-III- GENERIC ELECTIVE-SUPPLY CHAIN ANALYTICS

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To provide a strong foundation in supply chain analytics in order to handle complex data bases and deliver effective visualization product and comprehensive reports.

Unit I (12 Hours)

Introduction to supply chain management – evolution of supply chain management – analytics in supply chain management – supply chain planning – different view of supply chain – case study.

Unit II (12 Hours)

Supply chain strategy – supply chain drivers – developing supply chain strategy – strategic fit in supply chain – demand forecasting in supply chain – case study.

Unit III (12 Hours)

Bullwhip effect and time series analysis – exponential smoothing method of forecasting – Measures of forecasting errors – tracking signal and seasonality models – forecasting using multiple characteristics in demand data – case study.

Unit IV (12 Hours)

Inventory management in supply chain – Multi echelon inventory management – multi echelon inventory management stations – case study.

Unit V (12 Hours)

Network design in supply chain – network design in global supply chain – alternative channels of distribution – location decisions in supply chain – different types of analytics in supply chain - case study.

Course Outcome

CO1: The students understand the Analytics in supply chain management.

CO2: Students Aware about the Strategic fit in supply chain.

CO3: Understand the basics of bullwhip effect and time series analysis.

CO4: The students understand the Multi echelon inventory management.

CO5: Understand the Network design in supply chain.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				L			H	
CO2	L	H				H		
CO3	M				M		M	
CO4		M					L	
CO5			M		M			M

Text book:

1. Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies”, by. Stadler Hartmut and Kilger Christoph, Third Edition, Springer, 2010.

Reference book:

1. Dynamic Modelling for Supply Chain Management, by. Marquez Adolfo Crespo Springer, 2010
2. The Logic of Logistics Theory, Algorithms, and Applications for Logistics Management, Simchi-Levi, David, Chen, Xin, Bramel, Julien, Third Edition, Springer, 2014
3. Supply Chain Analysis: A Handbook on the Interaction of Information, System and Optimization, by. Tang Christopher S, Teo Chung-Piaw and Wei Kwok-Kee (Eds), Springer, 2008.

Journals

1. International Journal of Logistics Research and Applications.
2. Supply Chain Management: An International Journal : EmeraldInsight.
3. International Journal of Logistics Systems and Management.

Websites

1. <http://www.inboundlogistics.com/cms/tags/articles/supply-chain-management>
2. http://www.scmr.com/article/supply_chain_management_in_2015_and_beyond
3. http://www.logisticsmgmt.com/topic/tag/Supply_Chain_Management

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FOURTH SEMESTER

PART III - INTEGRATED: III-ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course objective:

Highlight the need for entrepreneurship and to familiarize the growth in entrepreneurship in India and expose the students regarding the assistance from financial Institutions and Government.

Unit I (12 Hours)

Entrepreneur- Meaning – Importance – Qualities, Nature Types, Traits, Culture, Similarities and Differences between Entrepreneur and Intrapreneur. Professionalism vs Family Business Management, Startup Ecosystem, Entrepreneurship in Residence, Freelancing – Entrepreneurial Environment- Case Study.

Unit II (12 Hours)

Evolution in Entrepreneurs – Entrepreneurial Promotion: Training and Developing Motivation: Factors – Mobility in Entrepreneurs – Entrepreneurial Change – Occupational Mobility – Factors in Mobility – Role in Consultancy Organizations in Promoting Entrepreneurs – Forms in Business for Entrepreneurs- Case Study.

Unit III (12 Hours)

Project Management: Sources in Business Idea – Project Classifications – Identifications – Formulation and Design – Feasibility Analysis – Preparation in Project Report and Presentation. Financial analysis – Concept and Scope – Project Cost Estimate – Operating Revenue Estimate – Ratio Analysis – Investment Process – BE Analysis- Social Cost Benefit Analysis-Project Appraisal Methods-Project Report Preparation - Case Study.

Unit IV (12 Hours)

Project finance: Sources in Finance-Institutional Finance-Role in developmental bank and Commercial Bank- Appraisal in Bank For Loans. Institutional Aids for Entrepreneurship Development – Role in DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, SHG, Functions of MSME, MUBRA Bank and the Role of Venture capitalist, Angel Investors - Entrepreneurial Guidance Bureau – Approaching Institution for Assistance - Case Study.

Unit V (12 Hours)

Setting Small Scale Industries- Location in Enterprise – Step in Setting SSI unit – Problems in Entrepreneurs – Sickness in Small Industries – Reason and Remedies – Incentives and Subsidies- Evaluating Entrepreneurial Performance – Rural Entrepreneurship – Case Study.

Course Outcomes:

CO 1: Understand the basic concepts of Entrepreneurship.

CO 2: Understand the scope of entrepreneurship.

CO 3: Understand the project selection procedure.

CO 4: Awareness about the financial institution in rendering financial services.

CO 5 : Awareness about schemes that available for retrieving sick industry.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L			L	H	H		M
CO2	L			L	H	H		M
CO3			L	L	L	L	M	L
CO4	L						M	
CO5			M			H		

Text Book:

1. Vasanth Desai., Dynamics in entrepreneurial Development and Management, Himalaya publishing house, 2015, Fifth Edition, New Delhi.

Reference Books:

1. Dr.N.P.Srinivasan ,Dr.C.B.Gupta, Entrepreneurial Development, Sultan Chand & Sons; 2017. edition.
2. S.S.Khanka – Entrepreneurial Development, Sultan Chand& Sons; 2015.

Journals/Magazines

1. International Journal of Entrepreneurship and Small Business
2. The Journal of Entrepreneurship | SAGE Journals
3. International Journal of Entrepreneurship and Project Management

Websites

1. www.entrepreneur.com/topic/project-management
2. <https://www.freelancer.com/community/entrepreneurship/project-management>
3. <https://innovation-entrepreneurship.springeropen.com/articles>

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

PART-III-INTEGRATED-IV-STRATEGIC MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

The course is designed to assist the students in understanding and developing the holistic perspective of enterprise.

- Unit-I (12Hours)
Introduction to SM- Policy –Strategy- Tactics- Strategic Planning- Strategic Decision Making- Strategic Management Process-Strategic Intent- Vision- Mission- Goals & Objectives – Case Study.
- Unit-II (12Hours)
Environmental Analysis - Environmental Factors- Industry Analysis- Competition Analysis- Scenario Development- Organizational Analysis – TOWS Matrix - Strategic Audit-SWOC- Case Study.
- Unit-III (12Hours)
Corporate Strategies - Business Strategies – ETOP - GAP Analysis - Balance Score Card - Case Study.
- Unit-IV (12Hours)
Choice of Strategy - Mc Kinsey's 7 S Frame Work- GE 9 Cell Model - Selection of Matrix – Structural Implementation- Forms of Organization structure Politics - Case Study.
- Unit-V (12Hours)
Behavioral Implementation- Leadership styles – Organization Culture- Organization Politics- Designing Strategic Control Systems- Matching Structure & Control to Strategy - Techniques of Strategic Evaluation & Control - Case Study.

Course Outcome:

- CO1: Understand the fundamentals of strategic management.
- CO2: To understand the fundamental principles of and relationships among business functions such as: finance, human resources, marketing, and operations.
- CO3: To understand the relationships of business to individuals, other organizations, government and society.
- CO4: Analyze the integrative nature of strategic management & Create strategy -implementation plans.
- CO 5: To serve as an opportunity to develop skills for strategic thinking and analysis, leadership and design strategic control system.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H							M
CO2			H				M	
CO3		L			M		M	
CO4				H			H	
CO5		L			L	H		L

Text Book

1. Prasad.L.M., Strategic Management., Sultan Chand & Sons., 6th Thoroughly Revised Edition., 2018.

Reference Books

1. Francis Cherunilam., Strategic Management, Himalaya Publishing House, 3rd Edition., 2018.
2. Srinivasan.R., Strategic Management- The Indian Context., 5th Edition., Prentice-Hall of India Pvt. Limited, 2014.

Journals/Magazines

1. SMJ - SMS | Strategic Management Journal.
2. International Journal of Strategic Management.
3. Strategic Management Journal – SCImago.

Websites

1. <https://www.linkedin.com/pulse/5-most-popular-strategic-management-articles-nishlan-pillay>
2. <https://hbr.org/2015/03/defining-strategy-implementation-and-execution>
3. <https://channels.theinnovationenterprise.com/articles/the-art-in-strategy-formulation>

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FOURTH SEMESTER

PART-III- GENERIC ELECTIVE - SERVICES MARKETING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

This course aims at making students to understand and appreciate the growing importance of services in every organization and to provide an in-depth understanding of the unique challenges inherent in managing and delivering quality services.

Unit I (12 Hours)

Introduction to service marketing: Definition – Classification of services - Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Role of Services in Economy - Challenges and issues in Services Marketing – case study.

Unit II (12 Hours)

Service marketing opportunities: Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Understanding customer expectations and zone of tolerance - Service market segmentation, targeting and positioning – case study.

Unit III (12 Hours)

Service design and development Service Life Cycle: New service development - Quality Issues and Quality Models – Service Blue Printing – GAP's model of service quality – Measuring service quality – SERVQUAL – Service Quality function development - Services failure, service recovery, Customer retention, Customer Relationship management – case study.

Unit IV (12 Hours)

Service delivery and promotion: Service product planning - Positioning of services – Services promotions - Services distributions - Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication - Role of technology in services marketing – case study.

Unit V (12 Hours)

Marketing of Services in Practice: Service strategies - Service Marketing Strategies for health care services – Hospitality – Tourism Services Marketing – Marketing of financial services – Logistics management – Marketing of educational services – Entertainment & public utility Information technique Services – case study.

Course Outcomes:

CO 1: Demonstrate an extended understanding of the unique characteristics and challenges of services marketing.

CO 2: Demonstrate knowledge of the extended marketing mix for services.

CO 3: Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.

CO 4: Prepare, communicate and justify marketing mixes and information systems for service-based organizations.

CO 5: Critically appraise the way in which this theory can be practically applied in the service sector.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H	L				M		L
CO2	L	M					M	L
CO3			L			H		M
CO4	L			M				
CO5	L					L		

Text Books:

1. Christopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th Edition 2011.

Reference Books:

1. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.
2. Valarie Zeithaml et al, Services Marketing, 5th International Edition, 2007.

Journals

<https://www.tandfonline.com/toc/wzps20/21/1>

<https://www.scimagojr.com/journalsearch.php?q=130049&tip=sid>

<https://www.emeraldgrouppublishing.com/jsm.htm>

Websites:

<https://www.ebsglobal.net/documents/course-tasters/english/pdf/h17se-bk-taster.pdf>

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.475.4612&rep=rep1&type=pd>

<https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning>

https://books.google.co.in/books/about/Services_Marketing.html

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FOURTH SEMESTER

**PART III - GENERIC ELECTIVE - DIGITAL AND SOCIAL MEDIA
MARKETING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

The Course aim to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success and to get introduced to various digital channels, their advantages and ways of integration.

Unit – I

(12 Hours)

Introduction to digital marketing: Strategies in Digital Marketing - Aligning Internet with Business Objectives – User Behaviour & Navigation - Branding & User Experience - Stakeholders in Search - Customer Insights - Case Study.

Unit – II

(12 Hours)

Search marketing and web site analytics: Campaign Management - Conversion Tracking - Targeting & Analytics – Keyword Selection -Conversion Metrics: CPA, CTR - Goal Configuration &Funnels - Intelligence Reporting - Conversions, Bounce Rate, Traffic Sources, Scheduling etc-Case Study.

Unit – III

(12 Hours)

Social media: What is Social Media Marketing? - Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and Flickr- Google Ads, Facebook Ads and Instagram Ads - Building Brand Awareness Using Social Media - Social Media Management-Case Study.

Unit – IV

(12 Hours)

Email and mobile marketing: User Behaviour - Market Segmentation, Key Metrics - Best Practice Case Studies - Split Testing - Campaign Process Optimisation - SMS Strategy - Mobile Advertising - Mobile Optimized Websites - 7 Step Process for Mobile Apps - Proximity Marketing - Strategic Steps - Review & Testing -Case Study.

Unit – V

(12 Hours)

Display advertising and strategic planning: Tracking your Campaign - Optimizing the Campaign - Campaign Planning - Running Effective Ads - Situation Analysis, Planning, Budget, Measurement - Information Gathering & Research - Key Strategy & Planning Concepts & Methodologies -Case Study.

Course Outcome

CO 1: Understand what social media is, the various channels through which it operates and its role in marketing strategy.

CO 2: Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers.

CO 3: Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks.

CO 4: Measure the impact of a social media campaign in terms of a specific marketing objective.

CO 5: Implement the camping strategy.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M			M		M		H
CO2	M				H	H	L	M
CO3	L		L		H	H		
CO4		M					H	
CO5		L					L	M

Text Book

1 Dave Chaffey, Fiona Ellis Chadwick, Digital marketing, Pearson publications, 6th edition, 2016.

Reference Books

1 Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz, Digital and Social Media Marketing, Routledge publishers, 2017.

2 Bell, D., J. Choi, and L. Lodish, "What Matters Most in Internet Retailing" Sloan Management Review. 2012.

Journals

1 <https://www.pauladaunt.com/books/Social%20Media%20Marketing.pdf>

2 <http://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf>

Websites:

<https://www.smartinsights.com/social-media-marketing/>

<https://www.intechinc.com/blog/the-best-online-resources-for-digital-marketing/>

<https://www.wordstream.com/social-media-marketing>

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FOURTH SEMESTER

PART-III- GENERIC ELECTIVE-AGRICULTURAL AND RURAL MARKETING****

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To create awareness about the applicability of the concepts, techniques and process of marketing in rural context.

Unit-I (12 Hours)

Agricultural Marketing - Concepts- Objectives - Importance- History- Growth- Challenges - Farm products - Marketing- Packaging – Material – Types - Transportation - Methods- Case Study.

Unit -II (12 Hours)

Market for agricultural inputs – Nature of demand – Nature of competition - Storage and Warehousing – Marketing Agencies & Institutions - External Trade in Agricultural products – Financing - Case Study.

Unit –III (12 Hours)

Introduction to rural market – Nature and attractiveness - Factors affecting rural market - Rural Consumer - Rural Marketing Mix - Rural vs Urban Marketing - Rural Marketing Environment - Rural Consumer Behaviour - Factors - Bases in Segmentation – Targeting – Positioning - Case Study.

Unit-IV (12 Hours)

Product Strategy - Product Classifications – Significance – Scope – Product mix – Competitive Product strategies - Pricing strategy – concepts – Significance & Objectives policies - Case Study.

Unit-V (12 Hours)

Distribution Strategy - Distribution Channels – Old, new, pragmatic approaches – approaches strategy - Promotion Strategy – exploring – target audience – Designing - Case Study.

Course Outcome

CO1: The students understand the Agricultural marketing concepts.

CO2: Students Aware about the marketing agencies & institutions.

CO3: Understand the basics of rural marketing concepts and environment.

CO4: The students understand the various product strategies.

CO5: Understand the distribution strategy and distribution channels.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M				M			M
CO2		L	M				L	
CO3		L			M		H	
CO4			H	L				
CO5				M		H		

Text Book:

1. Krishnamacharayalu.C.S.G & Lalitha Ramakrishnan., Rural Marketing Text & Cases, Pearson, 2ndEdition, 2012.

Reference Books:

1. Pradeep Kashyap with a Foreword by Jagdish.N.Sheth., Rural Marketing, Pearson, 2nd Edition, 2012.
2. T.P.Gopaldasamy., Rural Marketing - Environment, Problems and Strategies, Vikas Publishing House, 2010.

Journals/Magazines:

1. International Journal of Rural Management | SAGE Journals
2. Rural Marketing Association of India: RMAI
3. International Journal of Agricultural Marketing - Premier Publishers

Websites:

1. http://agritech.tnau.ac.in/agricultural_marketing/agrimark_India.html
2. <http://www.economicdiscussion.net/agriculture/marketing/agricultural-marketing-in-india-defects-and-their-remedial-measures/12854>
3. <https://www.ibef.org/industry/indian-rural-market.aspx>

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FOURTH SEMESTER

PART-III-GENERIC ELECTIVE- PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To develop the self and personality of an individual with exercises and experiential learning.

- Unit I (12 Hours)
Personal Growth- Meaning - Self Definition and Perception, Johari Window– Gaining Self Knowledge, Self-Knowledge, Self-awareness, Self-effectiveness, Self-presentation motives and Strategies, Self-monitoring- Case Study.
- Unit II (12 Hours)
Understanding human personality- Meaning & Determinants- PF 16- Guilford Peogut- Emotional Intelligence- Meaning, Dimensions and Emotionally Intelligent Organizations- Assertive Training: Nature, importance & relevance to organizational life - Assertion and aggression- Case study
- Unit III (12 Hours)
Personal Change meaning, nature and requisites. Locus of control- Habit formation- Habits of personal effectiveness- Goal Setting, SMART Principles & Conflict Management- Creativity and Innovation- Blocks to creativity- Convergent & Divergent thinking- Six thinking Hats-Case Study.
- UnitIV (12 Hours)
Transactional Analysis: Introduction, Ego States, exclusion contamination, strokes, Life positions, Types of Transactions, Time Structures - Withdrawal, Rituals, Pastimes, activities, games - types, Stamps, Rackets and sweat shirts, scripts. Advantages and disadvantages of TA- Case Study.
- Unit V (12 Hours)
Counseling - Introduction - other interventions - steps, Elements of Counseling - Counseling in organizations, Training for Counseling. Anxiety and stress, an introduction to NLP- Case Study.

Course Outcome:

- CO 1: Understand about the self-concepts& Strategies.
- CO 2: Know about the concepts of human personality, assertive training and emotional intelligence of people.
- CO 3: Understand the concept of personal change, Creativity and innovation.
- CO 4: Understanding the concepts & Application of Transactional Analysis tools and techniques.
- CO 5: Get to know about counseling and its methods and counseling in organizations.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M	H		M	L		H	M
CO2	H	H	M	L		H	M	M
CO3				H			M	
CO4		M				M		
CO5			M	M		H	M	

Text Book:

1. P M Meera Mohiadeen, Managing Interpersonal Effectiveness, Nahidha Publishers, 2018.

Reference Books:

1. S. Narayan Rao & Prem Sahajpal, Counseling and Guidance, McGraw Hill Publishing Co. Ltd, New Delhi, 2017.
2. Hunskar & Robbins, Training in Interpersonal Skills, Pearson Publishers, 6th edition, 2013.

Journals/Magazines:

1. Psychology and Behavioral Sciences, Science Publishing Group (an open access publisher)
2. International journal of psychology, Wiley-Blackwell

Websites

1. www.helpself.com

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FOURTH SEMESTER

PART-III- GENERIC ELECTIVE– COACHING AND MENTORING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course objective:

To create an awareness and understanding about the coaching and mentoring techniques in which students have to work as mentor as well as coach by handling their own team for a successful and effective performance.

Unit I (12 Hours)

Coaching and mentoring meaning, definitions – the difference between coaching and mentoring – benefits of coaching and mentoring - coaching and mentoring as performance management. Mentoring/ coaching lifecycle or different phases – practical hints and tips for each stage - Case study.

Unit II (12 Hours)

Understanding poor performance – reasons for poor performance – more discussions on attitude problems –key roles and responsibilities of mentor/coach – what makes and effective mentor/coach? – KSA of mentees /coaches – KSA of mentors/coaches - Case study.

Unit III (12 Hours)

The coaching continuum – characteristics of a successful coach – skills of a great coach – performance management basics – benefits, laying the foundation for successful performance management – code of professional conduct and ethics- Case study.

Unit IV (12 Hours)

preparing the mentees/coaches : suggestions for getting started – preparing mentor/coach models: the grow model, egan’s skilled helpers model, oskar model, wheel of life model, ideal problem solving model, clear model – importance of goal setting and PDPs - Case study.

Unit V (12Hours)

Performance development program(PDP) – giving feedback – feedback giving & receiving hints and tips - coaching a team – building high performance team – team assessment – twelve conditions for a high performance team – achieving a high performing team - Case study.

Course Outcome:

CO1:Best knowledge about the coaching and mentoring as performance management& its phases.

CO2: Awareness about key roles and responsibilities of mentor/coach

CO3: Understand the value successful coach and foundation for successful performance

CO4: Better understand the models of coaching and mentoring.

CO5: Understand the role of Performance development program in team performance.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M			M		M	H	H
CO2	M	H			H	H		
CO3	L		L				L	M
CO4		M					H	
CO5			H				L	M

Text Book:

1. Julie Haddock Millar & Eliot Tom, Coaching and Mentoring for Work-life Balance, Routledge Publishing, 2019.

Reference Books:

1. W. Brad Johnson&Charles R. Ridley, The Element of Mentoring, St. Martin's Press, 3rd ed. Edition, 2018.
2. Ravi Shankar Gundalapalli, The Art of Mentoring, CreateSpace Independent Publishing, 2017.

Journals/ Magazines:

1. The International Journal of Mentoring and Coaching.
2. The Scope of coaching in the context of organizational change.

Websites:

1. <https://www.thebcfgroup.co.uk/business-coaching/coaching-and-mentoring-for-managers.php>
2. <http://www.coachingnetwork.org.uk>

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FOURTH SEMESTER

PART III - GENERIC ELECTIVE – **HUMAN RESOURCE ACCOUNTING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course objective:

To explicate the relevant knowledge on taking decisions based on monetary valuation of employees, and to give comprehensive understanding of structured HR accounting decisions on budgeting.

Unit - I (12 Hours)

Meaning & Definition of HRA – Importance - Development of the Concept – History of Score Card - HRA for Managers & HR Professionals – HR business partnership- Investment in Human Resources – Quality of Work Force and Organizations’ Performance – Modern Market Investment Theory - Enumerating the Assets- Calculating the Market Value of Assets – Illiquid and Non- Marketable Assets – Human Capital – Case study

Unit – II (12 Hours)

Human Resource Planning – Human Capital Investment – Expenditure Vs Productivity – Training – Human Capital & Productivity - Human Resource Accounting – Measurement of Human Value addition into Money Value – Objectives of Human Resources Accounting – Approaches to Human Resource Accounting - Case study

Unit – III (12 Hours)

Investment Approach – Investment in Human Resources - HR Value – Concepts, Methods & Mechanisms - Recruiting and Training Costs – Depreciation – Rates of Return – Organization Behavior Vs Turnover – Non Value Adds in the Management of Human Resources, Measures and Prevention - Case study

Unit - IV (12 Hours)

HR Accounting – Design, Preparation & Implementation - Responsibility Accounting and Management Control - Management Control Structure and Process - Design of HR Accounting Process & Procedures for each of the HR Sub-system including Recruitment, induction, Performance Appraisal and Training - Classification of Costs in HR Accounting – Behavioral Aspects of Management Control – Social Control - Case study

Unit - V (12 Hours)

HR Auditing and Accounting – HRA Software - HRA Oriented Reporting Processes Including P & L Accounts & Balance Sheet - Experiences and Extrapolations on HRA. Reference - Case study

Course Outcome:

CO1: Adequate Knowledge in Modern Theory concept

CO2: Capable to do planning for productivity

CO3: Clear Knowledge in Investment Approach

CO4: In depth knowledge in HR Accounting concepts and Managements

CO5: Trained to use HRA Software to do accounting and auditing

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1				H	M	H		M
CO2	H			H		M	H	
CO3	L						M	
CO4	H		H	H	L	L	H	
CO5			H	H		L	H	M

Text book:

1. Dr. TruptiShivram, Human Resource Accounting & Auditing, Himalayan Publishing House, First edition, 2019.

Reference books:

1. Dr. P K Sinha & Dr. Padmini, HR Accounting & compensation management, Everest Publications, First edition, 2018.
2. Nisamudheen. T, Human Resource Accounting & Auditing, Lakshmi Book Publications, 2016.

Journals:

1. Global Journal of Management and Business Research Accounting and Auditing
2. IOSR Journal of Business and Management.

Websites:

1. https://shodhganga.inflibnet.ac.in/bitstream/10603/148281/8/08_chapter%202.pdf
2. https://www.researchgate.net/profile/Sunil_Kumar649/publication/325358064_Human_Resource_Accounting_and_Organisational_Performance/links/5b0779920f7e9b1ed7f1e392/Human-Resource-Accounting-and-Organisational-Performance.pdf

Master of Business Administration Degree Examination- Syllabus for candidates admitted from the academic year 2019-2020 onwards**FOURTH SEMESTER****PART-III- GENERIC ELECTIVE -PRINCIPLES AND PRACTICES OF BANKING**

Maximum CIA:30

MaximumCE:70

Total Hours: 60

Course Objective:

To understand the banking system and structure in India and to know the nature of banker-customer relationship.

Unit – I (12 Hours)

Banking system and structure in India- Evolution of Indian Banks-Types of banks –Public Sector, Regional Banks, Fundamental role and evolution - Banking structure in India – Licensing of banks in India - Branch licensing - Foreign Banks - Private Banks –Capital and Voting rights – Dividend - Corporate Governance - CRR -SLR – Repo - Reverse Repo - Open Market Operations -Role of Reserve Bank and GOI as regulator of banking system – Provisions of Banking Regulation Act & Reserve Bank of India Act- Case Study.

Unit – II (12 Hours)

Banker and customer – Types of relationship between banker and customer – Bankers obligations to customers – Right of lien, setoff, appropriation–Bankers legal duty of disclosure and related matters. Customers` accounts with banks – Opening- operation – KYC norms and operation – Types of accounts and customers – Nomination – Settlement of death claims-Case Study.

Unit – III (12 Hours)

Banking Technology- Concept of Universal Banking-Home banking – ATMs- Internet banking – Mobile banking- Core banking solutions – Debit, Credit, and Smart cards – Electronic Payment systems-MICR- Cheque Truncation-ECS- EFT – NEFT-RTGS- Case Study.

Unit – IV (12 Hours)

Banker as lender – Types of loans – Overdraft facilities – Discounting of bills – Financing book dates and supply bills- Charging of Security bills- pledge – mortgage – assignment. Asset Liability Management (ALM) in banks: Components of Liabilities and Components of Assets, Significance of Asset Liability management, Purpose and objectives. Prerequisites for ALM, Assets and Liabilities Committee (ALCO)- Activities of ALCO- Case Study.

Unit – V (12 Hours)

International banking – International Banking: Exchange rates and Forex Business, Correspondent banking and NRI Accounts, Letters of Credit, Foreign currency Loans, Facilities for Exporters and Importers, Role of ECGC, RBI and EXIM Bank-Case Study.

Course Outcome

CO1: Help to understand Indian Banking system and structure in India.

CO2: This unit focused Banker and customer relationship, Obligation.

CO3: Help to know the Banking Technology as MICR, Cheque Transaction, ECS, EFT, NEFT & RTGS.

CO4: How Asset Liability Management (ALM) in banks are working.

CO5:To know the International banking Techniques in Facilities for Exporters and Importer.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L		L			L		
CO2				L		M		
CO3		L				M		M
CO4		L				M		L
CO5			M				M	L

Text Book:

1. Natarajan & Gordon: Banking Theory and Practice, 3rd revised edition, 2015, Margham Publications, Chennai.

Reference Books:

1. Sundharam and Varshney, Banking theory Law & Practice, Latest Ed, Sultan Chand & Sons, 2015, New Delhi.
2. Indian Institute of Banking and Finance, Principles and Practices of Banking, 2nd Edition, 2015, Macmillian, Mumbai.
3. Maheswari S.N, Banking Law & Practice, 2014, Kalayani Publications, New Delhi
4. NSE Academy's Banking Sector Module Handbook, 2017

Journals / Magazines:

1. The IUP journal of Bank Management, IUP Publications
2. Journal of Accounting and Finance, The Research Development Association Jaipur (INDIA)

Websites:

1. <http://kalyan-city.blogspot.com/2011/02/what-is-bank-introduction-definition.html>
en.wikipedia.org/wiki/Bank account
2. www.allbankingsolutions.com/Banking-Tutor/ALM.shtml

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FOURTH SEMESTER

PART-III- GENERIC ELECTIVE -RISK MANAGEMENT AND INSURANCE

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion in the course the student should have acquired the functioning in Insurance Industry in India.

Unit – I (12 Hours)

Risk – Risk identification evaluation, Property and liability Loss exposures, Life, Health, and Loss of Income exposures and non insurance risk management techniques. Selecting and Implementing Risk management techniques- Advance issues in risk Management- Case Study.

Unit – II (12 Hours)

Property and liability risk Management- Risk Management of commercial property, Business liability and risk management insurance - Workers' compensation and alternative risk managing- Case Study.

Unit – III (12 Hours)

Risk Management of Auto owners - Insurance Claims –the need for insurance-personal automobile policy-personal automobile rating- premium and death rates-cost containment advances in driver and auto safety. Risk management of home owners policy coverage-perils covered by the policy-flood Insurance-personal articles floater-personal risk management- Case Study.

Unit – IV (12 Hours)

Fire & theft Insurance- Burglar Insurance- Loss of life –types of life insurance- tax incentives for life insurance- Life insurance contract provisions. Loss of Health- Health insurance providers- mechanics of cost sharing - health insurance policy provisions – health care reforms. Annuities- structures of annuities- annuity characteristics- annuity taxation - Case Study.

Unit – V (12 Hours)

Regulation for Life and General insurance-Reinsurance, micro-insurance, Licensing of insuring agent, registration of insurance companies and protection of policy holders- IRDA Act-Duties/Powers of IRDA- Investment norms.

Course Outcome

CO1: Risk identification and Risk management techniques in Life & Health.

CO2: This unit focused Property and liability risk Management.

CO3: Help to know the Risk Management of Auto owners and Home owners' policy coverage.

CO4: This unit focused Health Insurance, Annuities and Employees benefit.

CO5: Recent scenario in Life and General insurance industry in India, IRDA.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M		L					H
CO2			M			M	M	
CO3	M						H	
CO4				L			M	
CO5		M						H

Text Book:

1. Dorfman Mark S Introduction to Risk Management and Insurance, 10th Edition Prentice Hill India, 2011, New Delhi.

Reference Books:

1. Misra M.N. and Misra S.R Insurance Principles and Practice, Revised Edition, S Chandand Co., 2014, New Delhi.
2. Jave S. Trieschimam, Sandra G. Gustarson, Robert E Houyt, Risk Management and Insurance, 12th Edition, Thomson Sowlla Western, Singapore.

Journals / Magazines (Online) :

1. <http://journalofriskandinsurance.smeal.psu.edu/>
2. <http://www.aria.org/journals.html>

Websites:

1. <http://www.riskworld.com/books/topics/riskmana.htm>
2. <http://www.irmi.com/online/default.aspx>

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FOURTH SEMESTER

PART-III- GENERIC ELECTIVE - WEALTH MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion in the paper the student should have acquired the Basic knowledge on the financial Planning, Investment & Risk Management, Elements of taxation on Investment products for reaching ultimate goal of Wealth Management.

Unit – I (12 Hours)

Introduction to Investment Management: Meaning, objectives of financial investment, types, financial & non-financial forms of investment, investment methods, security & non-security forms of investment, sources of investment information, investment instruments. (Theory and Problems)

Unit – II (12 Hours)

Risk and Return Analysis: Risk and returns concepts, concept of risk, types of risk- systematic risk, unsystematic risk, calculation of risk and returns, portfolio risk and return, expected returns of a portfolio, calculation of portfolio risk and return, portfolio with two assets, portfolio with more than two assets. (Theory and Problems)

Unit – III (12 Hours)

Fundamental and Technical Analysis: Economy-Industry-Company framework, economic analysis & forecasting, theory of technical analysis, points & figures chart, bar chart, confidence index, RSA, RSI, moving average analysis, Japanese candlesticks, behavior of stock market prices, the market mechanism, testable hypothesis about market efficiency, implications of efficiency market hypothesis in portfolio management. (Theory and Problems)

Unit – IV (12 Hours)

Valuation of Securities: Valuation of bond, features, types of bonds, determinants of interest rate, bond management strategies, bond valuation, bond duration, preference shares concepts, features, yields, equity shares, concepts, valuation, dividend valuation models. (Theory and Problems)

Unit – V (12 Hours)

Portfolio Management: Markowitz model-portfolio selection, opportunity set, efficient frontier, beta measurement and Sharpe single index model, Capital asset pricing model, basic assumptions, CAPM equation, security market line, extension of Capital asset pricing model, capital market line, SML VS CML, Arbitrage pricing Theory, arbitrage, equation, assumption, equilibrium, APT and CAPM. Portfolio construction, Portfolio performance evaluation, Sharpe, Treynor & Jensen's measure, portfolio revision, active & passive strategies & formula plans in portfolio revision, mutual funds, types, performance evaluation of mutual funds, functions of asset management companies. (Theory and Problems)

Course Outcome

CO1: Understand the empirical and theoretical implications of the financial investments.

CO2: Apply portfolio theory and evaluate the risk and returns associated with individual and collective stocks.

CO3: Evaluate stock price using fundamental analysis and technical analysis tools.

CO4: To learn valuation of equity, debt and mutual funds.

CO5: Analyze the fundamental drivers of diversification as an investment strategy for investors and create optimal portfolio.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L		L	M			H	H
CO2	L		L				M	M
CO3			L				H	M
CO4		H			L		H	
CO5			L				H	M

Text Book:

1. V.K Balla, Investment Management, S. Chand & Co, 19/e, 2013.
2. Donald E.Fischer& Ronald J.Jordan , Security Analysis and Portfolio Management, Pearson,6thEdition.
3. Punithavathy Pandian ,Security Analysis and Portfolio Management, Vikas Publishing House, 3rdEdition, 2009.

Reference Books:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc Graw Hill, 4thEdition, 2012.
2. Dr.Mahipal Singh, Security Analysis with Investment and Portfolio Management, 2011.
3. Alexander, Sharpe, Bailley, Fundamentals of Investment, PHI, 3rd Edition, 2008

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FOURTH SEMESTER

PART III – GENERIC ELECTIVE- EXPORT TRADE AND DOCUMENTATION

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

On successful completion of the paper the student will be familiarized with the various methods and procedures of foreign trade financing, foreign exchange rate, costing and pricing for exports and the various institutions involved in export financing.

Unit I (12 Hours)

Export – Preliminary for starting export business – Rules for successful exporting – deemed exports and its benefits - Recent Measures to boost country's Export – Case study.

Unit II (12 Hours)

Different categories of exports – registration of exporters - Appointing Overseas Agents – Obtaining Export license – arranging for finance for exports – packing goods for exports – marking goods for exports - Case Study

Unit III (12 Hours)

Export documentation – excise clearance – customs clearance – role of clearing and forwarding agents – insuring goods against marine risks – shipment of export cargo - Case Study

Unit IV (12 Hours)

Introduction to export finance – terms of international payments – methods of international payments – financing for export credit needs – short, medium and long term sources of finance – case study.

Unit V (12 Hours)

Pre shipment finance – categories of pre shipment finance – facilities of pre shipment credit – pre shipment credit in foreign currency – post shipment credit in rupees and foreign currency – case study.

Course Outcome

CO1: The students understand the Preliminary for starting export business.

CO2: Students Aware about the Different categories of exports.

CO3: Understand the basics of Export documentation.

CO4: The students understand the Introduction to export finance.

CO5: Understand the Pre shipment finance and post shipment finance.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1					M			L
CO2		M		L		M		
CO3	M						H	
CO4	L		H					
CO5		L			M			M

Text Book:

1. Export Management by TAS Balagopal, Himalayan publication, 2016, Delhi

Reference Books:

1. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House (2016)
2. Export management A Complete Guide by Gerardus Blokdyk, 5starcooks publishers (A-2019 Edition Paperback – Import, 21 December 2018.
3. Export and Import Procedures Paperback by Jignesh Vidani, Educreation Publishing – 8 January 2019.
4. Export Import Management Paperback, by Parul Gupta McGraw Hill Education; First edition 2 October 2017.

Journals/Magazines:

1. International Journal of Export Marketing (IJExportM)
2. Journal of International Marketing and Exporting (JIME)
3. Exporting Journals

Websites:

1. https://www.taxprofessionalsresource.com/articles/view.php?article_id=6749
2. <http://howtoexportimport.com/Export-procedures-and-documentation-1397.aspx>
3. <http://howtoexportimport.com/Export-procedures-and-documentation-1397.aspx>

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FOURTH SEMESTER

PART III - GENERIC ELECTIVE – WAREHOUSE MANAGEMENT

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course objective:

To know about the move of inventory in a supply chain effectively and efficiently to extend the desired level of customer service at the least cost in materials handling, with modern warehousing methods.

Unit - I

(12 Hours)

Introduction Warehousing – Basic Warehousing Decisions – Warehouse Operations – Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems – Warehousing Cost Analysis – Warehouse Layout – Characteristics of Ideal Warehouse

Unit - II

(12 Hours)

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy – Independent Demand Systems – Dependent Demand Systems – Functions – Types – Cost – Need for Inventory – Just in Time

Unit - III

(12 Hours)

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing Operations

Unit - IV

(12 Hours)

Principles and Performance Measures of Material Handling Systems – Fundamentals of Material Handling – Various Types of Material Handling Equipments – Types of Conveyors – Refrigerated Warehouses- Cold Chain- Agri SCM

Unit - V

(12 Hours)

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications Advantages of RFID

Course outcome:

CO1: To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project.

CO2: Analyze Warehouse Management and, other functions in Logistics fits into Logistics & Supply Chain Management.

CO3: To understand how Managers, take decisions for inventory control and how they are taken in warehouse management functional area.

CO4: Examine systematically the planning mechanisms in materials handling.

CO5: Best knowledge about modern warehousing methods and its advantages.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H			L	H	H		M
CO2	L					H		
CO3		H	L				M	L
CO4	L						M	M
CO5			M			H		

Text Book:

1. Warehouse Management, by BalajiKannapan (Author), HariTripathy (Author), Vinay Krishna, Shroff/SAP Press; First edition 2015

Reference Books:

1. Principles and Practice of Supply Chain Management, by Judy Dickens, Publishers Willford Press, 3 June 2019.
2. Warehousing and Supply Chain Management- by Jaipur National University- First Edition 2013.

Journals:

1. Warehouse Management System: A Bibliometric Study, oct 2016
2. Journal of Supply Chain Management Systems, Publishing India Group - ISSN Number: 2277-1387

Websites:

1. http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf
2. <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Retail%20Management/Sem%20III/Warehousing%20and%20Supply%20Chain%20Management/Warehousing%20and%20Supply%20Chain%20Management.pdf>

**Master of Business Administration Degree Examination- Syllabus for candidates
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Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology and to aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills.

Unit I (12 Hours)

Overview of enterprise systems: Need for Enterprise Resource Planning - Evolution of Enterprise Resource Planning - Pre material requirement planning (MRP stage) - Material requirement planning – ERP - Extended ERP - ERP Planning –II - Risks and benefits - Fundamental technology of ERP - Issues in planning design and implementation of integrated ERP systems – case study.

Unit II (12 Hours)

ERP Solutions and functional modules: Overview of ERP software solutions: Small, medium and large enterprise vendor solutions - Business process Reengineering - Business process Management - Steps of BPM - Functional Modules: ERP Production planning module - ERP purchasing module - ERP Inventory control module - ERP Sales module - ERP Marketing module - ERP Financial module - ERP HR module – case study.

Unit III (12 Hours)

ERP implementation: Planning Evaluation and selection of ERP systems - ERP Implementation life cycle - Pre-evaluation Screening - Package Evaluation - Project Planning Phase - Gap-Analysis – Reengineering - Configuration - ERP Implementation: Implementation Team Training – Testing - Going Live - End-user training - Post – implementation - ERP implementation, Methodology and Frame work - Training - Data Migration - People Organization in implementation - Consultants and Vendors – Employees – case study.

Unit IV (12 Hours)

Post implementation: ERP Implementation - Maintenance of ERP - Organizational and Industrial impact - Success factors of ERP Implementation - Key success factors - Failure factors of ERP Implementation – case study.

Unit V (12 Hours)

Emerging trends on ERP: Extended ERP systems and ERP add-ons - CRM - Benefits of ERP Module - Supply Chain Management (SCM) - Business analytics & Intelligence - Wireless Technology used in ERP - Future trends in ERP - Cloud Computing - SAP and the Internet – case study.

Course Outcomes:

CO 1: Make basic use of Enterprise software, and its role in integrating business functions

CO 2:Examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components

CO 3:Design the ERP implementation strategies.

CO 4:Analyze the strategic options for ERP identification and adoption.

CO 5:Create reengineered business processes for successful ERP implementation.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M		L		M		M	L
CO2	L			L				L
CO3		M	H	L	L			M
CO4	L		H	M		L	L	
CO5			M			M		

Text Book:

1. Enterprise Resource Planning, by Alexis Leon, Publisher McGraw Hill; Fourth Edition, July 2019

Reference Books:

1. Enterprise Systems for Management, Luvai F. Motiwalla, Jeff Thompson, Pearson Education., 2nd Ed., 2011. ISBN-10: 0132145766 | ISBN-13: 978- 0132145763
2. Enterprise Resource Planning, Publishers: McGraw Hill; Fourth Edition, by Alexis Leon, 25 July 2019.
3. Monk, E. F., Wagner, B. J. 2009, Concepts in Enterprise Resource Planning, 3rd edn, Course Technology engage Learning.

Journals:

1. “ The Mobile ERP Revolution” , Compare Business Products
2. “ Solving Real Business Issues During the ERP Selection Process” , Sage
3. <http://www.erpgenie.com/publications/magazines.htm>

Websites:

1. www.sap.com 14.
2. www.oracle.com

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FOURTH SEMESTER

PART III –VALUE ADDED-II- **WOMEN AND LEADERSHIP**

Maximum CE: 50

Total Hours: 24

Course Objective:

This course examines key leadership concepts, in general, and women in particular. The course is set up to teach the students how to be a leader, by highlighting how successful women and men have navigated power and authority, applied core competencies, and have secured a work-life balance.

- Unit I (5 Hours)
Women in Society -The Glass Ceiling -The Glass Cliff -The Glass Escalator - Women in Communication -The Single Story- Women in Politics - Case Study
- Unit II (5 Hours)
Women in Business- Concept of Women Entrepreneurs – Evolution of Women entrepreneurs in India- Functions- Factors- Qualities of Women Entrepreneurs -Challenges faced by women entrepreneurs –Case Study.
- Unit III (6 Hours)
Women Entrepreneurship in India- Investing Women Entrepreneurship- National Resource Centre for Women(NRCW)- Women’s India Trust(WIT)- Self-Employed Women’s Association(SEWA)- Self- Help Group(SHG) - PMRY - Case Study
- Unit IV (4 Hours)
Introduction to Women Leadership Theory - Leader-Follower Relationship - Situational Leadership Theory - Transactional Leadership Theory -Leader-Member Exchange Theory - Servant Leadership Theory - Case study.
- Unit V (4 Hours)
Role models & Success stories of Women Leaders- Indira Nooyi, Ela Bhatt, KiranMazumdar-Shaw, Sudha Murthy- Upcoming Women Leaders-Aditi Gupta, Shraddha Sharma, FalguninNayar, and RadhikaGhai Aggarwal -Case Study.

Course Outcome:

- CO 1: Understand the role of women in society.
- CO 2: Foster entrepreneurship and innovation among women.
- CO 3: Offer idea to business journey with the help of financial aids in a structured way through the various government schemes.
- CO 4: Impart actionable awareness regarding the systematic process of developing leadership in women.
- CO 5: Stimulate the managerial, financial and interpersonal skills through the role models and success stories.

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L			L	H	H		M
CO2	L			L	H	H		M
CO3			L	L	L	L	M	L
CO4	L						M	
CO5			M			H		

Text Book:

1. E. Gordon and K. Natarajan, Fundamentals of Entrepreneurship, Himalaya Publishing House, 6th Edition, 2017.

Reference Books:

1. Dr.S.S Khanka, Entrepreneurial Development, S. Chand& Company Pvt., Limited, , Revised edition, New Delhi, 2018.
2. Elizabeth B. Hurlock, Personality Development, Tata McGraw Hill Publishing Co. Ltd, New edition, 2017.

Journals/Magazines:

1. Journal of Women's Entrepreneurship and Education.
2. Journal of Entrepreneurship & Management.

Websites:

1. <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/women-entrepreneurs-problems-and-measures-for-development/>
2. <http://www.yourarticlelibrary.com/entrepreneurship/women-entrepreneurs-concept-and-functions-of-women-entrepreneurs-explained/41096>
3. <http://yourkalaiselvan.blogspot.com/2013/02/women-entrepreneurship-in-india.html>
4. https://www.tutorialspoint.com/women_in_leadership/women_in_leadership_introduction.htm

**Master of Business Administration Degree Examination- Syllabus for candidates
admitted from the academic year 2019-2020 onwards**

THIRD SEMESTER

PART III –ADDITIONAL CREDIT COURSE I – DISASTER MANAGEMENT

Maximum CE: 100

Course Objective:

To understand the causes & effect of disasters that threatens the human life and hampers the development of nation also mainly focus to create awareness on common signs and symptoms of natural calamities.

Unit I

Introduction to disasters Definition – fundamental aspects of disasters- components-causal factors of disasters-phases of disasters-classification: natural and human caused- dimensions: meteorological / climatic, hydrological, geological- effect of disasters on human life- disaster mitigation – hazards.

Unit II

Disasters preparedness and planning Disaster preparedness: public participation, consolidation, co-ordination and training, precautions of community realities, building human relationship network. – Disaster planning: anticipation, preparation of moderate sized disasters, preparing more common disasters, predictable disaster task, adapting routine emergency, moderate expansion, cost sharing and executing the plan.

Unit III

Major Disasters in India Earthquake- tsunami –flood- cyclone- landslide- drought- hurricane- storm surge- recent disasters 2004-till now.

Unit IV

Disasters management Disaster management act (2005) - disaster management cycle (2P3R) - national level disaster management response agencies: NDMA, NIDM, national disaster response force, Disaster Management operations: Pre- post disaster management – warning system – Relief measures – Rehabilitations - Coping up with all natural disaster and preventing loss to human lives and property

Unit V

Leading and controlling Disasters management - Creating awareness about common signs – symptoms of natural calamity related stress – mitigating impact of disaster. –Preparedness towards disaster: Community disaster preparedness – psychosomatic aspects of preparedness - Evaluating, assessing and predicting disaster: Warning signals – managing disaster by scientific and tested disaster management apparatus.

Course Outcome:

CO1: Integrate knowledge and manage the different aspects of disaster events at a local and global levels.

CO2: Capacity to obtain, analyze, and communicate information on risks, relief needs and lessons learned from earlier disasters in order to formulate strategies.

CO3: Work theoretically and practically in the processes of disaster management

CO4: Ability to describe, analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects influencing vulnerabilities and capacities to face disasters.

CO5: Capable to design and perform research on the different aspects of the emergencies and disaster events

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H							M
CO2			H				M	
CO3		L			M		M	
CO4				M			H	
CO5		L			L	H		L

Text book:

1. R. Subramanian- Disaster Management, Vikas Publishing, 2018.

Reference Books:

1. Baron, Robert A, Psychology, Pearson Education (Singapore) Pte. Ltd, Delhi, 5th edition, 2018.
2. SatishModh, Introduction to disaster management, Macmillan Publication India Ltd, 2015.

Journals/Magazines:

1. NOLEGEIN: Journal of Disaster and Business Continuity Management Assessment of Emergency Communication Number Used in Nepal.
2. Journal of Emergency Management.

Websites:

1. <http://www.sofweb.vic.edu.au/blueprint/fs1/polit.asp>
2. <http://www.studymode.com/essays/Role-Of-Students-In-Disaster-Management764157.html>

M.Com

Department of Commerce
Regulations for M. Com
(Effective from the academic year 2019-2020 onwards)

Introduction:

The Department of Commerce came into being along with the inception of the College in the year 1991. The Department stretched itself by incorporating Post Graduate Programmes during the year 2002-03 by starting M.Com along with Research Programme leading to M.Phil and Ph.D Programmes.

Objective:

The knowledge in Commerce enables the student to understand and participate in the modern business and economic world. It also enriches them for subsequent studies and to achieve success in their professional career at domestic and global level.

Eligibility: PG Programme

The basic eligibility criterion for pursuing M.Com degree is having graduation degree in any of the Commerce stream from Colleges affiliated under any of the University.

Duration of PG Programme

M.Com Programme is of 2 years duration in which each year is comprised of two semesters with various subjects specialized in Commerce including research work.

Vision:

Empowering Youth towards Universal Excellence.

Mission:

To empower our students by providing continuous learning environment so as to enrich them in professional, ethical, moral and social aspects that add values to their future career and community as a whole.

Programme Outcomes

On completion of the M.Com Programme, The graduates will be able to
PO1. Strong knowledge inputs in Commerce which caters the Local, National and Global

requirements

PO2. Skill set to enter into a career either in Academics, Research or alternatively in other professional areas of Commerce and Finance such as Taxation, Human Resources, Marketing and Financial services.

PO3. Professional knowledge and interpersonal skills that fosters holistic development

PO4. Ethical responsibility and contribute to the society through active research.

PO5. Contemporary knowledge of business that will enhance the skills for lifelong learning

Prepare for post graduate studies and to achieve success in their professional career

Programme Specific Outcomes

PSO1.Students shall experience problem solving skills related to Accounting, Costing & Analyze Financial Statements of Companies.

PSO2.Reveal knowledge of forms of organization and key areas of marketing & Apply laws pertaining to Business

PSO3.Demonstrate knowledge of key concepts in Entrepreneurship, Direct & Indirect taxes.

Master of Commerce (M.Com)
Scheme of Examination (CBCS and OBE Pattern)
For the Candidates admitted from the Academic Year
2019-2020 onwards

Sub Code	Paper	Subject Title	Ins. Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
19MCM101	Core 1	Corporate Accounting	6	3	30	70	100	4
19MCM102	Core 2	Managerial Economics	4	3	30	70	100	3
19MCM103	Core 3	Human Resource Management	5	3	30	70	100	4
19MCM104	Core 4	International Business	5	3	30	70	100	4
19MCM105	Core 5	Legal Aspects in Banking and Insurance	5	3	30	70	100	4
19MCM106	Core 6	Business Environment	5	3	30	70	100	4
Total			30				600	23
SEMESTER II								
19MCM201	Core 7	Advanced Cost Accounting	5	3	30	70	100	4
19MCM202	Core 8	Indirect Taxation	5	3	30	70	100	4
19MCM203	Core 9	Marketing Management	5	3	30	70	100	4
19MCM204	Core 10	Financial Management	5	3	30	70	100	4
19MCME01/ 19MCME02/ 19MCME03	Elective I	Elective	5	3	30	70	100	4
19MCMID1	IDC 1	Business Research Methods	5	3	30	70	100	3
Total			30				600	23
SEMESTER III								
19MCM301	Core 11	Direct Taxes	5	3	30	70	100	4
19MCM302	Core 12	Investment Management	5	3	30	70	100	4
19MCM303	Core 13	Labour Law and Industrial Relations	4	3	30	70	100	4
19MCM304	Core 14	E-Commerce and MIS	4	3	30	70	100	4
19MCMP01	Practical I	Computer Application in Business	5	3	40	60	100	3
19MCME04/ 19MCME05/ 19MCME06	Elective II	Elective	5	3	30	70	100	4

19MCMED1	EDC 1	Business Ethics	2	3	-	50	50	2
19MCMRA1		Research Article 1						
Total			30				650	25
SEMESTER IV								
19MCM401	Core 15	Management Accounting	5	3	30	70	100	4
19MCM402	Core 16	Strategic Management	5	3	30	70	100	3
19MCME07/ 19MCME08/ 19MCME09	Elective III	Elective	5	3	30	70	100	4
19MCMPR1	Project	Major Project		3	50	100	150	8
19MCMRA2		Research Article 2						
Total			15				450	19
Total							2300	90

List of Elective Courses		
Elective I	19MCME01	Foreign Exchange Management
	19MCME02	Institutional Facilitating International Trade
	19MCME03	Export and Import Procedures
Elective II	19MCME04	Security Analysis and Portfolio Management
	19MCME05	Fundamental and Technical Analysis
	19MCME06	Futures and Options
Elective III	19 MCME07	Entrepreneurship & Small Business Management
	19MCME08	Micro finance Management
	19MCME09	Retail Marketing Management

Additional Credit Courses

Sem	Code	Subject Title	Marks	Credits
II	19MCMAC1	Logistics and Supply Chain Management	100	2
III	19MCMAC2	Cost Audit and Operational Audit	100	2

Summary

Part	No of Papers	Total Credits	Total Marks
Paper , Elective and Project	20	84	2150
IDC –Inter Disciplinary Course	1	4	100
EDC –Extra Department Course	1	2	50
Total		90	2300

REGULATIONS FOR MASTER OF COMMERCE

(Effective from the academic year 2019-2020 onwards)

1. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations should submit Bonafide Record Note Books prescribed for practical examinations, Otherwise the candidate shall not be permitted to appear for the Practical Examinations.

2. Ratio of Comprehensive Examination, Pre- Model and Model Examinations Marks for UG and PG Courses

Part	Internal Assessment	External Assessment	Total Marks
I (Languages)	30	70	100
II (English)	30	70	100
III(Core, IDC)	30	70	100
IV (SBC)	-	75	75
IV (EDC/Foundation Course)	-	50	50
V (NCC/NSS/Sports/Ext. Activity)	50	-	50

3. Project Work Mark Distribution

Particulars	IA	CE	Total
Project Work (UG)	50	50	100
Project Work (PG)	100	100	200
Project Work(M.Sc(CS)/M.Sc(ECS)	150	100	250
Project Work (M.Com/MIB)	50	100	150

4. Practical Mark Distribution for all UG and PG Courses

Internal -40 External-60 Total Marks -100

5. Break up for Internal Marks

S. No	Internal Marks	Distribution of Marks
1	Pre Model Examination	70
2	Model Examination	70
3	Seminar	30
4	Attendance	10
Total		180/6=30

6. Seminar Split up

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
	Total	30

7. Attendance Break up

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

8. Internal Marks for Practical (Maximum 40)

Maximum Marks : 40		
S No	Internal Marks	Distribution of Marks
1	For Completion of the Practical List	20
2	Test –I	10
3	Test –II	10
	Total	40

9. External Marks for Practical (Maximum 60)

Maximum Marks : 60		
S. No	Comprehensive Examination	Distribution of Marks
1	Record	10
2	Program – I Algorithm Coding Execution	5 10 10 TOTAL (25)
3	Program – II Algorithm Coding Execution	5 10 10 TOTAL (25)
	Total	60

10. Internal and External Marks for Project Work (Maximum 150)

S.No	Internal Marks	Distribution of Marks
1	INTERNAL Three Project Reviews Report	25 25 Total (50)
2	EXTERNAL Presentation Viva	50 50 Total (100)
Total		150

11. Pattern of Question Paper

For Pre model Test, Model and Comprehensive Examination under – Graduate and Post - Graduate Courses.

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×3=15)	Each question carries four marks	Internal Choice
Section – C	(5×5=25)	Each question carries eight marks	Internal Choice
Maximum Marks : 100 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries four marks	Internal Choice
Section – C	(5×10=50)	Each question carries eight marks	Internal Choice

Note:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the Question paper
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g 11. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

12. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examiner and the question paper for practical examination shall be set by both Internal and External examiners.

13. Publication of Research Article :

The Student has to undertake Research study in any area of Commerce and has to publish two Research Articles one in III semester and another in IV Semester in any reputed journal during their course of study. The status of completion shall be evaluated by an examiner.



M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

CORE 1: CORPORATE ACCOUNTING

Maximum CIA:30

Maximum CE:70

Total Hours: 72

Course Objective:

To enable the students to learn principles and concepts of Corporate Accounting

Unit I (14 Hours)

Preparation of Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation – Managerial remuneration – Dividend declaration out of the past and the current profits – Issue of Bonus shares – Preparation of Balance Sheet.

Unit II (15 Hours)

Amalgamation – Absorption (Excluding inter – company holdings) – External reconstruction – Internal reconstruction (Excluding scheme of reconstruction).

Unit III (14 Hours)

Holding company accounts (excluding inter-company holdings) – Liquidation of companies.

Unit IV (15 Hours)

Accounts of Banking companies (new format) and Insurance Companies.

Unit V (14 Hours)

Human Resource Accounting - Principles of Government accounting – Responsibility Accounting.

Note: Distribution of marks: Theory 20% and Problems 80%.

Course Outcomes:

On completion of the course the students will be able to

CO1: Enable the students to prepare final accounts of companies

CO2: Provide knowledge on amalgamation , absorption and external reconstruction

CO3: Enable the students to prepare the accounts of holding companies and gain idea of liquidation of companies

CO4: Make them aware of the accounts of banking company and insurance company

CO5: Develop the knowledge on Human Resource Accounting, Government Account and Responsibility Account

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H					M		
CO2		M		L			H	
CO3			L					M
CO4	H		M					
CO5								

Text Book:

1. S.P.Jain and K.L. Narang , Advanced Accounting, 5th Edition, Kalyani Publishers, 2008,New Delhi.

Reference Books:

1. Dr.Maheshwari.S.N and Dr.Maheshwari S.K, Corporate Accounting,5th Edition, Vikas Publishing House Pvt Ltd,2010,New Delhi.
2. Gupta.R.L and Radhaswamy. M, Corporate Accounting , 13th Edition, Sultan Chand and Sons, 2006, NewDelhi

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER
CORE 2 - MANAGERIAL ECONOMICS

Maximum CIA:30

Maximum CE:70

Total Hours: 48

Course Objective:

On the Successful completion of this paper the students should have developed their knowledge on Principles of Managerial Economics.

Unit I (10 Hours)

Managerial Economics – Meaning, Nature and scope – Managerial Economics and business Decision Making – Role of Managerial Economist – Fundamental concepts of Managerial Economics – Demand Analysis – Determinants and types of demand – Elasticity of demand.

Unit II (10 Hours)

Supply – Determinants – Production decisions – Production functions – Isoquants, Expansion path – Cobb-Douglas function. Cost concepts and its Functions – Cost-Output relationship – Economies and diseconomies of scale.

Unit III (10 Hours)

Market structure – Characteristics – Pricing and Output decisions – Methods of Pricing – Differential Pricing – Transfer Pricing – Price discrimination – Government intervention and Pricing.

Unit IV (8 Hours)

Profit – Meaning and nature – Profit Policies – Profit Planning and forecasting – Cost volume profit analysis – Investment analysis.

Unit V (10 Hours)

National income – Business Cycle – Inflation and Deflation – Balance of payments – Monetary and fiscal policies.

Course Outcomes:

On completion of the course the students will be able to

CO1: Define and learn the importance of Managerial Economics in Decision Making in business.

CO2: Understand the Supply and its Determinants, Production functions and Cobb-Douglas function, Cost concepts, Economies and diseconomies of scale.

CO3: Distinguish the types of Competition in Market Structure such as Perfect, Monopoly, Monopolistic and Oligopoly competitions, Methods of Pricing and Government intervention in Pricing.

CO4: Understand the meaning of Profit and Profit Policies besides Planning, Cost volume profit analysis and Investment analysis

CO5: Educate the importance of National income and Business Cycle, inflation and deflation, Balance of payments, Monetary and Fiscal policies.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H						
CO2	M				H		L	
CO3	M		L					
CO4	H			M		L		
CO5		H	L			M		

Text Book:

1. Joel Dean, Managerial Economics, 3rd Edition, Prentice Hall, 2004, New Delhi.

Reference Books:

1. Athmanand. R, Managerial Economics, 3rd Edition, Excel Publishers, 2002, New Delhi.
2. P.L. Mehta, Managerial Economic Analysis, Problems and cases, 1st Edition, S. Chand and Sons Company Ltd, 2004, New Delhi.

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

**FIRST SEMESTER
CORE 3: HUMAN RESOURCE MANAGEMENT**

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To enable the students to learn the principles and concepts of Human Resource Management.

Unit I (12 Hours)

Introduction to HRM -Role of a HR Professional & HR Policies- HR Planning and Forecasting: Job Analysis -Need, Writing Job Specification and Job Description, Manpower Planning Process, Assessing Demand and Supply, Methods of Forecasting.

Unit II (12 Hours)

Recruitment and Selection: Sources of Recruitment, Selection Process- Training and Development : Process, Induction , Methods, Management Development.

Unit III (12 Hours)

Compensation –Job Evaluation: Identifying compensable factors, Establishing Pay rates, Competency based pay, Variable pay and Incentives, Benefits and Services

Unit IV (12 Hours)

Employee Relations – Nature - Importance, Approaches, Role of Trade Unions. Ethics in HR

Unit V (12 Hours)

Emerging Trends in HR -Managing HR in Small and Medium Enterprises - Managing Employees in the Global Context – IT for HR, Employee Engagement Practices and Retention Management in companies, Role of HR in CSR

Course Outcomes:

On completion of the course the students will be able to

CO1: Interpret HR Policies

CO2: Summarize the various functioning of HR Department

CO3: Design tools for Performance Appraisal

CO4: Demonstrate appropriate HR Competencies at the workplace.

CO5: Gain knowledge on emerging trends in HR

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2			M			L		
CO3						L		
CO4	H							
CO5			M					

Text Book:

1. Rao V.S.P, Human Resource Management, 2nd Edition, Excel Books Publication, 2008(Last Edition), Mumbai.

Reference Books:

1. K.Aswhappa, Human Resource Management; Text and Cases, MC Graw Hill Education, 2013.
2. Prasad .L.M, Human Resource Management, 2nd Edition, Sultan Chand & Co, 2014, New Delhi.

M.Com Degree Examination – Syllabus – for candidates admitted from the Academic year 2019– 2020 onwards**FIRST SEMESTER****CORE 4- INTERNATIONAL BUSINESS**

Maximum CIA : 30

Maximum CE : 70

Total Hours: 60

Course Objective:

To familiarize the students with intricacies of International Business in terms of Investment, Monetary and Strategies

Unit I (12Hours)

International Business – Meaning – Nature – Significance - Changing Dimensions in International Business - Driving forces for Globalization - Factors affecting International Business Decision- **Types of International Business**- International Stages and Orientation- Social and Ethical responsibility in International Business.

Unit II (12 Hours)

International Business Environment- Political Environment- Economic Environment- Legal Environment- Cultural Environment- Religion – Language- Education- Culture and Work Place- Difference in Culture- Stages in Transition –Cultural Change- Cross Cultural literacy- Culture and Competitive environment- Risk in international Business.

Unit III (12 Hours)

International Trading Environment- Trade Strategies- Export and Import Policy – Regulation and Promotion of foreign Trade- Arguments for Free Trade - Protection – Methods of Protection- Tariff and Non Tariff Barrier- Balance of Payments – Determinants of Exports and Imports- Trade Deficit- Major Problems faced by the India’s Exports in balance of Payment

Unit IV (12 Hours)

Global Trade and Investment Environment- International Trade Theory – Introduction- Overview of Trade Theory- New Trade theory- Overview of Competitive Advantage- National Competitive Advantage- Porter Diamond theory- Development of Multi Trading System- Regional Grouping of Countries and Impacts.

Unit V

(12 Hours)

FDI Introduction- Types of FDI- Global Monetary System- Foreign Exchange Market- WTO – Evaluation of WTO- GATT- TRIPs- Copy Rights- Industrial Property TRIMs- Strategies in International Business- Strategic Alliance- Export and Import Finance- Export Assistance

Course Outcomes:

CO1: Understand the basic concepts of International Business and factors affecting international Trade

CO2: Learn the various international business environment and various risks in international business

CO3: Gains the knowledge regarding EXIM policy , BOP and the problems faced in international trade

CO4: Aware about various international trade theories

CO5: Gain the knowledge of FDI, Global monetary system, Forex Market and various trade associations

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2			M				H	
CO3	L							
CO4					L			
CO5						M		

Text Book :

1. Francis Cherunilam, International Business , PHI Learning Pvt Ltd, 2009

Reference Books:

1. Anant K. Sundaram/J. Stewart Black, The International Business Environment PHI Learning Pvt Ltd, 2000, Sixth Edition, New Delhi.

2. P.K. Vasudeva, International Trade, Excel Books, 2011, First Edition, New Delhi.

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

CORE 5 – LEGAL ASPECTS IN BANKING AND INSURANCE

Maximum CIA: 30

Maximum CE :70

Total Hours : 60

Course Objective:

To enable the students to learn principles and concepts of laws relating to the Banking and Insurance Business.

Unit -I (12 Hours)

Banking Laws – Meaning - Scope – Types of Accounts – Types of Customers – Relationship between and Customer – Rights and Obligations – Commercial Banks vs. Central Banks – Banking Regulation Act 1949 – RBI – Functions.

Unit -II (12 Hours)

Negotiable Instruments – Meaning – Characteristics - Types – Features – Crossing – Marking and Endorsement – Cheque - Feature of Valid Cheque – Collection of Cheque – Payment of Cheque – Refusal of Payment of Cheque – E- Cheques

Unit –III (12 Hours)

Paying Bank – Paying Banker - Statutory Protection -- Duties of Paying Banker and Collecting Banker.- Bank Loan and Advances - Bankers Lien. Modern Banking - Recent Developments of Modern Banking: ATM- Tele Banking- EFT- SWIFT- Demat Accounts - Online Banking- Digital Payment System

Unit -IV (12 Hours)

The Principles of the Law of Contract –Indian Contract Act 1872 - Ingredients of a Valid Contract – Contracts of Indemnity - Guarantee – Bailment – Assignment - Law of Agency – Law of Arbitration – Application to Insurance.

Unit –V (12 Hours)

Insurance Act 1938 – Life Insurance Corporation Act, 1956 – Insurance Regulatory Development and Authority - General Insurance Business Act 1973- - Motor Vehicle Act 1939 and 1988 -Marine Insurance Act – The Indian Railways Act 1980.

Course Outcomes :

CO1: Helps the students to understand the basics of banking law and the rights of the customers.

CO2: Familiarity with the instruments in bank and how to practically use them.

CO3: Knowledge on the various advancements in banking sector and the tools of online banking.

CO4: Provides knowledge on the various contracts and its application with insurance and to understand the various elements of regulation and control in the insurance industry.

CO5: To understand the nature of regulation in the Insurance industry.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1							H	
CO2					L			
CO3		H			L			
CO4						M		
CO5					M			

Text Books:

1. Gordon and Natarajan, Banking theory law and practice, Himalaya publishing house, New Delhi 2014
2. Nalini Prava Tripathy, Financial Services, Prentice Hall of India Private Limited ,New Delhi,2012

References Book:

1. N.C. Majumdar, Fundamentals of Modern Banking , New Central Book Agency (P) Ltd, Mumbai 2010.

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FIRST SEMESTER

CORE 6 : BUSINESS ENVIRONMENT

Maximum CIA:30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to understand the business environments.

Unit I (12 Hours)

Concept of Business Environment – Significance – Types of environment – External and Internal – Macro environment – Impact of environment on business and strategic decisions – Culture and business – Social responsibilities of business

Unit II (12 Hours)

Industrial policies and regulations – Industrial policy up to 1991 – New industrial policy – public private, joint and co-operative sectors – Privatization and Disinvestment – Ways of privatization – Benefits and arguments against privatization – Privatization in India.

Unit III (12 Hours)

Economic systems – Meaning – Characteristics – Types of economic systems – Capitalism – Socialism – Mixed economy – Economic planning – Nature, Scope and Significance of economic planning in India – Achievements and failures of economic planning. Monetary policy and fiscal policy.

Unit IV (12 Hours)

Technological environment- factors governing technological environment – Management of technology – Patents and Trademarks – Financial institution in India – IFCI – ICICI – IDBI – IIBI – SIDBI – SFCs.

Unit V (12 Hours)

Globalization – Meaning and Dimensions – Features of Current Globalization – Essential conditions for Globalization- Globalization of Indian Business – Foreign Direct Investment – Concept, Advantages, Disadvantages and Determinants – India's policy toward FDI – Multinational Corporation – Meaning – Merits and Demerits – Control over MNCs in India.

Course Outcomes:

CO1: Identify the perception and significance of business environment and realize the types of environment, impact of environment of business and public responsibilities of business

CO2: Classify the different economic systems, economic planning and develop the new industrial policy.

CO3: Recognize and describe the Globalization and FDI and know the social ethics of the business.

CO4: Categorize the different technological environment and to develop the awareness of constitutional environment.

CO5: Classify the different technological and management technology and the impact of technology in business.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2		M		L				
CO3						M		
CO4		M		L				
CO5						M		

Text Books:

1. Francis Cherunilam, Business Environment, 1st Edition, Himalaya Publishing house, 2006, Mumbai.
2. Raj Agarwal, Business environment. 2nd Edition, Dorling Kindersley India pvt Ltd, 2002, New Delhi.

Reference Book

1. Justin Paul, Business environment, 1st Edition, Tata McGraw- Hill Publishing company Ltd, 2006, New Delhi.

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SECOND SEMESTER

CORE 7- ADVANCED COST ACCOUNTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to learn principles and concepts of Cost Accounting

Unit I (12 Hours)

Introduction of Cost Accounting — Difference between Financial and Cost Accounting – Relationship with Management Accounting – Nature and Significance of Cost Accounting – Installation of Costing System – Characteristics of Ideal Costing System – Elements of Cost – Cost Concept – **Preparation of Cost Sheet- Tenders and Quotations.**

Unit II (12 Hours)

Classification of Materials - Coding of Materials –Level setting– EOQ – Purchase Procedure – Storage of Materials – ABC, VED Analysis- Issue of Materials (FIFO, LIFO, Simple Average, Weighted Average, Standard Price, Base Stock) – Pricing of Material Issues and Returns – Inventory Control –Physical verification – periodical and perpetual inventory – Analysis of Discrepancies - Correction Measures.

Unit III (12 Hours)

Labour: Classifications of Labour – **Wage Payment and Incentive System** (Halsey, Halsey-weir, Rowan's plan) – Idle Time – Over Time- Accounting of Labour cost - Labour Turnover - Work Study – Time and Motion Study. Over Heads – Classification – Absorption of Overhead – Over Absorption and Under Absorption.

Unit IV (12 Hours)

Process Costing – Features of Process Costing – comparison between Job Costing and Process Costing – Process Losses - Inter-Process Profits and Loss - Equivalent Production -Job Costing- Joint Products and By Products – Distinction between By – products, Main products and Joint Products. Reconciliation of Cost and Financial Accounts

Unit V (12 Hours)

Marginal Costing – Meaning, Definition, Benefits and Limitations of Marginal Costing – Break Even Analysis – Application of Marginal Costing in Business Decision Making.

Note: Distribution of marks: Theory 20% and Problems 80%.

Course Outcomes:

On completion of the course the students will be able to

CO1: Understand the fundamentals of cost accounting and preparation of cost sheet

CO2: Gains the knowledge on various stock levels and material issuing technique

CO3: Demonstrate wage calculation, time and motion study

CO4: Aware about overheads and their absorption techniques

CO5: Develops the knowledge regarding managerial application of marginal costing.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								L
CO2		H			H			
CO3			M					
CO4						M		
CO5		M						

Textbooks:

1. S.P.. Jain & K.L. Narang, Cost accounting, 2nd Edition, Tata McGraw Hill, 2015, New Delhi.
2. T.S.Reddy & Y. Hari Prasad Reddy , Cost accounting, 4th Edition, Margham Publishers 2016, Chennai

Reference Book:

- 1.A.Murthy & S.Gurusamy, Cost Accounting, 3rd Edition, Vijay Nicole Publishers 2017, Chennai

M.Com Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 onwards

**SECOND SEMESTER
CORE 8: INDIRECT TAXATION**

Maximum CIA :30
Maximum CE :70
Total Hour : 60

Course Objective:

To enable the students to learn the basic principles and concepts of Goods and Service Tax.

Unit I (12 Hours)

Indirect Taxation – Origin and Importance – Features – Contribution to Government Revenues – Taxation under the Constitution – Direct Taxes and Indirect Taxes – Advantages and Disadvantages of Indirect Taxes.

Unit II (12 Hours)

GST – Introduction and Origin – Features – Objectives – Benefits: Central Government, State Government, Individuals and Companies – **Goods and Service Tax Network** (GSTN)- Difference between Previous Taxation and New GST in India

Unit III (12 Hours)

GST Constitutional Amendment Bill 2016 - CGST Act – IGST Act – SGST Act — Provision of demand under GST- Types of GST in India: **CGST, SGST, IGST** – Categories GST Exemptions: Exempted, Essential, Standard and Special Goods & Services Categories.

Unit IV (12 Hours)

Authorities implementing GST - Registration Procedure – Penalties for Non Compliance – Self Assessment under GST – Goods and Service Tax System

Unit V (12 Hours)

Application of GST – Mechanism of GST – Applicable GST Rate – Levy of GST – Implementation of GST Bill: Benefits and Challenges.

Course Outcomes:

CO1: Recognize the essential principles underlying the Indirect Taxation Statutes

CO2: Identify and analyze the technical aspects under disparate relevant statutes related to indirect taxation and to know the kinds of GST.

CO3: Scrutinize the concepts used in indirect tax, assessment, powers, duties, offences, penalties etc. and categories of GST exemptions

CO4: Discriminate the registration procedure and to analyse the Goods and Service Tax System

CO5: Examine Practice the application of GST and Mechanism of GST, Implementation of GST.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H				H		
CO2				H				
CO3	M					M		
CO4								
CO5								

Text Books:

1. Dr. R.Parameswarn, Indirect taxation, 1st Edition, Kavin Publications, 2018, Gujarat.
2. Radhakrishnan P, Indirect Taxation, Kalyani publishers, 4th Edition, 2016,

Reference Book:

1. CA. Kamal Garg Neeraj Kumar, Beginner's guide to Goods & Services, Bharat Law House Pvt. Ltd., New Delhi, 2018

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards**SECOND SEMESTER****CORE 9: MARKETING MANAGEMENT**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to understand the Marketing and management skills..

Unit I (12 Hours)

Introduction- Concept- nature- scope and importance of marketing- Marketing concept and its evolution- Strategic marketing planning--Market Analysis and Selection-Marketing environment- Macro and micro components and their impact on marketing decisions- Market segmentation and positioning- Buyer behavior- Consumer versus organizational buyers- Consumer decision-making process-

Unit II (12 Hours)

Production Decisions- Concept of a product- Classifications of products- Major product decisions- Product line and product mix- Branding- Packaging and labeling- Product life-cycle- New product development and consumer adoption process- Pricing Decisions- Factor affecting price determination- Pricing policies and strategies- Discounts and rebates

Unit III (12 Hours)

Distribution Channels and Physical Distribution Decisions-Nature and functions of distribution channels- Distribution channel intermediaries- Channel management decisions- Retailing and wholesaling- Logistics of distribution

Unit IV (12 Hours)

Promotion Decisions- Communication process- Promotion mix - advertising- personal selling- publicity and public relations- Determining advertising budget-Copy designing and its testing- Media selection- Advertising effectiveness-Marketing Organization and Control- Organizing and controlling marketing operations.

Unit-V (12 Hours)

Issue and Developments in Marketing- Social- ethical and legal aspects of marketing- Marketing of service- International marketing- Green marketing- Cyber Marketing- Relationship marketing and other development in marketing

Course Outcomes:

On Completion of the course the student will be able to

CO1: Understand the nature, scope and importance of Marketing, marketing environment and its components and market segmentation

CO2: Gain knowledge on production, production decisions, product mix and factors affecting the price determination

CO3: Demonstrate the various channels of the distribution

CO4: Aware of promotional techniques and prepare advertising budget

CO5: Acquire the knowledge regarding social, ethical and legal aspects of marketing.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2			L					
CO3			L		M		H	
CO4					L			H
CO5								

Text Books:

1. Kotler- Philip, Marketing Management-Analysis, planning, Implementation and Control, Prentice Hall, 2015,New Delhi.
2. Dr. K. Karunakaran, Marketing Management, First Edition, 2007,Himalaya Publishing House, Mumbai

Reference Book:

1. Majumdar, Ramanujam, Product Management in India, Prentice Hall, 2011 New Delhi.

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SECOND SEMESTER

CORE 10 : FINANCIAL MANAGEMENT

Maximum CIA:30

Maximum CE: 70

Total Hours: 60

Course Objective :

To enable the students to learn principles and concepts of Financial Management.

Unit I (12 Hours)

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 II (12 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 NPV method.

Unit III (12 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 IV (12 Hours)

Leasing - Nature and Types- Advantages and Disadvantages-Dividend Theories: Walter's model – Gordon and MM's models – Dividend policy - Forms of Dividend – Determinants of dividend policy.

Unit V (12 Hours)

Working Capital Management– Meaning- Classification- Importance–Determinants and Computation of Working Capital-Cash Management – Determining optimum cash balance- Models and Motives for Holding Cash-Factors Determining Cash Needs-Receivables management -Forming of credit policy.

Note: Distribution of marks: Theory 40% and Problems60%.

Course Outcomes:

CO1: Define and identify the concepts of Financial Management

CO2: Understand Cost of Capital and Capital Budgeting techniques for strategic Financial Decision Making

CO3: Understand types of leverages and analyze in-depth principles of capital structure theories like net income approach, net operating income approach and MM hypothesis.

CO4: Explain the concept of leasing and various dividend theories.

CO5: Familiarize with various types of management- working capital, cash, receivables Management.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H					H	
CO2		M						
CO3		M					H	
CO4		L				H		
CO5								

Text Books:

1. Khan.M.Y and Jain P.K, Theory and Problems of Financial Management, 3rd Edition, Tata McGraw- Hill Publishing Company Ltd,1992, New Delhi.
2. Pandey I.M, Financial Management, 8th Edition, Vikas Publishing House Pvt Ltd, 2005, New Delhi.

Reference Book:

1. Kulkarni P.V and Satya Prasad. B.G, Financial Management, 11th Edition, Himalaya Publishing house, 2002,Mumbai.

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SECOND SEMESTER

ELECTIVE I: FOREIGN EXCHANGE MANAGEMENT

Maximum CIA:30
MaximumCE:70
Total Hours: 60

Course Objective

The objective of this subject is enriching students with the mechanism of the foreign exchange markets, measurement of exposure and hedging against risk.

Unit- I (12 Hours)

Introduction: **Foreign Exchange Markets and Transactions**.- Quoting Foreign Exchange Rates, Spread, Official and Free market rates - Direct, Indirect and Cross Rates- Forward Rates: Quoting and Structure. Forward Exchange Rates versus Expected Future Spot Rate-Outright Forwards versus Swaps.

Unit -II (12 Hours)

Currency Futures and Option Markets-Currency Futures, Marking to Market-Futures Contract versus Forward Contract-The link between the Future and the Forward Contract-Currency Options, Exchange Traded Options-Quotation Conventions and market organization-Determining market value of Options-Over the Counter (OTC) Options.

Unit-III (12 Hours)

Determination of Exchange Rates: The Balance of Payment Accounts -The net International Investment Position- Supply and Demand View of Exchange Rates -Modern Theories of Exchange Rates -Alternative Systems of Exchange Rate -Hybrid System and Target Zone Arrangement.

Unit-IV (12 Hours)

Foreign Exchange Exposure and Risk: The nature of Exchange Rate Risk and Exposure - Types of Foreign Exchange Exposure - Alternative Strategies for Exposure Management - Exposure Management Techniques - Hedging Risk and Exposure.

Unit-V (12 Hours)

International Taxation: Different Forms of Taxes, Import Duties-Organizational structures for reducing taxes - Tax Reliefs - Tax Treatment of Foreign Exchange Gains and Losses.

Course Outcome:

The student will be able to

CO1: Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment;

CO2: Analyze alternative currency translation methods for settlement of goods;

CO3: Examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange;

CO4: Identify operational difficulties in financing, and settling in foreign currency, and currency forecasting;

CO5: Evaluate the intercompany funds-flow mechanisms, cost and benefits, pertaining to all foreign sales and settlements.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M							
CO2						H		
CO3	H					M		
CO4	L						M	
CO5								L

Text Books:

1. “Foreign Exchange Management”- Subbulakshmi V Seethapathi K, Publisher: Institute Of Chartered Financial Analyst, 2004 Edition.
2. Foreign Exchange & Risk Management - C. Jeevanandam, Schand publishers, 6th Edition, 2013.

Reference Book:

1. “Foreign Exchange Management and International Finance”- Vivek Viswan V. & M.M. Sulphey, viva books publishers, 6th edition, 2016

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SECOND SEMESTER

ELECTIVE I - INSTITUTIONS FACILITATING INTERNATIONAL TRADE

Maximum CIA : 30

Maximum CE:70

Total Hours: 60

Course Objective :

To enable the students to acquire knowledge on the various institution facilitating International Trade.

Unit I (12 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 STCs in India- State export –Promotion agencies- Impediments in Export Promotion.

Unit II (12 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 III (12 Hours)

World Trade Organisation – GATT – Objectives-Evolution of WTO-Functions- Principles of WTO- Organisation 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 IV (12 Hours)

International Monetary Fund (IMF)-Objectives- Organisation and Management- Resources-Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-Purpose-Organisation structure- Guiding principle- Leading programs.

Unit V

(12 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.

Course Outcomes:

CO1: Gain the knowledge regarding Export Promotions in India, Government and State Trading Corporations and State Export

CO2: Learn the Concept of role of RBI in Export finance , role of Commercial Banks, EXIM Bank and ECGC

CO3: Understand the concept of GATT, WTO Functions , TRIMS and TRIPS objectives

CO4: Able to Gain the knowledge of IMF objectives Resource facilities , SDR and World Bank

CO5: Learn the Concept regarding IDA objectives, IFC objectives, features , ADB and UNCTAD functions.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L							
CO2						H		
CO3	H					L		
CO4	M						M	
CO5								L

Text Books:

1. International Business (Text & cases) : Francis cherunilam PHI Learning Pvt. Ltd, 2009.
2. Bimal Jaiswal and Sunita Srivastava, International Trade, New age International Publishers,Delhi, 2017

Reference Book:

1. Rakesh Mohan Joshi., International Marketing, Oxford University Press, 2005.

M.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2019-2020 onwards**SECOND SEMESTER****ELECTIVE I - EXPORT AND IMPORT PROCEDURES**

Maximum CIA : 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to learn the procedures of Export and Imports.

Unit I (12 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 II (12 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 III (12 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 IV (12 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 V (12 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.

Course Outcomes:

CO1: Understand the preliminaries to start export business and the finance source for exports

CO2: Demonstrate the different categories of exporters.

CO3: Prepare export and Insurance documents relating to shipment of goods

CO4: Inculcate knowledge on import trade laws

CO5: Learn the procedure for clearance and payment of customs duty.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		H						
CO2		L						
CO3					M		L	
CO4		H			M			
CO5								

Text Books :

1.Rama Gopal, Export Import Procedures, Documentation and Logistics, New Age International, 2016, New Delhi.

2. T.A.S. Balagobal, Export Management, Himalaya Publishing House, Mumbai, 2011

Reference Book:

1. P.K. Khurana, Export Management, Galgotia Publishing Co., 2009, New Delhi.

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SECOND SEMESTER

PART III : ALC 1 :LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Maximum CE: 100

Course Objective :

On successful completion of the paper the student should understand to manage the interaction of business functions across companies in the supply chain as well as in the Logistics Management.

Unit I

Overview of Logistics : Nature and concepts – Evolution of the Logistics Concept – Logistical Mission and Strategic Issues – Logistics in India – Growing Importance of Logistics Management – Logistical Competitive Advantage – Strategic Logistics Planning Process – Components of Logistics Management – Functions of Logistics Management

Unit II

Supply Chain Management: Introduction – Value Chain – Functions and Contributions – Supply Chain Effectiveness and Indian Infrastructure – Framework for Supply Chain Solution – Outsourcing and 3PLs – Fourth-party Logistics (4PLs) –Supply Chain Relationships – Conflict Resolution Strategies for Harmonious Relationships.

Unit III

Elements of Logistics & Supply Chain Management: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) – Operational Logistical Information System –Emerging Technologies in Logistics and Supply Chain Management.

Unit IV

Warehousing and Distribution Centres : Introduction– Concepts of Warehousing– Types of Warehouse– Functions of Warehousing– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse.

Unit V

Logistics Administration: Introduction– Evolutionary Trends of Logistics and Supply Chain Organization– Basic Organization Principles– Factors Influencing Organizational Structure.

Course Outcomes:

CO1: Understand fundamental supply chain management concepts.

CO2: Apply knowledge to evaluate and manage an effective supply chain.

CO3: Understand the foundational role of logistics as it relates to transportation and warehousing.

CO4: Align the management of a supply chain with corporate goals and strategies.

CO5: Analyze and improve supply chain processes.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		M						
CO2								
CO3					H		M	
CO4		M				L		
CO5								

Text books:

1. Douglas M.Lambert, James S. Stock and Lisa M. Ellram (1998), Fundamentals of Logistics Management, The McGraw Hill Companies, New York.

2. Gaurdin, Kent N., Global Logistics Management (2001), Blackwell Publishers Ltd., Oxford.

References Book :

1. Martin Christopher, Logistics and Supply Chain Management (2000), Financial Times Management, Pitman Publishing, London.

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**THIRD SEMESTER
PART III : ALC 2 : COST AUDIT AND OPERATIONAL AUDIT**

Maximum CE-100

Course Objectives:

To make the students to understand the rules, procedures and techniques for preparing Cost audit and Operational audit Report.

Unit I

Cost Audit- Basic of Cost Audit- Appointment of Cost Auditor- Nature and Scope of Cost Audit- Provisions under Companies Act relating to Maintenance of Cost Records and Cost Audit.

Unit II

Provisions of Cost Audit Report - Rules 2001- Forms of Cost Audit Report- Annexure to the Cost Audit report- Proforma to the Cost Audit Report- Usefulness of Cost Audit.

Unit III

Cost Accounting Record Rules- Procedure for Prescription of Cost accounting Record Rules- Cost Accounting Record Rules and its Applicability- Provisions of Cost Accounting Record Rules of Various Industries.

Unit IV

Operation Audit- Basics of Operational Audit- Concept of Internal and Operational Audit- Internal Audit- Techniques and Procedures- Internal Audit Report- Operational Audit Techniques and Procedure.

Unit V

Various Types of Audit and their Process - Due Diligence Audit- SOX Audit- Energy Audit- Meaning and Methodology- Productivity Audit- VAT Audit.

Course Outcomes:

CO1: Understanding the basics of Cost Audit and maintenance of Cost Audit

CO2: Inculcate knowledge about Cost Audit Report.

CO3: Understand the rules and procedure of cost accounting.

CO4: Know the techniques and operations of Audit

CO5: Learn the various types of Audit.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M					H		
CO2		H						
CO3			M					
CO4			M					
CO5					H			

Text Book:

1. Saxena & Vashist, Cost Audit and Management Audit , Sulthan Chand & Sons Pvt. Ltd., 2011
2. Dhruva Dutta Chowdhury, Cost Audit and Management Audit, New Central Book Agency , 2010

Reference Books:

1. A.R. Ramanathan, Cost and Management Audit, Margham Publication (Last Edition)

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**THIRD SEMESTER
CORE 11 - DIRECT TAXES**

Maximum CIA-30
Maximum CE-70
Total Hours: 60

Course Objective :

To enable the students to learn principles and concepts of Direct Taxes

Unit I (12 Hours)

Direct tax- Meaning –Merits –Demerits- Income –Features-Types – Agricultural Income - Assessment Year - Previous year- Assesses - Types of Assesses - Residential status of Person - Exempted Income.

Unit II (12 Hours)

Heads of Income- Income from Salaries – Characteristics of Salary - Treatment of Provident Fund – Allowances – Types of Allowances- Perquisites- Taxability of Perquisites - Valuation of Rent free Accommodation - Gratuity – Pension –Leave Encashment - Calculation of Income from Salary.

Unit III (12 Hours)

Income from House Property – Annual Value - Different Types of Rental Value – Determination –Deduction U/S 24 – Calculation of Income from House Property. Profits and Gains of Business or Profession – Computation of Income from Business or Profession.

Unit IV (12 Hours)

Capital Gains- Types –Exemption - Determination of Cost of Acquisition –Treatment of Capital Loss - Set-off and Carry Forward of Losses – Income from Other Sources –Tax treatment of Gift - Deduction of Tax at Source .

Unit V (12 Hours)

Deductions to be made from Total Income –Assessment of Individuals - Computation of Tax Liability – E-Filing – Procedure.

NOTE: Distribution of marks: Theory 40% and Problems 60%

Course Outcomes:

CO1: Evaluate the concepts and schedule of tax rates, tax liability, penalties and prosecution

CO2: Know the total taxable income of an assessee

CO3:Apply and practice the computation of total income.

CO4: Know the Determination of Cost of Acquisition and Deduction of Tax at Source.

CO5: Analyse the Computation of Tax Liability, deductions , E-Filing & its Procedures.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L					M		
CO2		H						
CO3					L			
CO4					H			
CO5								H

Text Books:

1. Gaur.V.P and Narang.D.B, Puja Gahai,Rajeev Puri , Income Tax Law and Practice ,44th edition, Kalyani Publishers , 2016, New Delhi.
2. T.S.Reddy and Y.Hari Prasad Reddy, Income Tax Law and Practice, 16th Edition, Margam Publication, Chennai

Reference Book:

1. Hariharan.N, Income Tax, 10th edition, Tata McGraw hill, 2016, New Delhi.

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THIRD SEMESTER

CORE 12 : INVESTMENT MANAGEMENT

Maximum CIA-30

Maximum CE-70

Total Hours: 60

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of Various Investment options and its management techniques.

Unit I (12 Hours)

Introduction to Investments - Meaning– Nature- Scope- Objectives - Importance - Elements of investment –Factors influencing investment -Difference between investor and speculator- Financial System in India

Unit II (12 Hours)

Investment Alternatives - Investment in Shares and Debentures -LIC schemes-Bank deposits-Government securities-Mutual fund schemes-Post office schemes-Provident fund-company deposits-real estate-gold & silver.

Unit III (12 Hours)

Securities Markets - Financial Market -Segments –Types -Primary Market – Methods of floating new issues–Role of primary market- Secondary Market- Mutual Funds- Stock exchanges in India –BSE, OTCEI, NSE, and ISE–SEBI.

Unit IV (12 Hours)

Security Analysis and Risk Management - Security analysis-Fundamental Analysis: Economic, Industry and Company analysis- Technical analysis- Dow theory-Types of Shares -Important share patterns -Risk- kinds-Measures of risk-returns-Valuation of securities - Valuation of bonds

Unit V (12 Hours)

Portfolio Management - Nature- scope - SEBI guidelines in Portfolio Management-Portfolio investment process-Elements - An optimum selection problem - Markowitz Portfolio Theory – Sharpe – Single Index Model –APT Model

Course Outcomes:

CO1: Know the scope and importance of investment.

CO2: Understand the patterns of investment in different schemes.

CO3: Acquire knowledge about the various stock exchanges and Securities market.

CO4: Gather knowledge about valuation risk and returns in securities.

CO5: Acquire complete knowledge about portfolio management.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M					
CO2					L			L
CO3					L		M	
CO4		L				M		
CO5					M		H	

Text Books:

1. Dr Preeti Singh, Investment Management , Himalaya Publishing House, 2016
2. V. A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011

Reference Books:

1. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2012.
2. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.

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THIRD SEMESTER

CORE 13– LABOUR LAW AND INDUSTRIAL RELATIONS

Maximum CIA:30

Maximum CE:70

Total Hours: 48

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of Industrial Relations.

Unit I (10 Hours)

Industrial Relations: Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Code of conduct.

Unit II (10 Hours)

Industrial Conflicts: Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

Unit III (10 Hours)

Labour Welfare: Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour Welfare Funds - Education and Training Schemes.

Unit IV (10 Hours)

The Factories Act, 1948 – The Trade Unions Act, 1926 – The Payment of Wages Act, 1936 – The Minimum Wages Act, 1948 – The Industrial Disputes Act, 1947 – The Workmen's Compensation Act, 1923 – The Payment of Gratuity Act, 1972 – The Payment of Bonus Act, 1965.

Unit V (8 Hours)

The Employee 's Provident Fund & Miscellaneous Act, 1952 –EPFO Portal - The Employees State Insurance Act, 1948 – The Industrial Employment (Standing Orders) Act, 1946 – The Apprentice Act, 1961 – The Equal Remuneration Act, 1976 - The Maternity Benefit Act, 1961 - Contract Labour Regulations and Abolition Act, 1970. The Child Labour Prevention and Regulation Act, 1986.

Course Outcomes:

CO1: Know the importance and concepts of Industrial Relations.

CO2: Know the impact and causes of Industrial Conflicts.

CO3: Know the concepts and education of Labour Welfare Measures

CO4: Know the categories of Labour Welfare Act.

CO5: Acquire a complete knowledge about Employee benefit schemes.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L							
CO2			L				M	
CO3			L				M	
CO4							H	
CO5					L			

Text Books:

1. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007
2. P.K. Padhi, Industrial Laws, Prentice Hall of India. 2008

Reference Book:

- 1.S.C. Srivatsava, Industrial Relations and Labour Laws, 7th Edition ,S.Chandh Publishing, New Delhi, 2020

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER
CORE 14-E-COMMERCE AND MIS

Maximum CIA:30

Maximum CE:70

Total Hours: 48

Course Objective:

To enable the students to learn principles and concepts involved in E-commerce and concepts in utilization of business information for decision making to suit to the present IT industry.

Unit I (10 Hours)

E-Commerce –Classification of Electronic Commerce-Anatomy of E-commerce Applications-Electronic Data –Interchange-Benefits-EDI Legal, Security & privacy issues-EDI Software Implementations.

Unit II (10 Hours)

Consumer Oriented Electronic Commerce : Consumer Oriented Applications-Mercantile Process Models-Mercantile Models from the Consumers & Merchants perspective-Electronic Payment Systems-Types-Smart cards & Credit card Electronic Payment systems-Risk.

Unit III (9 Hours)

Management information systems: Meaning-Features-Requisites of an effective MIS-MIS Model-Components-Role and Importance-Corporate Planning for MIS-Growth of MIS in an Organisation-Limitation of MIS.

Unit IV (10 Hours)

Information System in Business and Management: System Concepts-Characteristics of Systems-Types –Categories of Information System-System Development Life Cycle-System Enhancement-Transaction processing System-Information Repeating and Executive Information System.

Unit V (9 Hours)

Database & Functional Management Information System-Client server Architectures Network-Business Process Re-Engineering –Financial –Accounting –Marketing-Production-Human Resource- Business Process Outsourcing.

Course Outcomes:

On completion of the course the students will be able to

CO1: Acquire knowledge about e-commerce applications.

CO2: Gain skills about online payments and models of e-commerce applications.

CO3: Know the importance and role of Management information systems.

CO4: Understand the concepts and categories of Information System.

CO5: Gain knowledge about functional Management and business process.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M					
CO2			M				H	
CO3							H	
CO4					M			
CO5			M				H	

Text books:

1. Dr.Shivani Arora, E-commerce , Taxmann Publications Pvt. Ltd. (8 August 2019),2nd Edition,2019.

2.C.S.V.Moorthy, E-Commerce ,Himalaya Publishing House,2016,New Delhi

Reference Book:

1. Dr.K.Abirami Devi,Dr.M.Alagammai, E-Commerce, Margham Publications.2012

M.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2019-2020 onwards**THIRD SEMESTER****PRACTICAL I: COMPUTER APPLICATION IN BUSINESS**

Maximum CIA-40

Maximum CE-60

Total Hours: 60

Course Objective:

To train the students to attain practical skill essential for modern office

MS-WORD, MS-EXCEL, MS – POWERPOINT, MS - ACCESS

1. Drafting a questionnaire for Research Problem
2. Calculate Mean, Median, Mode, Standard Deviation and Correlation
3. Create a presentation for exhibiting the details of a newly launched product
4. Prepare a Report based on Invoice details such as product number, quantity, price etc., for five products

TALLY

5. Introduction of Tally – History of Tally version– Features and configuration—company creation - Tally Short keys.
6. Ledgers, Vouchers, Trial Balance
7. Preparation of final Accounts.
8. Preparation of Stock summary – Creation of Stock group – Creation of stock category - Unit of measurement – Stock item creation.
9. Bill of materials, stock valuation
10. Payroll accounting and compliance
11. Configuring and creating payroll in tally
12. Creation of payroll masters
13. Processing and generating Payroll reports
14. Introduction to GST - Getting Started with GST (Goods) - Accounting entries for goods purchased and sold.
15. Getting Started with GST (Services)

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M					M		
CO2			H			L		
CO3					L		L	
CO4		M				H		
CO5					M			

Text Books:

1. R.K.Taxali, PC Software, 1 st Edition Tata MC Graw Hill , 2005, (Last Edition).
2. Nitya Tax Associates, Basics of GST, 1 st Edition Taxmann's , 2016

Reference Books:

1. Ashok Kisor, Tally 9, 2 nd Edition BPB Publication, 20011,New Delhi.
2. Dinesh Veerma, Computer Basics and PC Software, Gullybaba Publishing House, 2012.

M.Com Degree Programme – Syllabus for Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

ELECTIVE II : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To expose the students to the concepts of Investment risks and Securities and to enable the understand and utilize the tools available for analysis .

Unit I (12 Hours)

Security Analysis and Portfolio Management :Overview-**The Investment process**-Investment Environment-Concept of Returns and Risk-Measurement of Returns and Risk-Investment Alternatives and their Evaluations-Portfolio Management process

Unit II (12 Hours)

Methodology of Conducting Security Analysis –Fundamental Analysis –Economic Analysis- Economic Forecasting-Industrial Analysis –Company Analysis-Technical Analysis-Tools and Technique of technical Analysis Dow Theory-Eliot Wave Theory-Test of Different forms of Market Efficiency-Emotional and Social Influences

Unit III (12 Hours)

Valuation and Management of Securities-Bond Valuation –Bond Returns and Risks –Bond Price Chnages-Measuring Bonds and Price volatility-Bond Yield-Measuring Yield –Equity Valuation –Equity Returns and Risks-Guidelines for Equity Investment-

Unit IV (12 Hours)

Portfolio Theory-Measuring portfolio returns and Risks - Efficient Portfolios-Capital Market Theory-Capital asset pricing model(CAPM)-Capital Market Line(CML)-Security Market Line(SML)-Behavioural models

Unit V (12 Hours)

Portfolio Selection,Performance Evaluation and Portfolio revision-Formula plan-Time Weighted Returns.

Course Outcomes:

CO1: Know and understand the concepts of investment Environment.

CO2: Understand the methodology of Industrial analysis.

CO3: Know the risk and returns of management of Securities.

CO4: Understand the impact of Portfolio theory.

CO5: Evaluate the revision of Portfolio and Time Weighted Returns.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		M					H	
CO2		M					H	
CO3		M					H	
CO4		M					H	
CO5				L				

Text Books:

1.Preethi singh, Security Analysis and portfolio management, Himalaya Publishing House, P Ltd
1st edition 2017.

2.V.K. Bhalla, Investment Management,4th Edition, Tata McGraw- Hill Publishing Company
Ltd,2005, New Delhi.

Reference Books :

1.Avadhani V.A. Security Analysis and Portfolio Management,19th Revised Edition,
Himalaya Publishing House,2010,New Delhi.

2.Prasanna Chandra, Investment analysis and portfolio management, 2nd edition, Tata McGraw
Hill, Mumbai.

**M.Com Degree Examination – Syllabus for Candidates admitted from the academic year
2019-2020 onwards**

THIRD SEMESTER

ELECTIVE -II : FUNDAMENTAL AND TECHNICAL ANALYSIS

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To enable the students to understand the concepts of fundamental and technical analysis.

Unit I (12 Hours)

Investment –Meaning- Importance-**Security Analysis** –Risk and Return- various approaches to security valuation.

Unit II (12 Hours)

Fundamental analysis- Meaning- Market analysis- Indices of NSE and BSE

Unit III (12 Hours)

Industry analysis- Meaning –Methods- Company analysis-Meaning- Methods.

Unit IV (12 Hours)

Technical analysis-Meaning-Dow theory- Elliot Wave theory

Unit V (12 Hours)

Moving Averages- Charts-MACD- relative strength.

Course Outcomes:

CO1: Understand the concept of various security analysis and its risk, return

CO2: Know the factors influencing technical analysis and its tools.

CO3: Know the market analysis, NSE and BSE

CO4: Analyse the various theory and its use in Investments.

CO5: Provide technical to get an overall idea of the trends in moving average related to commodity market

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		M					H	
CO2		L					M	
CO3		M					L	
CO4		H					M	
CO5				L				

Text Books:

1. Investment management Security Analysis and Portfolio Management, Preeti sing, 14th Edition, Himalaya Publishing house, New Delhi

2. Investments: An Introduction to analysis and management, Amling, Prentice hall, New Jersey, 1984.

Reference Book:

1. Financial decision making- Concepts, problems and cases, I.M. Pandey 3rd Edition, Prentice hall of India Pvt. Ltd, New Delhi.

M.Com Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 onwards

THIRD SEMESTER

ELECTIVE- I : FUTURES AND OPTIONS

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To enable the students to understand the concepts of futures and options.

Unit I (12 Hours)

Introduction to derivatives- Definition of derivatives products- participants in derivatives market, economic forever of derivatives market.

Unit II (12 Hours)

Index derivatives- Index numbers- economic significance of index movements- types of indices- desirable attributes of an index- derivative in Nifty and Sensex.

Unit III (12 Hours)

Forward contracts- Limitations of forward markets- futures- distinction between future and forward contracts- future terminitory options- option terminitory, call options and put option.

Unit IV (12 Hours)

Pay off for buyer (long futures) of futures- pay off for seller (short futures) of futures- hedging, speculation and arbitrage- options payoff- pay off profit for buyer of call options-pay off profit for writer of call options. Hedging and speculation in option.

Unit V (12 Hours)

Evolution of commodity markets- Commodity markets in India- Newyork mercantile Exchange- London Metal Exchange, Chicago Board of traders- Tokyo Commodity Exchange, Chicago Mercantile Exchange.

Course Outcomes:

CO1: Provide knowledge the concept of derivative market

CO2: Give knowledge about the index movement Nifty and Sensex

CO3: Understand the forward market and future market

CO4: Analyse the Hedging ,Speculation and arbitrage in commodity market.

CO5: Evaluation of commodity market in India and other countries.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		L					H	
CO2		M					L	
CO3		H					M	
CO4		M					H	
CO5				H				

Text Books:

1. Financial Services and Markets: Dr. S.Gurusamy, Vijay Nicole Imprints (p) Ltd.
2. Financial management: M.Y. Khan and P.K.Jain,Tata Mc Graw- Hill Publishing Company Limited

Reference Books:

- 1.Financial Services: M.Y.Khan, Tata Mc Graw- Hill Publishing Company Limited.
- 2.Financial Services: Dr. D. Joseph Anbarasu and others, Sultan chand & sons.

M.Com Degree Examination Syllabus for candidates admitted from the Academic Year 2019-2020 onwards.

**THIRD SEMESTER
EDC I – BUSINESS ETHICS**

Maximum CE: 50

Total Hours: 24

Course Objectives:

The objectives of this course are to help students gain an understanding of Business Ethics and its applications in managerial decision – making.

Unit I (4 Hours)

The Nature and Purpose of Ethical Reflections: Introduction - Definition of Ethics - Moral Behavior - Characteristics of Moral Standards.

Unit II (5 Hours)

Business Ethics: Mediating between Moral Demands and Interest - Relative Autonomy of Business Morality - Students in Business Ethics - Role of Ethics in Business - Theory of Voluntary Mediation - Participatory Ethics - Competition Commission of India.

Unit III (5 Hours)

Moral Responsibility: Introduction - Balanced concept of Freedom - Individual Responsibility- Implications related to Modern Issues - Public Accountability and Entrepreneurial Responsibility- Moral Corporate Excellence - Corporate Social Responsibility.

Unit IV (5 Hours)

Business Ethics and Individual Interest: Interest based Outlook - Impact of Interest on Moral Goals and Moral Principles - Utilitarian Views on Business Ethics - Enlightened Egoism.

Unit V (5 Hours)

Duty Ethics in the Business Environment – Theories of Virtue: Productive Practices and Team Motivation - Prospects of Virtues in Business Ethics and Management Theory.

Course Outcomes:

CO1: Acquire a basic and clear understanding of philosophical ethics

CO2: Understand the principles of moral decision-making in global business.

CO3: Identify the trade-offs that face an ethical manager.

CO4: Understand how competitive advantage maps on to corporate social responsibility.

CO5: Acquire ethical frameworks, so as to attack moral problems critically and comprehensively.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1								
CO2				M				
CO3				M				H
CO4				M				H
CO5		L						

Text Books:

1. Murthy, Business Ethics, Himalaya Publishing House, 2009.
2. Andrew Crane and Dirk Mattern, Business Ethics, Oxford University Press, 2011.

Reference Book:

1. Richard T De George, Business Ethics, Pearson Education Indian Ltd., 7th Edition, 2014.

M.Com Degree Examination – Syllabus for Candidates admitted from the academic year 2019-2020 onwards.

FOURTH SEMESTER
CORE 15 - MANAGEMENT ACCOUNTING

Maximum CIA:30

Maximum CE:70

Total Hours: 60

Course Objective:

To enable the students understand the practical Knowledge of Management Accounting

Unit I (12 Hours)

Nature and scope of Management Accounting– Functions – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques , Management Accounting . Position – Role and Responsibility..

Unit II (12 Hours)

Financial statement Analysis and Interpretation. Financial statement Analysis- Types – Comparative Financial Statement – Comparative Balance sheet – Comparative Income Statements – Common Size Balance sheet Analysis – Common Size Income Statement Analysis – Interpreting the Financial Statements- Limitation of Financial Statement Analysis.

Unit III (12 Hours)

Accounting Ratio – Classification- Liquidity Ratio – Profitability ratio – Turn Over Ratio – Solvency Ratio – Leverage Ratio – Ratios as Predictors of Insolvency – Significance – Limitations – Interpretation of Ration analysis.

Unit IV (12 Hours)

Working Capital – Meaning – Kinds of Working Capital - Need and Objectives of Working Capital - Importance of Adequate Working Capital - Factors Deterring Working Capital Requirements – Schedule of Changes in Working Capital. Fund Flow statement – Meaning – Functions – Uses of Fund Flow Statement - Preparation of Funds Flow statement – Cash Flow statement – Definition - Uses of Cash Flow Statement – Limitations- Preparation of Cash Flow

Unit V (12 Hours)

Budgeting and Budgetary control : Budget- Meaning of Budgetary Control - Definition – Budget, Budgeting and Budgetary Control - Objectives of Budgetary control –Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Materials Budget – Production Budget, Production Cost Budget- Labour Budget- Capital Expenditure Budget-

Selling and Distribution Overhead Budget- Sales Budget - Flexible Budgets – Cash Budget – Master Budget – Fixed Budget – Zero based Budgeting.

Note: Distribution of marks: Theory 20% and Problems 80%.

Course Outcomes:

CO1: Identify differences between various forms of accounting—Financial, Managerial and Cost and the role of a Management Accountant.

CO2: Understand various financial statement Analysis.

CO3: Evaluate ratio analysis for measuring the financial performance.

CO4: Analyze the fund flow and cash flow statements.

CO5: Understand about Different Budgets and budgetary control.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1			M					
CO2			L					
CO3	M							
CO4							H	
CO5							M	

Text Books:

1. Shashi K. Gupta, R.K. Sharma, Neeti Gupta, Management Accounting, 2nd Edition, Kalyani Publishers, 2009, New Delhi.
2. Dr. R. Ramachandran, Dr. R. Srinivasan, Management Accounting – Theory, Problems and Solutions, Fourteenth Revised Edition, Sri Ram Publications, 2010, Tiruchy.

Reference Books:

1. B.S. Raman, Management Accounting, 2nd Edition, United Publishers, 2008, Mangalore.
2. S.N. Maheswari, S.K. Maheswari, A Text Book of Accounting for Management, 5th, Vikas Publishing House.

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards.

FOURTH SEMESTER

CORE 16 : STRATEGIC MANAGEMENT

Maximum CIA-30

Maximum CE-70

Total Hours: 60

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of Various Strategies of Modern Business.

Unit I (12 Hours)

Introduction to Strategic Management : Strategy - Strategic Management Process. Levels of Strategies - Corporate, Business and Operational level. Types of Strategies - Functional Strategies – Human Resource Strategy - Marketing Strategy - Financial Strategy - Operational Strategy. Benefits and Risks of Strategic Management. Formulation of Strategy. Business Environment: Components of Environment - Environmental Scanning - Analysis of Strategies and Choice of Strategy.

Unit II (12 Hours)

Competitive Advantage: Introduction – Meaning and Definition – Competitive Advantage of Nations and its implication on Indian Business – Michael Porter’s 5 Forces Model – Pest analysis –Building blocks of Competitive Advantage - Avoiding Failures and Sustaining Competitive Advantage. Portfolio Analysis: SWOT Analysis – GAP analysis – TOWS Matrix – Experience Curve analysis – Life Cycle Analysis – BCG growth share Matrix – GE Nine -Cell Matrix.

Unit III (12 Hours)

Corporate Restructuring: Introduction to Corporate Restructuring - Need for corporate restructuring and forms of corporate restructuring. Corporate Level Strategies - Mergers and Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Liquidation.

Unit IV (12 Hours)

Strategic Control and Evaluation: Strategic Control system – Meaning – Types – Characteristics & Guidelines for Effective Control system – Strategy Evaluation and Control – Objectives - Process – Techniques- The Control Process-Feedback Model - Designing Control Systems. Strategy Implementation – Framework - Mc Kinsey’s 7 – S Framework- Approaches – Issues.

Unit V

(12 Hours)

Corporate Governance: Meaning – Importance - Structure - Principles and Practices in India.
Corporate Social Responsibility (CSR): Meaning – Driving Forces – Dimensions of Corporate Performance – Areas of Social Responsibility - Strategies for growing green economies - Strategies for Governing Public Private Participation of Business Sector in India. Strategies for Environmental Accounting and Auditing.

Course Outcomes:

CO1: Understand the concept of strategic management and formulation of strategic management.

CO2: Know about the Competitive Advantage of Nations and its implication on Indian Business.

CO3: Understand about the Mergers and Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Liquidation.

CO4: Gather knowledge regarding various Strategy Evaluation and Control.

CO5: Know about Corporate Social Responsibility in India.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1		M						
CO2		H				L		
CO3								
CO4								
CO5								

Text books:

1. L.M. Prasad, “ Strategic Management”, Sultan Chand & Sons, Sixth Edition 2016
2. P.K. Ghosh, “Strategic Planning and Management”, Sultan Chand & Sons, 12th Edition 2016

Reference book:

1. Francis Cherunilam, “ Strategic Management”, Himalaya Publishing House, 4th Revised Edition 2016



M.Com Degree Examination – Syllabus for Candidates admitted from the Academic Year 2019-2020 onwards.

FOURTH SEMESTER

ELECTIVE III : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Maximum CIA-30

Maximum CE-70

Total Hours: 60

Course Objective:

Highlight the need for entrepreneurship and to manage the small business by learning the various topics to familiarize the growth of entrepreneurship in India.

Unit I (12 Hours)

Entrepreneur- Meaning – Importance – Qualities, Nature Types, Traits, Culture, Similarities and Differences between Entrepreneur and Intrapreneur. **Entrepreneurship and Development** – Its Importance – Role of Entrepreneurship – Entrepreneurial – Environment.

Unit II (12 Hours)

Evolution of Entrepreneurs – Entrepreneurial Promotion: Training and Developing- Motivation-Factors – Mobility of Entrepreneurs – Entrepreneurial Change – Occupational Mobility – Factors in Mobility – Role of Consultancy Organizations in Promoting Entrepreneurs – Forms of Business for Entrepreneurs.

Unit III (12 Hours)

Project Management - Sources of Business Idea – Project Classifications – Identifications – Formulation and Design – Feasibility Analysis – Preparation of Project Report and Presentation. Financial analysis – Concept and Scope – Project Cost Estimate – Operating Revenue Estimate – Ratio Analysis – Investment Process – BE Analysis-Profit Analysis-Social Cost Benefit Analysis-Project Appraisal Methods-Project Report Preparation.

Unit IV (12 Hours)

Entrepreneurs and Ideas: The Basis of Small Business – Small Business Ethics – Small Business Entrepreneurs – Small Business Ideas- Small Business Paths and Plans-Small Business Entry – Path to Part Time Entrepreneurship – Paths to Full Time Entrepreneurship – Small Business Strategies – Business Plans.

Unit V

(12 Hours)

Marketing in the Small Business : Small Business Marketing - Small Business Promotion – Small Business Distribution and Location – Marketing Plans- Cash Accounting and Finance in the Small Business : Small Business Accounting – Cash- Life blood of the Business – Small Business Finance – Small Business Protection - Legal Issues – Human Resource Management - Achieving Success in the Small Business

Course Outcomes:

CO1: Know about Entrepreneurial Environment

CO2: Know about Role of Consultancy Organizations in Promoting Entrepreneurs.

CO3: Understand about preparation of project report and presentation

CO4: Understand about Small Business Paths and Plans.

CO5: Provide Knowledge about Role of Marketing and Finance in the Small business.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L							
CO2						L		
CO3	H					M		
CO4	M						M	
CO5								L

Text Books:

1. Vasanth Desai, Dynamics of Entrepreneurial Development and Management Himalaya publishing house, 2011, New Delhi.

2. N.P.Srinivasan & G.P.Gupta, Entrepreneurial Development, Sultanchand & Sons.

Reference Book:

1.Katz, Jerome and Richard, Green – Entrepreneurial Small Business, McGraw Hill Education, New Delhi, 2015.

2.Scarborough, M. Norman, Cornwall, R. Jeffrey - Essentials of Entrepreneurship and Small Business Management, Pearson Education, New Delhi, 2016

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards.

FOURTH SEMESTER

ELECTIVE III : MICRO FINANCE MANAGEMENT

Maximum CIA-30
Maximum CE-70
Total Hours: 60

Course Objective:

On the successful completion of the course, the student will acquire the in depth knowledge about Micro Finance.

Unit I (12 Hours)

Microfinance – An Introduction – Demand and Supply of Microfinance – Microfinance: A Development Strategy and an Industry – Role of Grameen Banks in Micro finance – Microfinance Innovative Concepts, Approaches and Financial Inclusion

Unit II (12 Hours)

Analyzing and Managing Financial Performance of MFIs – Analyzing and Managing Financial Statements of MFIs/RRBs – Financial Ratios, Capital Adequacy, IRAC and Provisioning Norms – Revenue Models of Microfinance – Role of Subsidies and Donors in Microfinance – Benchmarking and Rating of MFIs – Operational Evaluation

Unit III (12 Hours)

Market Evaluation of Microfinance – Products and Services - Pricing of Financial Services – Legal and Regulatory Compliance In Microfinance – Social Evaluation of Micro finance – Role of Ethics in Microfinance

Unit IV (12 Hours)

State Intervention in Rural Credit – Bank Linkup and Programme – Governance and the Constitution of the Board of Various Forms of MFIs in India – Intermediaries for Microfinance – Microfinance Delivery Models and Banks Linkages Programme

Unit V (12 Hours)

Emerging Issues in Microfinance – Gender Issues in Microfinance – Role of Technology in Microfinance – Micro Credit as Priority Sector Advance – Impact of Micro finance on Empowerment of Women.

Course Outcomes:

CO1: Acquire knowledge about the concepts and approaches of micro finance

CO2: Analyse financial statement of managing financial performance and the role of subsidies

CO3: know about the market evaluation and pricing of financial service

CO4: Understand the governance and constitutions of MFI and its intermediaries

CO5: Study the emerging issues and women empowerment in micro finance.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	H							
CO2						L		
CO3	L					H		
CO4	M						H	
CO5								M

Text Books:

1.Principles and Approaches, Dr.V.Rengarajan, 4th edition, Notion Press Publication, 2016

2.Micro Finance- Perspective and Operations, IIBF MacMillan Publication, 2015

Reference Book:

1.The Economic of Micro Finance, B.Armendariz, PHI Publication, 2015

M.Com Degree Examination – Syllabus for candidates admitted from the academic year 2019-2020 onwards

FOURTH SEMESTER

ELECTIVE III : RETAIL MARKETING MANAGEMENT

Maximum CIA-30

Maximum CE-70

Total Hours: 60

Course Objective :

To enable the students to learn the basics in retailing, T-tailing and recent trends in retailing.

Unit I (12 Hours)

Retail Management - Concept - Definition and Meaning- Characteristics– Elements of Retail Marketing Management-Functions- Role of retailing- Trends in Retailing- Types of Retailing - - Economic Significance of Retailing- Retailing Management Decision Process- Product Retailing vs. Service Retailing- Types of Retailers.

Unit II (12 Hours)

Retail Market segmentation- Need- Criteria- Dimensions of segmentation-Introduction- Retail Marketing Mix- Importance of Marketing Mix- Segmentation in Retail-Targeted Marketing Efforts- Criteria for Effective Segmentation- Dimensions of Segmentation- Limitations of Market Segmentation

Unit III (12 Hours)

Merchandise Planning- Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process- -Identifying Customer Needs and Wants- Presenting the Merchandise –Visual Merchandising–Category Management- Product Movement and Stocking Plans- Retail Facilities: Cold Storage- Display- Demo- Warehouse- Customer Convenience.

Unit IV (12 Hours)

E-Tailing - Introduction- Role of Technology in Satisfying Market Demand- Technology in Retail Marketing Decisions- Structure and Developments in E-tailing- Factors Influences the Growth of E-Tailing- Advantages & Disadvantages of E-Tailing- Future of Electronic Retailing.

Unit V (12 Hours)

Retail Markets in India and Global - Evolution and Size of retail in India – Drivers of retail

change in India – Challenges to retail developments in India- Global retail markets retailing – Challenges facing global retailers –Factors affecting the success of a global retailing strategy.

Course outcomes:

CO1: Know the concepts and Trends in Retailing

CO2: Acquire knowledge about segmentation in retailing

CO3: Understand about retail merchandising management

CO4: Know about development and growth of e –tailing

CO5: Understand about Global retail markets retailing and Global retailing strategic.

CO/PO&PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	L							
CO2						H		
CO3	M					M		
CO4	M						L	
CO5								L

Text Books:

1. Swapna Pradhan: Retail Management Text and cases, (Tata McGraw-Hill Education) 2015.
2. Helen Goworek, Peter Mc Goldrick : Retail Marketing Management Principles and Practice, Pearson Education Limited, 2015

References Books:

1. Gibson G. Vedamani: Retail Management Functional Principles and Practices, Jaico Publishing House, 2011.
2. Dr. Harjit Singh: Retail Management A Global Perspective, Vikas Publishing house, 2014.

M.Sc CS

COMPUTER SCIENCE BOARD
Scheme of Examination (CBCS and OBE Pattern)

For the Candidates Admitted from the Academic Year 2019-2020 onwards
Programme : M.Sc Computer Science

Sub Code	Paper	Subject Title	Ins.Hrs/Week	Examination				
				Dur. Hrs.	CIA	CE	Total	Credit
SEMESTER I								
19MSC101	Paper 1	Design and Analysis of Algorithms	5	3	30	70	100	4
19MSC102	Paper 2	Modern Operating Systems	5	3	30	70	100	4
19MSC103	Paper 3	Research Methodology	5	3	30	70	100	4
19MSC104	Paper 4	Object Oriented Analysis and Design	5	3	30	70	100	4
19MSC105	Paper 5	Principles of Compiler Design	5	3	30	70	100	4
19MSCP01	Practical 1	Object Oriented Analysis and Design Lab	5	3	40	60	100	4
Total			30				600	24
SEMESTER II								
19MSC201	Paper 6	Advanced Software Engineering	6	3	30	70	100	4
19MSC202	Paper 7	Networking and Communication Technologies	6	3	30	70	100	4
19MSC203	Paper 8	Advanced Java Programming	5	3	30	70	100	4
19MSCP02	Practical 2	Advanced Java Programming Lab	5	3	40	60	100	4
19MSCE01/ 19MSCE02/ 19MSCE03	Elective I	Distributed Computing/ Grid Computing/ Mobile Computing	5	3	30	70	100	4
19MSCID1	IDC 1	8085 Microprocessor and its interfacing	3	3	30	70	100	4
Total			30				600	24
SEMESTER III								
19MSC301	Paper 9	Internet of Things	5	3	30	70	100	4
19MSC302	Paper 10	Information Security	4	3	30	70	100	4
19MSC303	Paper 11	Data Mining & Warehousing	5	3	30	70	100	4
19MSC304	Paper 12	Web Technology	4	3	30	70	100	4
19MSCP03	Practical 3	Web Technology Lab	5	3	40	60	100	4
19MSCE04/ 19MSCE05/ 19MSCE06	Elective II	Bioinformatics/ Neural Networks & Fuzzy logic/ Wireless Application Protocol	5	3	30	70	100	4
19MSCED1	EDC 1	Management Information System	2	3	-	50	50	2
Total			30				650	26
SEMESTER IV								
19MSCPR1	Project Viva Voce	Project and Viva Voce	-	3	150	100	250	8
19MSCE07/ 19MSCE08/ 19MSCE09	Elective III	Ethical Hacking/ Artificial Intelligence/ Software Testing	5	3	30	70	100	4
19MSC401		Digital Image Processing	5	3	30	70	100	4
Total			10				450	16
Total							2300	90

List of Elective Courses:

Elective I			
Sem	Code	Subject Title	Credits
II	19MSCE01	Distributed Computing	4
II	19MSCE02	Grid Computing	4
II	19MSCE03	Mobile Computing	4
Elective II			
III	19MSCE04	Bioinformatics	4
III	19MSCE05	Neural Networks & Fuzzy logic	4
III	19MSCE06	Wireless Application Protocol	4
Elective III			
IV	19MSCE07	Ethical Hacking	4
IV	19MSCE08	Artificial Intelligence	4
IV	19MSCE09	Software Testing	4

List of Extra Disciplinary Courses:

Sem	Code	Subject Title	Max Marks	Credits
III	19MSCED1	Management Information System	50	2

List of Additional Credit Courses

Sem	Code	Subject Title	Max Marks	Credits
II	19MSCAC1	Multimedia and its Applications	100	2
III	19MSCAC2	Big Data Analytics	100	2
IV	19MSCAC3	Parallel Computing	100	2

Summary

Part	No of Papers	Total Credits	Total Marks
CORE,ELECTIVE & PROJECT	20	84	2150
IDC –Inter Disciplinary Course	1	4	100
EDC –Extra Department Course	1	2	50
Total		90	2300

REGULATIONS FOR BOARD OF COMPUTER SCIENCE (FOR PG COURSES ONLY)

(Effective from the academic year 2019-2020 onwards)

1. Project and Viva Voce:

Each student in the PG final year shall compulsorily undergo Project Work in the 4th semester. Projects shall be done individually. Project Reviews shall be conducted thrice in which the progress of project work shall be strictly evaluated by respective Project Guides. Viva-Voce shall be conducted only in the presence of Industrialists or academicians. Out of the Total of 250 marks, 150 marks shall be allocated for CIA and 100 for CE VIVA VOCE.

2. Submission of Record Note Books for practical examinations

Candidates appearing for practical examinations shall submit bonafide Record Work for the concerned Practical Examinations. If not the candidate has to submit a bonafide certificate issued by the concerned subject in-charge duly signed by the Head of the Department in order to be permitted to take up the Practical Examination. The Candidate so permitted will not be eligible for the Record Work mark.

3. Distribution of Marks:

The following are the distribution of marks for Comprehensive Examinations and CIA for Theory, Practical and Project.

Part	Internal Assessment	External Assessment	Total Marks
III –Core	30	70	100
III – IDC	30	70	100
III – Elective	30	70	100
III – EDC	-	50	50
III- Project	150	100	250
III-SBC	30	70	100

4. Distribution of Internal Mark for Theory:

(No Passing Minimum for CIA)

S. No	CIA	Distribution of Marks
1	Pre Model Examination	70
2.	Model Examination	70
3.	Seminar	30
4.	Attendance	10
Total		180/6(Months)=30

5. Breakup for Attendance:

S.NO	Attendance split up	Marks
1	65% to 74%	4
2	75% - 80%	6
3	81% - 90%	8
4	91% - 100%	10

6. Seminar Mark Split up:

S.NO	Seminar split up	Marks
1	Content	10
2	Flow of the presentation	10
3	Stage management and Body language	10
Total		30

7. Distribution of Mark for Project VIVA-VOCE:

S.No	CIA	Distribution of Marks
1	INTERNAL	
	Review –I	40
	Review –II	40
	Documentation & Final Review	70 Total (150)
2	EXTERNAL *	
	Presentation	60
	Viva	40 Total (100)
Total		250

*Marks to be awarded by both External and Internal Examiners.

8. Question Paper Pattern

Maximum Marks : 70 / Time 3 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×4=20)	Each question carries four marks	Internal Choice
Section – C	(5×8=40)	Each question carries eight marks	Internal Choice
Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions

Section – B	(5×3=15)	Each question carries three marks	Internal Choice
Section – C	(5×5=25)	Each question carries five marks	Internal Choice
Maximum Marks : 50 / Time 2 Hrs			
Section – A	(10×1=10)	Each question carries one mark	Ten Multiple Choice Questions
Section – B	(5×8=40)	Each question carries eight marks	Internal Choice
Section – C	(5×10=50)	Each question carries ten marks	Internal Choice

NOTE:

1. The questions should be numbered continuously running through the Sections A, B and C.
2. Questions should be evenly distributed among the unit in the syllabus in all the sections of the question paper.
3. While framing questions with internal choice the questions must be identified as (a) or (b). (e.g. 11. a or b). Further, the internal choice must be from the same unit.
4. The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

9. Conduct of Practical Examinations:

Practical examinations shall be conducted with one internal examiner and one external examiner and the question paper for practical examination shall be set by both Internal and External examiners.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PAPER 1: DESIGN AND ANALYSIS OF ALGORITHMS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To impart knowledge about how to analyze & design searching and sorting algorithms.

Unit- I (12 Hours)

Introduction: What is an Algorithm? – Algorithm Specification – Performance Analysis – Elementary Data Structures: Stacks and Queues, Trees. Analysis of Algorithms: Computational Complexity – Average-Case Analysis – Example: Analysis of Quick Sort.

Unit- II (12 Hours)

Divide and Conquer: General Method – Binary Search – Merge Sort – Quick Sort. Greedy Method: General Method – Knapsack Problem – Minimum Cost Spanning Tree – Single Source Shortest Path.

Unit- III (12 Hours)

Dynamic Programming: General Method – Multistage Graphs – All Pair Shortest Path – Optimal Binary Search Trees – 0/1 Knapsack - Traveling Salesman Problem – Flow Shop Scheduling.

Unit- IV (12 Hours)

Backtracking: General Method – 8 Queens Problem – Sum of Subsets – Graph Coloring – Hamiltonian Cycles – Knapsack Problem.

Unit- V (12 Hours)

NP-Hard and NP-Complex Problem: Basic Concepts – Traveling Salesperson Decision Problem – Scheduling Identical Processors – Implementing Parallel Assignment Instructions.

Course Outcome:

- Compute the complexity of various algorithms
- Implement operations like searching, insertion, and deletion, traversing mechanism etc. on various data structures
- To introduce various techniques for representation of the data in the real world
- To design and implement various data structure algorithms
- Have the mathematical foundation in analysis of algorithms

Text Book:

1. Ellis Horowitz, Sartaj Sahni, Sanguthevar Rajasekaran, Fundamentals of Computer Algorithms, Universities Press, Second Edition, Reprint 2015.

Unit 1: Chapter 1 (1.1 - 1.3), Chapter 2 (2.1, 2.2).

Unit 2: Chapter 3 (3.1, 3.2, 3.4, 3.5), Chapter 4 (4.1, 4.2, 4.4, 4.8).

Unit 3: Chapter 5 (5.1 - 5.3, 5.5, 5.7, 5.9, 5.10).

Unit 4: Chapter 7 (7.1 - 7.6), Chapter 8 (8.1 - 8.3).

Unit 5: Chapter 11 (11.1, 11.3.5, 11.4.1, 11.5.2).

Reference Books:

1. Robert Sedgewick, Phillipe Flajolet, An Introduction to the Analysis of Algorithms, Addison-Wesley Publishing Company, 2016.
2. Alfred V. Aho, John E. Hocroft, Jeffrey D. Ullman, Data Structures and Algorithms, Pearson Education, Reprint 2012
3. Goodrich, Data Structures and Algorithms in Java, Wiley, Third Edition, 2014

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M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PAPER 2: MODERN OPERATING SYSTEMS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To impart knowledge about three different types of advanced Operating System namely, distributed, multiprocessor and database operating systems.

Unit-I (12 Hours)

Operating System Overview: Functions of Operating System – Design Approaches – Types of Advanced Operating System. Synchronization Mechanisms: Concept of a Process - Concurrent Process – The Critical Section Problem - Other Synchronization Problems – Language Mechanisms for Synchronization – Axiomatic Verification of Parallel Programs. Process Deadlocks: Preliminaries–Models of Deadlocks–Resources-System State– Necessary and sufficient conditions for a Deadlock – Systems with Single-Unit Requests-Consumable Resources-Reusable Resources.

Unit-II (12 Hours)

Distributed operating System: Issues - Communication Primitives. Theoretical Foundations. Distributed Mutual Exclusion: Non-Token Based Algorithms - Lamport's Algorithm - Token-Based Algorithms – Suzuki - Kasami's Broadcast Algorithm. Distributed Deadlock Detection: Issues - Centralized Deadlock - Detection Algorithms - Distributed Deadlock-Detection Algorithms. Agreement Protocols - Classification - Solutions - Applications.

Unit-III (12 Hours)

Distributed File systems: Architecture – Mechanisms – Design Issues. Distributed Shared Memory: Architecture – Algorithm – Protocols - Design Issues. Distributed Scheduling: Issues – Components – Algorithms.

Unit- IV (12 Hours)

Recovery : Basic Concepts-Classification of Failures – Basic Approaches to Recovery - Recovery in Concurrent System - Synchronous and Asynchronous Checkpointing and Recovery - Check pointing in Distributed Database Systems. Fault Tolerance: Issues – Two phase and Nonblocking Commit Protocols - Voting Protocols - Dynamic Voting Protocols.

Unit-V (12 Hours)

Multiprocessor operating systems : Structures – Design Issues – Threads – Process Synchronization – Processor Scheduling –Memory Management – Reliability / Fault Tolerance. Database Operating Systems: Concurrency Control – Distributed Database Systems: Distributed Database System – Concurrency Control Algorithms: Lock based Algorithms – Time Stamp based Algorithms.

Course Outcome:

- Analyze the structure of OS and basic architectural components involved in OS design
- Understand the Mutual exclusion, Deadlock detection and agreement protocols of Distributed operating system
- Interpret the mechanisms adopted for file sharing in distributed Applications
- To appreciate role of Process synchronization towards increasing throughput of system
- Conceptualize the components involved in designing a contemporary OS

Text Book

1. MukeshSinghal and N. G. Shivaratri, Advanced Concepts in Operating Systems, McGraw Hill, Reprint 2017.

Unit 1: Chapter 1 (1.1 - 1.3, 1.5), Chapter 2 (2.2 - 2.5, 2.7), Chapter 3 (3.2 - 3.4, 3.6 - 3.9).

Unit 2: Chapter 4 (4.5, 4.7), Chapter 5 (5.1), Chapter 6 (6.5, 6.6, 6.10, 6.11), Chapter 7 (7.4, 7.6, 7.7), Chapter 8 (8.3 - 8.5).

Unit 3: Chapter 9 (9.1 - 9.4), Chapter 10 (10.1 - 10.3, 10.5, 10.6), Chapter 11 (11.1, 11.3, 11.4, 11.6)

Unit 4: Chapter 12 (12.1 - 12.6, 12.8 - 12.10), Chapter 13 (13.2, 13.4, 13.5 - 13.7).

Unit 5: Chapter 17 (17.1 -17.8), Chapter 19 (19.6, 20.3, 20.4).

Reference Books:

1. William Stallings, Operating Systems-Internals and Design Principles, Pearson Education, Sixth Edition, Reprint 2016.
2. Achyut S. Godbole, Operating Systems, Tata McGraw Hill, Reprint 2013.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PAPER 3: RESEARCH METHODOLOGY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To impart knowledge about research, methodologies, identifying research topics, selecting and defining research problem, and writing thesis.

Unit-I (12 Hours)

Research Methodology: Introduction - Meaning of Research - Objectives of Research - Types of Research - Research Approaches - Significance of Research - Research Methods versus Methodology - Research and Scientific Method - Importance of Knowing How Research is Done - Research Process - Criteria of Good Research - Problems Encountered by Researchers in India. Defining the Research Problem: Research Problem - Selecting the Problem - Necessity of Defining the Problem - Technique Involved in Defining a Problem.

Unit-II (12 Hours)

Research Design: Meaning of Research Design - Need for Research Design - Features of a Good Design - Important Concepts Relating to Research Design - Different Research Designs - Principles of Experimental Designs. Design of Sample Surveys: Sample Design – Sampling and Non-Sampling Errors – Types of Sampling Designs.

Unit-III (12 Hours)

Data Collection: Collection of Primary Data - Observation Method - Interview Method - Collection of Data through Questionnaires - Collection of Data through Schedules - Difference between Questionnaires and Schedules - Some Other Methods of Data Collection - Collection of Secondary Data - Selection of Appropriate Method for Data Collection. Data Preparation: Data Preparation Process – Types of Analysis – Statistics in Research.

Unit-IV (12 Hours)

Testing of Hypotheses: What is a Hypothesis? – basic concepts concerning testing of hypothesis – testing the hypothesis – test statistic and critical region – critical value and decision rule – procedures for hypothesis testing. Analysis of Variance – ANOVA Techniques - Basic Principle of ANOVA – One way ANOVA – Two Way ANOVA

Unit-V (12 Hours)

Technique of Interpretation: Precaution in Interpretation - Significance of Report Writing - Different Steps in Writing Report - Layout of the Research Report - Types of Reports - Oral Presentation - Mechanics of Writing a Research Report - Precautions for Writing Research Reports.

Course Outcome:

- Develop understanding on various kinds of research, objectives of doing research, research process, and research designs.
- Understand and describing the method of collecting data and sampling it.
- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
- Have basic awareness of data analysis-and hypothesis testing procedures
- Formulate and writing practices in research report.

Text Book:

1. C.R.Kothari, Research Methodology Methods and Techniques, New Age International (P) Limited, Publishers, India

Unit 1: Chapter 1 (1.1 to 1.10), Chapter 2 (2.1 to 2.4).

Unit 2: Chapter 3 (3.1 to 3.6), Chapter 4 (4.1 to 4.5).

Unit 3: Chapter 6 (6.1 to 6.5), Chapter 7 (7.1, 7.4, 7.5).

Unit 4: Chapter 10 (10.1 to 10.6), Chapter 12 (12.1 to 12.4).

Unit 5: Chapter 19 (19.1 to 19.10).

Reference Books:

1. Panneerselvam, Research Methodology, PHI Pvt. Ltd, 2014.
2. Wilson, Essential of Research Methods, SAGE Publication, 2010.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PAPER 4: OBJECT ORIENTED ANALYSIS AND DESIGN

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To acquire knowledge on C++ programming concepts.

Unit –I (12 Hours)

Object Model: Evolution of the Object Model – Elements of the Object Model – Applying the Object Model - Classes and Objects: Nature of an Object – Relationships Among Objects –Nature of a class – Relationships Among Classes – Interplay of Classes and Objects – On Building Quality Classes and Objects.

Unit-II (12 Hours)

Classification- The Importance of Proper Classification – Identifying Classes and Objects – Key Abstractions and Mechanisms - The Notation: Elements of the Notation Class Diagrams – State Transition Diagrams – Object Diagrams – Interaction Diagrams – Module Diagrams – Process Diagrams – Applying the Notation.

Unit-III (12 Hours)

Overview of C++, Classes and Objects – Arrays, Pointers, References, and the Dynamic Allocation- Operators – Function Overloading, Copy Constructors and Default Arguments – Operator Overloading – Inheritance – Virtual Functions and Polymorphism – Templates.

Unit-IV (12 Hours)

Exception Handling – The C++ I/O System Basics – C++ File I/O – Namespaces -Conversion Functions – Introducing the Standard Template Library.

Unit –V (12 Hours)

Standard C++ I/O Classes – The STL Container Classes – The STL Algorithms – STL Iterators, Allocators and Function Objects – The String Class – The Numeric Classes – Exception Handling and Miscellaneous Classes.

Course Outcome:

- be able to analyze information systems in real-world settings and to conduct methods such as interviews and observations
- have a general understanding of a variety of approaches and perspectives of systems development, and to evaluate other IS development methods and techniques
- Describe the concept of function overloading, operator overloading, virtual functions and polymorphism
- Classify inheritance with the understanding of early and late binding, usage of exception handling, generic programming
- Demonstrate the use of various OOPs concepts with the help of programs

Text Books:

1. Grady Booch, Object-Oriented Analysis and Design with Applications, Pearson Edition, 2nd Edition, Reprint 2016.

Unit 1: Chapter 2, Chapter 3

Unit 2: Chapter 4, Chapter 5

2. Herbert Schildt, The Complete Reference C++, Tata McGraw-Hill Edition 2003

Unit 3: Chapter 11, Chapter 12, Chapter 13, Chapter 14, Chapter 15, Chapter 16, Chapter 17, Chapter 18.

Unit 4: Chapter 19, Chapter 20, Chapter 21, Chapter 22, Chapter 23, Chapter 24.

Unit 5: Chapter 32, Chapter 33, Chapter 34, Chapter 35, Chapter 36, Chapter 37, Chapter 38.

Reference Books

1. Ashok N. Kamthane, Object-Oriented Programming with ANSI & Turbo C++, Pearson Education, 2006

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PAPER 5: PRINCIPLES OF COMPILER DESIGN

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To impart knowledge about design and implementation of lexical analyzer, parser, schemes and optimization of codes.

Unit- I (12Hours)

Compilers – Analysis Of The Source Program – Phases Of A Compiler – Cousins Of The Compiler – Grouping Of Phases – Compiler Construction Tools – Lexical Analysis – Role Of Lexical Analyzer – Input Buffering – Specification Of Tokens-Recognition Of Tokens-Finite State Automata.

Unit-II (12Hours)

Syntax Analysis- Role Of The Parser –Writing Grammars –Context-Free Grammars – Top Down Parsing – Recursive Descent Parsing – Predictive Parsing – Bottom Up Parsing – Shift Reduce Parsing – Operator Precedent Parsing – LR Parsers –SLR Parser – Canonical LR Parser – LALR Parser.

Unit- III (12 Hours)

Intermediate Languages – Declarations – Assignment Statements – Boolean -Expressions – Case Statements – Back Patching – Procedure Calls. Runtime Environments– Storage Organization – Storage Allocation Strategies – Access to Non-Local Names – Parameter passing.

Unit- IV (12 Hours)

Issues In The Design Of Code Generator – The Target Machine – Runtime Storage Management – Basic Blocks And Flow Graphs – Next-Use Information – A Simple Code Generator – Register Allocation And Assignment-DAG - Representation Of Basic Blocks – Code Generator And Generators.

Unit - V (12Hours)

Principal Sources of Optimization – Peephole Optimization - Optimization of Basic Blocks – Loops in Flow Graphs - Introduction to Global Data Flow Analysis.

Course Outcome:

- Able to convert any instruction of a program to convert from source language to target language and should be recognize what happens at each and every phase of a compiler
- Student should be in a position to understand the different types of parsing techniques and should be in a position to solve the problem
- To realize different translation languages
- To know about compiler generation tools and techniques
- Student should analyze the program and minimize the code by using optimizing techniques which helps in reducing the no. of instructions in a program and also utilization of registers in an effective way

Text Books

1. Alfred Aho, Ravi Sethi, Jeffrey D Ullman, Compilers Principles, Techniques And Tools, Pearson Education Asia, Reprint 2017.

Unit 1: Chapter 1 (1.1 - 1.6), Chapter 3 (3.1 - 3.4, 3.6)

Unit 2: Chapter 4 (4.1 - 4.7)

Unit 3: Chapter 8 (8.1 -8.7), Chapter 7 (7.2, 7.3)

Unit 4: Chapter 9 (9.1 - 9.8, 9.11)

Unit 5: Chapter 10 (10.1 – 10.3)

Reference Books

1. Alfred Aho, Ravi Sethi, Jeffrey D Ullman, Compilers Principles, Techniques And Tools, Pearson Education Asia, Reprint 2017.
2. Ravendra Singh, Vivek Sharma, Manish Varshney, Design And Implementation Of Compiler, New Age International, Reprint 2019
3. Santanu Chattopadhyay, Compiler Design , Prentice Hall Of India, 2016..
4. C. N. Fischer And R. J. Leblanc, Crafting A Compiler With C , Benjamin Cummings, 2012.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

PRACTICAL I: OBJECT ORIENTED ANALYSIS AND DESIGN LAB

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

Course Objective:

To inculcate knowledge on implementation of algorithms using C++.

List of Practical's:

1. Design the following sorting algorithms using C++
 - a. Bubble Sort
 - b. Insertion Sort
 - c. Selection Sort
 - d. Heap Sort
 - e. Quick Sort
2. Design the following Searching algorithms using C++
 - a. Linear Search
 - b. Binary Search
 - c. Matrix Manipulations
4. Prepare the Polynomial Addition & Multiplication using C++.
5. Develop the Operations on Stack and Conversion of expressions using C++.
6. Illustrate the Operations on Queue using C++.
7. Develop the Operations on Linked List using C++.
8. Construct the Operations on Doubly Linked List using C++.
9. Develop the Operations on Binary tree and Traversals using C++.
10. Develop the Dijkstra's Algorithms to find the Shortest Path using C++.
11. Prepare 8-Queens Problem using C++.
12. Develop Knapsack Problem using C++.

Course Outcome:

- Understand the relative merits of C++ as an object oriented programming language.
- Understand how to produce object-oriented software using C++
- Understand the behavior of basic data structures.
- Analyze a problem and determine the appropriate data structure for the problem.
- Understand and analyze elementary algorithms: sorting & searching.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

SECOND SEMESTER

PAPER 6: ADVANCED SOFTWARE ENGINEERING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To enable the students to learn the concepts of software engineering, web engineering, Component based software engineering.

Unit-1 (12Hours)

Software and software engineering: Evolving Role Software – Software – Changing Nature of Software – Software Myths - Agility - Agility and the Cost of Change - Agile Process - Extreme Programming (XP)

Unit-II (12Hours)

System Engineering : Computer Based Systems – System Engineering Hierarchy – Requirements Engineering: Requirements Engineering Tasks – Eliciting Requirements - Design Engineering Design within the Context of Software Engineering – Design Process and Design Quality – Design Concepts – Design Model

Unit-III (12Hours)

Web Engineering: Attributes of Web Based Systems and Applications – WebAPP Engineering Layers – Web Engineering Process – Web Engineering Best Practices Formulation and planning for Web Engineering: Formulating Web-Based Systems – Planning for Web Engineering Projects – Web Engineering Team - Project Management Issues for Web Engineering - Analysis Modeling for Web Applications - Requirements Analytics for Webapps – Content Model – Interaction Model – Functional Model

Unit- IV (12Hours)

Advanced Topics in Software Engineering: Formal Methods – Basic Concepts – Mathematical Preliminaries – Mathematical Notations – Formal Specification Languages – Object Constraint Language – Z Specification Language – Ten Commandants of Formal Methods – Cleanroom Software Engineering Cleanroom Approach – Functional Specification – Cleanroom Design – Cleanroom Testing

Unit- V (12Hours)

Component Based Software Engineering – Engineering of Component Based Systems – CBSE Process – Domain Engineering – Component Based Development – Classifying and Retrieving Components – Economics of CBSE – Re-Engineering – Business Process Reengineering - Software Reengineering –Reverse Engineering – Restructuring – Forward Engineering – The Economics of Reengineering

Course Outcome:

- Ability to analyze, design, verify, validate, implement, apply, and maintain software systems
- Ability to design a system, component, or process to meet desired needs within realistic constraints
- Ability to identify, formulate, and solve engineering problems
- An ability to use the techniques, skills, and modern engineering tools necessary for engineering practice
- Ability to work in one or more significant application domains

Text Book:

1. Roger S. Pressman, Software Engineering – A practitioner’s Approach, McGraw Hill International Edition, 6th Edition, Reprint 2016.

Unit 1: Chapter 1 (1.1, 1.2, 1.3, 1.4, 1.5, 1.6), Chapter 4 (4.1, 4.2, 4.3)

Unit 2: Chapter 6 (6.1, 6.2), Chapter 7 (7.1, 7.2, 7.4), Chapter 9 (9.1, 9.2, 9.3, 9.4)

Unit 3: Chapter 16 (16.1, 16.2, 16.3, 16.4), Chapter 17 (17.1, 17.2, 17.3, 17.4)

Unit 4: Chapter 28 (28.1, 28.2, 28.3, 28.4, 28.5, 28.6, 28.7) – Chapter (29.1, 29.2, 29.3, 29.4)

Unit 5: Chapter 30 (30.1, 30.2, 30.3, 30.4), Chapter 31 (31.1, 31.2, 31.3, 31.4, 31.5, 31.6)

Reference Books:

1. Kassem A. Saleh, Software Engineering, J. Ross Publishing, Reprint 2017.
2. Jibitesh Mishra, Software Engineering, Pearson Education, Reprint 2015.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

SECOND SEMESTER

PAPER 7: NETWORKING AND COMMUNICATION TECHNOLOGIES

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To inculcate knowledge on networking concepts and protocols.

Unit –I (15Hours)

Introduction and Overview: Network Technologies – Internetworking Concepts and Architectural Model – Internet Addresses – ARP – RARP.

Unit-II (15Hours)

Internet Protocol: Connectionless Datagram Delivery – Forwarding IP Datagrams – Error and Control Messages (ICMA) – Protocol Layering -CIDR.

Unit-III (15Hours)

UDP, TCP, Routing – Cores, Peers and Algorithms – Exterior Gateway Protocols and Autonomous Systems (3GP) –In an autonomous System (RIP, OSPF, HELLO).

Unit-IV (15Hours)

Internet Multicasting – TCP/IP Over ATM Networks – Mobile IP – Private Network Interconnection – Internet Management (SNMP) – Client Server Model of Interaction.

Unit –V (12Hours)

DNS – Remote Login – File Transfer and Access – Email – World Wide Web (HTTP) – Voice and Video over IP (RTP) .

Course Outcome:

- To understand the various standards on data communication
- To understand the functionality of datagram delivery and error
- Ability to understand the various layers of different protocols
- Choose key Internet applications and their protocols, and apply to develop their own applications (e.g. Client Server applications, Web Services) using the sockets API
- To develop effective communication mechanisms using techniques like online connection establishment, queuing theory, recovery, etc

Text Book:

1. Douglas E. Comer, Internetworking with TCP/IP, Vol-I - Principles, Protocols and Architecture, , Prentice Hall of India, New Delhi, 5th edition, 2006.

Unit 1: Chapter 1 (1.1 - 1.9, 2.1 - 2.6, 3.1 - 3.6, 4.1 - 4.15, 5.1 - 5.14

Unit 2: 6.1 - 6.8, 7.1 - 7.11, 8.1 - 8.15, 9.1 - 9.22, 10.1 - 10.11

Unit 3: 11.1 - 11.9, 12.1 - 12.30, 13.1 - 13.9, 14.6 - 14.10, 15.1 - 15.15

Unit 4: 16.1 - 16.25, 18.1 - 18.5, 19.1 - 19.11, 29.1 - 29.10, 20.1 - 20.7

Unit 5: 23.1 - 23.22, 24.1 - 24.9, 25.12 - 25.14, 26.12 - 26.9, 27.1 - 27.17, 28.1 - 28.17

Reference Books:

1. Andrew S.Tananbaum, Computer Networks, Pearson Education Publishing as Prentice Hall,USA,5th edition, 2011.
2. Behrouz A Forouzan, TCP/IP Protocol Suite 3rd Edition – Tata McGraw-Hill, 2016.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

SECOND SEMESTER

PAPER 8: ADVANCED JAVA PROGRAMMING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To utilize The Sun J2EE Architecture For Creating Comprehensive Multi-Tiered Software in Java.

Unit- I (15 Hours)

Enterprise Architecture: Architecture Types-Introducing the Java EE platform-Features of Java EE5- Exploring the Java EE5 platform-Architecture of Java EE5-Describing Java EE containers. Web Applications and Java EE5: Introducing web applications-Describing Web containers-Building Web applications. Java Database Programming: Introduction to JDBC-JDBC Drivers-Features of JDBC-Implementing JDBC processes with java.sql package-Implementing JDBC processes with javax.sql package-Working with transactions.

Unit-II (15 Hours)

Understanding Servlet Programming: Features of Java Servlet – Servlet API – Servlet Life Cycle- Servlet Configuration-Working with ServletConfig and ServletContext-Creating a simple servlet- Working with HttpServletRequest and HttpServletResponse-Request Delegation and Request Scope- Servlet Collaboration. Handling Sessions in Servlets: Introducing Session Tracking-Session Tracking Mechanism – Session Tracking & Servlet API. Event Handling in Servlets: Types of Servlet Events.

Unit- III (15 Hours)

Understanding Java Server Pages: Architecture of JSP page-Understanding JSP Page Lifecycle-JSP Elements-JSP Expression Languages-Debugging with Jsp Debug-Performance-Using JSP Best Practices. Implementing JSP Tag Extension: Elements of Tag Extension-Tag Extension API-Classic Tag Handlers-Simple Tag Handlers-JSP Fragments-Understanding Tag Files. Implementing Java Server Pages Standard Tag Library: Working with core Tag Library, XML Tag Library, Internationalization Tag Library, SQL Tag Library and Functions Tag Library.

Unit- IV (15 Hours)

Understanding EJB 3.0-EJB 3.0 Fundamentals-Classifying EJBs-Understanding Session Bean-Implementing Session Bean-Understanding Message Driven Bean-Implementing Message Driven Bean-Managing Transactions in Java EE Applications-Understanding EJB 3.0 Timer services-Implementing EJB 3.0 Timer Services-Understanding EJB 3.0 Interceptors-Interceptor Class-Lifecycle Callback methods in Interceptor Class.

Unit - V (12 Hours)

Implementing Entities and Java Persistence API: Introducing Entities-Life cycle of Entity-Entity Relationship Types-Mapping Collection Based Relationships-Understanding Java Persistence Query Language (JPQL). Implementing Java Persistence Using Hibernate: Introduction to Hibernate-Architecture of Hibernate-Hibernate Query Language-Implementing O/R Mapping with Hibernate.

Course Outcome:

- Ability to understand enterprise edition of java and database connectivity
- Grasp the knowledge about servlet activities
- Understanding the ability to apply java to develop web pages
- Explore programming techniques of Java beans and swing
- Know about Java Persistence Query Language

Text Book:

1. Kogent Solutions Inc, Java Server Programming, Java EE 6 Black Book, Dream Tech Press - Platinum Edition.

Unit 1: Chapter 1, Chapter 3

Unit 2: Chapter 4, Chapter 5

Unit 3: Chapter 7, Chapter 8, Chapter 9

Unit 4: Chapter 13

Unit 5: Chapter 14, Chapter 15

Reference Book:

1. Eric Jendrock, Ian Evans, Devika Gollapudi, Kim Haase, Chinmayee Srivathsa , The Java EE 6 Tutorial Basic Concepts by Dorling Kindersley , Fourth Edition, India.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards**SECOND SEMESTER****Practical 2 : ADVANCED JAVA PROGRAMMING LAB**

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

Course Objective:

To inculcate knowledge about Advanced Java and helps to specialize in J2EE.

List of Practical's:

- 1) Design a program to get username and password and display it in new page using JSP.
- 2) Program to illustrate usage of at least four JSP tags.
- 3) Design a program to get user input and validate it with database using JSP.
- 4) Prepare a program to upload an image into database using JSP.
- 5) Design a program to display cookies using JSP.
- 6) Design a program for servlet configuration.
- 7) Develop a program to insert and delete data in a database using servlet.
- 8) Design a program to implement Entity Bean.
- 9) Construct a program to implement Session Bean.
- 10) Design a program to implement Message Driven Bean.
- 11) Construct a program to insert records into database using Hibernate
- 12) Design a program to create application using Hibernate and EJB for maintaining employee details.

Course Outcome:

- Understand the multi-tier architecture of web-based enterprise applications using Enterprise JavaBeans (EJB).
- Learn to access database through Java programs, using Java Data Base Connectivity
- Create dynamic web pages, using Servlets and JSP.
- Create a full set of UI widgets and other components, including windows, menus, buttons, checkboxes, text fields, scrollbars and scrolling lists, using Abstract Windowing Toolkit (AWT) & Swings
- Map Java classes and object associations to relational database tables with Hibernate mapping files

SECOND SEMESTER

ELECTIVE 1: DISTRIBUTED COMPUTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To inculcate knowledge on Distributed Computing Concepts in real time applications.

Unit –I (12 Hours)

Goals of Distributed Systems: Making Resources Accessible - Distribution Transparency - Openness Scalability - Pitfalls. Types of Distributed Systems: Distributed Computing Systems - Distributed Information Systems - Distributed Pervasive Systems. Architectural Styles. System Architectures: Centralized Architectures - Decentralized Architectures - Hybrid Architectures. Architectures Versus Middleware: Interceptors - General Approaches to Adaptive Software. Self-Management In Distributed Systems - Feedback Control Model.

Unit- II (12 Hours)

Threads: Introduction to Threads - Threads in Distributed Systems. Virtualization: Role of Virtualization in Distributed Systems - Architectures of Virtual Machines. Clients: Networked User Interfaces - Client-Side Software for Distribution Transparency. Servers: General Design Issues - Server Clusters - Managing Server Clusters. Code Migration: Approaches to Code Migration - Migration and Local Resources - Migration in Heterogeneous Systems.

Unit- III (12 Hours)

Names, Identifiers, and Addresses. Flat Naming: Simple Solutions - Home-Based Approaches - Distributed Hash Tables - Hierarchical Approaches. Structured Naming: Name Spaces - Name Resolution. Attribute-Based Naming: Directory Services. Clock Synchronization: Physical Clocks - Global Positioning System - Clock Synchronization Algorithms. Logical Clocks: Lamport's Logical Clocks - Vector Clocks. Mutual Exclusion: Centralized Algorithm - Decentralized Algorithm - Distributed Algorithm - Token Ring Algorithm - Comparison of the Four Algorithms. Global Positioning of Nodes. Election Algorithms: Traditional Election Algorithms - Elections in Wireless Environments - Elections in Large - Scale Systems.

Unit- IV (12 Hours)

Fault Tolerance: Basic Concepts - Failure Models - Failure Masking by Redundancy. Process Resilience: Design Issues - Failure Masking and Replication - Agreement in Faulty Systems - Failure Detection. Reliable Client-Server Communication: Point-to-Point Communication - RPC Semantics in the Presence of Failures. Reliable Group Communication: Basic Reliable-Multicasting Schemes - Scalability in Reliable Multicasting - Atomic Multicast. Distributed Commit: Two-Phase Commit – Three -Phase Commit. Recovery: Checkpointing - Message Logging - Recovery-Oriented Computing.

Unit- V (12 Hours)

Security: Security Threats, Policies, and Mechanisms - Design Issues - Cryptography. Secure Channels: Authentication - Message Integrity and Confidentiality - Secure Group Communication. Access Control: General Issues in Access Control - Firewalls - Secure Mobile Code - Denial of Service. Security Management: Key Management - Secure Group Management - Authorization Management.

Course Outcome:

- Ability to understand the distributed system and available resources
- Identify the important issues in threads and clusters
- Learn the importance of naming and clusters in distributed systems
- Examine the reasons for getting faults and making reliable communications
- Identify the core concepts of distributed systems by which several machines orchestrate to correctly solve problems in an efficient, reliable and scalable way

Text Book:

1. Andrew S. Tanenbaum, Maarten van Steen, Distributed Systems: Principles and Paradigms, Second Edition, Pearson Education, Reprint 2016.

Unit I - Chapter 1 (1.2, 1.3), Chapter 2 (2.1, 2.2, 2.3.1, 2.3.2)

Unit II - Chapter 3 (3.1, 3.2, 3.3, 3.4, 3.5)

Unit III - Chapter 5 (5.1, 5.2, 5.3.1, 5.3.2, 5.4.1), Chapter 6 (6.1, 6.2, 6.3, 6.4, 6.5)

Unit IV - Chapter 8 (8.1, 8.2, 8.3, 8.4, 8.5, 8.6)

Unit V - Chapter 9 (9.1, 9.2.1, 9.2.2, 9.2.3, 9.3, 9.4)

Reference Books:

1. M.L.Liu, Distributed Computing Principles and Applications , Pearson Education, First Edition, 2015.
2. Vijay K.Garg, Elements Of Distributed Computing , A John Wiley & Sons, Inc., Publications, Reprint 2016

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards**SECOND SEMESTER****ELECTIVE 1: GRID COMPUTING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To acquire knowledge about how Grid Computing is evolving as an open standard for resource sharing.

Unit –I (12 Hours)

Early Grid Activities - Current Grid Activities - An Overview of Grid Business Ares - Grid Applications - Grid Infrastructure. Grid Computing Organization and their Roles.

Unit- II (12 Hours)

Grid Computing Anatomy - Grid Computing Road Map - Merging the Grid Services Architecture with the Web Services Architecture.

Unit - III (12 Hours)

Open Grid Services Architecture (OGSA) - Some Sample Use Cases that drive the OGSA - OGSA Platform.

Unit- IV (12 Hours)

Open Grid Service Infrastructure: Introduction - Grid Services - Technical Details of OGSI Specification.

Unit –V (12 Hours)

OGSA Basic Services: Common Management Model - Service Domains - Policy Architecture - Security Architecture. GLOBUS GT3 Toolkit: A Sample Implementation.

Course Outcome:

- Able to appreciate the necessity of grid computing and thus its evaluation
- Ability to understand the architecture of grid computing
- To Understand and explain the key concepts of open architecture
- To identify the resource selection for Grid environment
- To understand the recent versions of Globus toolkit

Text Book:

1. JoshyJoesph, Craig Fellenstein, Grid Computing, IBM Press, USA, 2nd edition, Reprint 2015.

Unit 1: Chapter 1, Chapter 2

Unit 2: Chapter 3, Chapter 4, Chapter 5

Unit 3: Chapter 6, Chapter 7, Chapter 8

Unit 4: Chapter 9, Chapter 10

Unit 5: Chapter 12, Chapter 13

Reference Book:

1. Fran Berman, Geoffrey Fox, Anthony J. G. Hey, Grid Computing: Making the Global Infrastructure a Reality, Wiley India Pvt Ltd., 2015.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards**SECOND SEMESTER****ELECTIVE 1: MOBILE COMPUTING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To make the Students to get Familiarized with the Application Areas of Mobile Computing Environment.

Unit – I: (12 Hours)

Introduction: Applications – Vehicles, Emergencies, Business, and Replacement of Wired Networks, Infotainment and more, Location dependent services, Mobile and Wireless devices – A short history of wireless communication – A market for mobile communications – Some open research topics – A simplified reference model – Overview. Wireless Transmission: Frequencies for radio transmission – Regulations – Antennas – Signal Propagation – Path loss of radio signals, Additional signal propagation effects, Multi-path propagation – Multiplexing – SDM, FDM, TDM, CDM – Modulation.

Unit –II: (12 Hours)

Medium Access Control: Motivation for a specialized MAC – Hidden and exposed terminals, Near and far terminals – SDMA – FDMA – TDMA – Fixed TDM, Classical Aloha, Slotted Aloha, Carrier Sense Multiple Access, PRMA, Reservation TDMA, Multiple access with collision avoidance, Polling, Inhibit Sense Multiple Access – CDMA – Spread Aloha Multiple Access, Comparison of S/T/F/CDMA. Telecommunications Systems: GSM – Mobile Services, System Architecture, Radio Interface, Protocols, Localization and calling, Handover, Security, New Data Services.

Unit – III: (12 Hours)

Satellite Systems: History – Applications – Basics – GEO, LEO, MEO – Routing – Localization – Handover – Examples. Broadcast Systems: Overview – Cyclical repetition of data – Digital audio broadcasting – Multimedia object transfer protocol – Digital Video Broadcasting – DVB data broadcasting, DVB for high – speed internet access – Convergence of broadcasting and mobile communications.

Unit – IV: (12 Hours)

Wireless LAN: Infrared vs radio transmission – Infrastructure and ad-hoc network – IEEE 802.11 – System Protocol Architecture, Physical Layer, Medium Access Control Layer, MAC Management, 802.11b, 802.11a, Network Developments – HIPERLAN – Historical: HIPERLAN1, WATM, BRAN, HIPERLAN2 – Bluetooth – User Scenario, Architecture, Radio Layer, Baseband Layer, Link Manager Protocol, L2CAP, Security, SDP, Profiles, IEEE 802.15. Mobile Network Layer: Mobile IP – Goals, assumptions and requirements, Entities and Terminology, IP packet Delivery, Agent Discovery, Registration, Tunneling and Encapsulation, Optimizations, Reverse tunneling – Ipv6 – IP micro-mobility support – Dynamic host configuration Protocol – Mobile Ad-hoc Networks – Routing, Destination sequence distance vector, Dynamic source routing, Alternative metrics, Overview ad-hoc routing protocols.

Unit – V: (12Hours)

Mobile Transport Layer: Traditional TCP – Congestion Control, Slow start, Fast retransmit/fast recovery, Implications of mobility – Classical TCP improvements – Indirect TCT, Snooping TCP, Mobile TCP, Fast retransmit/fast recovery, Transmission/time-out freezing, Selective retransmission, Transaction-oriented TCP – TCP over 2.5/3G wireless networks – Performance enhancing

proxies.Support for Mobility:File Systems – Consistency, Coda, Little Work, Ficus, Mlo NFS, Rover – WWW.

Course Outcome:

- Grasp the concepts and features of wireless transmission
- Have a good understanding of access control and telecommunication system
- Identify the important issues in satellite systems and broadcasting
- Organize the functionalities and components of mobile computing systems into different layers and apply various techniques for realizing the functionalities
- Ability to understand the importance of avoiding congestion control with different approaches

Text Books

1. Jochen Schiller - Mobile Communications, Pearson Education, II Edition, 2011.

Unit 1: Chapter 1 (1.1 - 1.6), Chapter 2 (2.1 - 2.8).

Unit 2: Chapter 3 (3.1 - 3.6), Chapter 4 (4.1 - 4.4).

Unit 3: Chapter 5 (5.1 - 5.6), Chapter 6 (6.1 - 6.4).

Unit 4: Chapter 7 (7.1 - 7.5), Chapter 9 (9.1 - 9.4).

Unit 5: Chapter 10 (10.1 - 10.8), Chapter 11 (11.1 - 11.3).

Reference Books

1. Mobile Computing Asoke K TalukderRoopa R Yavagal TMH, Reprint 2015
2. Jochen Schiller Mobile Communications PHI/Pearson Education 2ndEdition, Reprint 2013.
3. V.JeyasriArokiaMary, Mobile Computing, Technical Publications, Pune ,2nd Revised Edition, 2018.
4. SipraDasBit and BipLab K. Sikdar, Mobile Computing, Eastern EconomyEdition, PHI Learning Private Limited, 2017.

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

FIRST SEMESTER

ADDITIONAL CREDIT COURSE - MULTIMEDIA AND ITS APPLICATIONS

Maximum CE: 100

Course Objective:

On successful completion of the paper the students should have acquired knowledge in the concepts of Multimedia, Images, Animation and Desktop Computing.

UNIT I

Multimedia: Where to Use Multimedia - Multimedia in Business - Multimedia in Schools - Multimedia at Home - Multimedia in Public Places - Virtual Reality - Delivering Multimedia - CD-ROM, DVD, Flash Drives - The Broadband Internet.

UNIT II

Text: About Fonts and Faces - Using Text in Multimedia - Computers and Text - Font Editing and Design Tools - Hypermedia and Hypertext.

UNIT III

Images: Before Start to Create - Making Still Images - Color - Image File Formats. Sound: Power of Sound - Digital Audio - MIDI Audio - MIDI vs. Digital Audio - Multimedia System Sounds - Audio File Formats - Vaughan's Law of Multimedia Minimums - Adding Sound to Your Multimedia Project.

UNIT IV

Animation: The Power of Motion - Principles of Animation - Animation by Computer - Making Animations That Work.

UNIT V

Video: Using Video - How Video Works and Is Displayed - Digital Video Containers - Obtaining Video Clips - Shooting and Editing Video.

Course Outcome:

- Identify multimedia components
- Understand the tools available for processing the multimedia
- Discuss about audio digitization, audio file format and audio software
- Develop a multimedia content for web page
- Applying knowledge through multimedia systems

Text Book:

1. Tay Vaughan, Multimedia making it works, 8thEdition, Tata McGraw Hill, Reprint 2017.

Unit I: Chapter 1

Unit II: Chapter 2

Unit III: Chapter 3, Chapter 4

Unit IV: Chapter 5

Unit V: Chapter 6

Reference Books:

1. Prabhat K. Andleigh, KiranThakrar, Multimedia System Design, 3rd Edition, Pearson Education, 2010, New Delhi.
2. Vic Costello, Multimedia Foundations, Taylor & Francis, 2012.
3. John F. Koegel Bufford, Multimedia Systems, 4th Edition, Pearson Education, 2013, Asia (Unit V).

M.Sc (Computer Science) Degree Examination-Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards

SECOND SEMESTER

ADDITIONAL CREDIT COURSE: BIG DATA ANALYTICS

Maximum CE: 100

Course Objective:

To inculcate knowledge on concepts related to Big Data Analytics, Mining Data Streams, Clustering, and Visualization.

Unit –I

Big Data -The Arrival of Analytics -Value -More to Big Data Than Meets the Eye - Dealing with the Nuances of Big Data - An Open Source Brings Forth Tools. Big Data Matters - Big Data Reaches Deep - Obstacles Remain - Data Continue to Evolve -Data and Data Analysis Are Getting More Complex.

Unit –II

Big Data and the Business Case :Realizing Value - The Case for Big Data-The Rise of Big Data Options - Beyond Hadoop - With Choice Come Decisions. Building the Big Data Team :The Data Scientist - The Team Challenge-Different Teams, Different Goals -Don't Forget the Data - Challenges Remain - Teams versus Culture -Gauging Success.

Unit –III

Big Data Sources: Hunting for Data -Setting the Goal -Big Data Sources Growing -Diving Deeper into Big Data Sources - A Wealth of Public Information - Getting Started with Big Data Acquisition - Ongoing Growth, No End in Sight. The Nuts and Bolts of Big Data: The Storage Dilemma - Building a Platform - Bringing Structure to Unstructured Data - Processing Power.

Unit –IV

Security, Compliance, Auditing, and Protection : Pragmatic Steps to Securing Big Data - Classifying Data - Protecting Big Data Analytics - Big Data and Compliance - The Intellectual Property Challenge . The Evolution of Big Data :The Modern Era - Today, Tomorrow, and the Next Day Changing Algorithms.

Unit –V

Best Practices for Big Data Analytics: Start Small with Big Data - Thinking Big - Avoiding Worst Practices - Baby Steps 98- The Value of Anomalies - Expediency versus Accuracy - In-Memory Processing. Bringing It All Together : The Path to Big Data- The Realities of Thinking Big Data- Hands-on Big Data- The Big Data Pipeline in Depth -Big Data Visualization- Big Data Privacy.

Course Outcome:

- Analyzing the data to reduce the obstacles
- Creating a challenge and goals through data analysis
- Effective storage of data for ongoing growth
- Providing the security for complex data
- Visualizing the data for better understanding

Text Book:

1. Frank J. Ohlhorst, Big Data Analytics: Turning Big Data into Big Money , John Wiley & Sons, Inc, 2012.

Unit I: Chapter 1, Chapter 2

Unit II: Chapter 3, Chapter 4

Unit II: Chapter 5, Chapter 6

Unit IV: Chapter 7, Chapter 8

Unit V: Chapter 9, Chapter 10

Reference Books:

1. Bill Franks, *Taming the Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics*, John Wiley & sons, 2012.
2. AnandRajaraman and Jeffrey David Ullman, *Mining of Massive Datasets*, Cambridge University Press, 2013.

M.Sc (Computer Science) Degree Examination - Syllabus for candidates admitted from the academic year 2019 – 2020 and onwards.

THIRD SEMESTER

PAPER 9: INTERNET OF THINGS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

Students will be explored to the interconnection and integration of the physical world and Emerging IoT Applications.

Unit- I (12 Hours)

Demystifying the IoT Paradigm: IoT Is Strategically Sound - Brewing and Blossoming Trends in IT Space - Envisioning the IoT Era - Device-to-Device/ Machine-to-Machine Integration Concept - Aspect of Device-to-Cloud (D2C) Integration - Emergence of IoT Platform as a Service (PaaS) - Key Application Domains - Emerging IoT Flavors.

Unit- II (12 Hours)

Realization of IoT Ecosystem Using Wireless Technologies: Architecture for IoT Using Mobile Devices - Mobile Technologies for Supporting IoT Ecosystem - Energy Harvesting for Power Conservation in IoT System - Mobile Application Development Platforms - Mobile Use Cases for IoT - Low Power Wide Area Networking Technologies - Weightless.

Unit – III (12 Hours)

Infrastructure and Service Discovery Protocols: Layered Architecture for IoT - Protocol Architecture of IoT - Infrastructure Protocols - Routing Protocol - Bluetooth Low Energy - Device or Service Discovery for IoT - Protocols for IoT Service Discovery - Prominent IoT Service Discovery Products.

Unit – IV (12 Hours)

Integration Technologies and Tools for IoT Environments: IoT Portion for Smarter Enterprises and Environments - Sensor and Actuator Networks - IoT Device Integration Concepts, Standards, and Implementations - Device Integration Protocols and Middleware - Protocol Landscape for IoT.

Unit – V (12 Hours)

Next-Generation Clouds for IoT Applications and Analytics: Reflecting Cloud Journey - Cloud Technology - Cloud Service Ecosystem - Key Motivations for Cloud-Enabled Environments - Cloud-Inspired Enterprise Transformations - IoT and Cloud-Inspired Smarter Environments - Era of Hybrid Clouds - Envisioning Federated Clouds - Special-Purpose Clouds - Building Blocks of Software-Defined Clouds - Software-Defined Storage.

Course Outcome:

CO 1: Understand the technology and standards relating to IoT.

CO 2: Understand IoT in real world perspective.

CO 3: Analyze basic protocols of IoT.

CO 4: Understand the critical parts of the ICT ecosystem required to mainstream IoT.

CO 5: Acquire ideas about IoT in cloud computing strategies.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	M						M	
CO 2		H						
CO 3				M				H
CO 4			L			M		

CO 5					H		M	
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Text Book:

1. Pethuru Raj, Anupama C. Raman, The Internet of Things - Enabling Technologies, Platforms, and Use Cases, CRC Press, Taylor and Francis Group, 2017.

Unit 1: Chapter 1.

Unit 2: Chapter 2.

Unit 3: Chapter 3.

Unit 4: Chapter 4.

Unit 5: Chapter 5.

Reference Books:

1. Networks, Crowds, and Markets: Reasoning About a Highly Connected World - David Easley and Jon Kleinberg, Cambridge University Press – Reprint 2015.
2. Honbo Zhou, The Internet of Things in the Cloud: A Middleware Perspective, CRC Press, Reprint 2016.

M.Sc (Computer Science) Degree Examination-Syllabus for Candidates admitted from the academic year 2019 – 2020 and onwards.

THIRD SEMESTER

PAPER 10: INFORMATION SECURITY

Maximum CIA: 30

Maximum CE: 70

Total Hours: 48

Course Objectives:

In this course students learn basics of information security, authentication/identification using biometrics, information security using cryptography, information hiding and steganography, network security, and operating system security.

Unit - I (10 Hours)

What is Information Security? Introduction – What is security? - Models for discussing security – Attacks – Defense in depth - Information security in the real world. Authentication: Introduction – Objectives of Identification Protocols – Entity Authentication Techniques – Authentication Mechanisms – Digital Signature – Single-use-Password Tokens – Two-factor Authentication – Digital Certificates.

Unit - II (10 Hours)

Authentication/Identification: Biometrics: Introduction – What is Biometrics? – Features of Biometric Identification – Biometric Application Types – Biometric Application: What are they used for? - Face Recognition - Fingerprint Recognition - Iris Recognition - Voice – DNA as Biometric Identifier.

Unit - III (09 Hours)

Information Security: Cryptography: Modern Cryptographic Tools – Protecting data at rest, in motion and in use – Cryptography in the Real World. Information Hiding: Steganography: Evolution of Steganography – Steganography System – Other Techniques – Modern Techniques – Some more Techniques – Audio –Video – Textual Steganography – Real-Time Steganography – Steganalysis – Applications – Digital Watermarks.

Unit- IV (09 Hours)

Network Security: Introduction – Protecting Networks – Protecting Network Traffic – Mobile Device Security – Network Security Tools – Additional Resources - Network Security in the Real World. Firewalls: - Introduction – Firewall Design Goals – Types of Firewall – Firewall Configurations.

Unit - V (10 Hours)

Operating System Security: Introduction – Operating System Hardening – Protecting against malware – Virus and Worms: History – Defenses Against Virus – Mitigating Malware Risks – Additional Resources – Operating System Security Tools - Operating System Security in the Real World.

Course Outcome:

- CO 1: Describe what Information Security and Authentication is.
- CO 2: Appreciate the value of Biometrics.
- CO 3: Understand the concepts of Cryptography and Steganography.
- CO 4: The importance of Network Security and Firewalls.
- CO 5: Be aware of Operating Systems Security.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	M			L			M	
CO 2		L				H		
CO 3			L			M		
CO 4					M		H	
CO 5			H					M

Text Books:

1. Jason Andress, Steven Winterfeld, The Basics of Information Security, Syngress - Second Edition, Reprint 2018.
Unit 1: Chapter 1
Unit 2: Chapter 2
Unit 3: Chapter 5
Unit 4: Chapter 10
Unit 5: Chapter 11
2. Dhiren R.Patel, Information Security-Theory and Practice, Prentice-Hall of India Private Limited, 2019.
Unit 1: Chapter 7 (7.1, 7.2, 7.3, 7.6, 7.8, 7.9, 7.11, 7.16)
Unit 2: Chapter 8 (8.1, 8.2, 8.3, 8.4, 8.5, 8.7, 8.8, 8.9, 8.10, 8.11)
Unit 3: Chapter 4 (4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13)
Unit 4: Chapter 10 (10.14, 10.15, 10.16, 10.17)

Reference Books:

1. William Stallings, Cryptography and Network Security, Fifth Edition, Pearson Publications, Reprint 2017.
2. Denis Trcek, Managing Information System Security and Privacy, Springer, First Edition Reprint 2019.

THIRD SEMESTER

PAPER 11: DATA MINING AND WAREHOUSING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To inculcate the knowledge of Data Mining and Warehousing.

Unit- I (12 Hours)

Introduction: Data warehousing components –Introduction: Overall Architecture - Data warehouse database-Sourcing, Acquisition, Cleanup and Transformation tools – Metadata. Access Tools: Accessing and Visualizing Information - Tool Taxonomy - Query and Reporting tools – Applications - OLAP tools - Data Mining tools. Data Marts-Data Warehouse Administration and Management-Impact of the Web - Approaches to using the Web

Unit -II (12 Hours)

Data Mining – The Mining Analogy – Measuring Data Mining Effectiveness – (Accuracy Speed – Cost) Embedding Data Mining into a Business Process – Data Mining Methodology.

Unit -III (12 Hours)

Classical Techniques – Statistics, Neighborhoods and Clustering. Next Generation Techniques – Trees, Network rules – When to use Data Mining..

Unit -IV (12 Hours)

The Business Value – Customer Profitability, Customer Acquisition, Cross Selling, Customer Retention – Customer Segmentation.

Unit- V (12 Hours)

Business Intelligence and Information Mining – Text Mining and Knowledge Management – Text Mining Technologies – Text Mining Products.

Course Outcome:

CO 1: Understand the functionalities of various data warehousing components.

CO 2: Know about data mining analogies, effectiveness and methodologies.

CO 3: Analyze the various data mining techniques such as classical, clustering and next generation techniques in detail.

CO 4: Describe the range of techniques for designing data mining systems for CRM applications.

CO 5: Aware of using text mining technologies and products.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1				M		M		
CO 2	M			L			L	
CO 3			M		L			M
CO 4		M			M		M	
CO 5		L		M			M	

Text Book:

1. Alex Berson, Stephen Smith & Kurt Thearling, “Building Data Mining Applications for CRM”, Tata McGraw Hill Edition, Reprint 2018.

Unit 1: Chapter 1.(1.1,-1.6)

Unit 2: Chapter 2.(2.3-2.7)

Unit 3: Chapter 3.(3.3.-3.9)

Unit 4: Chapter 4.(4.1-4.12)

Unit 5: Chapter 5.(5.1-5.10)

Reference Books:

1. Pang-Ning Tan, Vipin Kumar, Michael Steinbach , Introduction to Data Mining , New International Edition, Pearson Education, 2018.
2. Jiawei Han and Michelin Kamber, Data Mining Concept and Techniques, 2nd Edition, Morgan Kaufmann Publishers, Reprint 2019.

THIRD SEMESTER**PAPER 12: WEB TECHNOLOGY**

Maximum CIA: 30

Maximum CE: 70

Total Hours:48

Course Objective:

To know about the basic understanding of server side scripting language concepts PHP & ASP.Net.

Unit- I [10 Hours]

XML Fundamentals: Creating XML documents Syntax, The Components of an XML document, Introduction to Name Spaces - Understanding and Creating Elements Structuring Element tag, The Role of Elements in the DOM, Writing Well-Formed documents, Getting an Element from a Database, Understanding and Creating Attributes and Entities.

Unit- II [10 Hours]

XML Data design: XML Design Principle-Creating your own DTD-an Introduction to XMLSchemas, Writing XML Schemas.

Unit- III [09 Hours]

Introduction to Javascript:Functions ,DOM,Forms, and Event Handlers- window object-Constraint validation for form controls- Loops, Additional controls, Manipulating CSS with Javascript. JSON. Document Object Model: Nodes and Objects. JQuery Selection.-jQuery Traversal and Manipulation.- jQuery Events- Data Attributes and Templates..

Unit- IV [09 Hours]

Basic PHP Techniques: An HTML Refresher – PHP Script Working with Databases: Establishing a Database Connection with PHP - Creating and Populating Database Tables: Create a Database Table, Inserting Data, Select and Display Data.

Unit- V [10 Hours]

ASP.net Application : Code behind, The Global.asax application file, Understanding Asp.net Classes, Configuration, Web Form fundamentals: Simple Page Applet, Improving the Currency Converter, HTML Control Classes and The Page Class, Web Controlling: Stepping up to Web Control Classes, Auto Post back and Web Control Event, Simple Web Page Applet, Accessing Web Control 7.

Course Outcome:

CO 1: Understand the technology and standards relating to server side scripting languages.

CO 2: Understand the fundamentals of XML with data design.

CO 3: Know the basics of JavaScript and JQuery scripting language.

CO 4: Understand the basics of PHP scripting language with database connectivity

CO 5: Acquire ideas about the ASP.net programming languages.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1				M		M		
CO 2	L						M	
CO 3			M					H
CO 4					L	M		
CO 5		H					M	

Text Books:

- XML Complete, Dr.Shruti Kohil, BPB Publications, Third Edition, Reprint 2018.
Unit 1: Chapter 1, 2, 3.
Unit 2: Chapter 6, 7, 8.
- Dane Cameron, HTML5, JavaScript, and jQuery 24-Hour Trainer, John Wiley & Sons, Second Edition, Reprint 2017.

- Unit 3: Chapter 3,4,5.
3. Wesley J. Chun, "Core Python Applications Programming", Dorling Kindersley Publishers, Pearson Education, Third Edition, Reprint 2018
Unit III : Chapter 1,2.
 4. Julie C Melori, "PHP Essentials", BPB Publications, Reprint 2018
Unit IV :Chapter 10,11,12
 5. Matthew Mac Donald, "The Complete Reference ASP.net", Tata McGraw Hill Company Limited,2017.
Unit V : Chapter 5,6,7

Reference Books:

1. ASP.NET 4.5, Covers C# and VB Codes, Black Book, Kogent Learning Solutions Inc, Reprint 2017.
2. Jon Galloway, Brad Wilson, K. Scott Allen, David Matson, "Professional ASP.NET MVC 5", John Wiley & Sons, Reprint 2018.

THIRD SEMESTER

PRACTICAL 3: WEB TECHNOLOGY LAB

Maximum CIA: 40

Maximum CE: 60

Total Hours: 60

Course Objective:

To implant knowledge by implementing tools and techniques in web application.

1. Write a JavaScript to design a simple calculator to perform the following operations: sum, product, difference and quotient.
2. Write a JavaScript that calculates the squares and cubes of the numbers from 0 to 10 and outputs HTML text that displays the resulting values in an HTML table format.
3. Write a JavaScript code that displays text "TEXT-GROWING" with increasing font size in the interval of 100ms in RED COLOR, when the font size reaches 50pt it displays "TEXT-SHRINKING" in BLUE color. Then the font size decreases to 5pt.
4. Create a web page to insert student details at the time of Admission enquiry and validate it using Jscript.
5. Design an XML document to store information about a student in an engineering college affiliated to VTU. The information must include USN, Name, and Name of the College, Branch, Year of Joining, and email id. Make up sample data for 3 students. Create a CSS style sheet and use it to display the document.
6. Write a PHP program to keep track of the number of visitors visiting the web page and to display this count of visitors, with proper headings.
7. Write a PHP program to display a digital clock which displays the current time of the server.
8. Write the PHP programs to do the following:
 - i. Implement simple calculator operations
 - ii. Find the transpose of a matrix
 - iii. Multiplication of two matrices
 - iv. Addition of two matrices
9. Write a PHP program to sort the student records which are stored in the database using selection sort.
10. Create a web application to perform validation process using ASP.Net validation controls.
11. Develop an application to create access and rename the directories and files in ASP.Net Environment.
12. Develop a web application in ASP.NET to implement tree view, Grid view and chart control.

Course Outcome:

CO 1: Analyze a web page and identify its elements and attributes.

CO 2: Create web pages using XHTML and Cascading Style Sheets.

CO 3: Build dynamic web pages using JavaScript (Client side programming).

CO 4: Create XML documents and Schemas.

CO 5: Analyze given assignment to select sustainable web development and design methodology.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1		M				H		
CO 2	H						L	
CO 3			M					H
CO 4					M	H		
CO 5				M				H

THIRD SEMESTER

ELECTIVE II: BIOINFORMATICS

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objectives:

1. To inculcate the knowledge about genomes and gene analysis.
2. To introduce fundamentals of molecular biology and recent advance in genomics technology with the social cum ethical considerations of emerging technology and overwhelming information.

Unit- I

[12 Hours]

Introduction: The dawn of sequencing – What is bioinformatics? – The biological sequence/structure deficit – Genome project- Why is bioinformatics important? – Pattern Recognition and Prediction – The folding Problem – The role of chaperones – Sequence analysis – Homology and analogy. Information Networks: EMBnet – NCBI – Bioinformatics Programme in India – Virtual Tourism.

Unit- II

[12 Hours]

Protein Information Resources: Introduction – Biological databases – Primary Sequence databases – Composite protein sequence databases – Secondary databases – Composite Protein Pattern databases – Structure Classification databases. Genome Information resources: Introduction – DNA Sequence databases – Specialised Genomic resources.

Unit- III

[12 Hours]

DNA Sequence Analysis: Why analyse DNS? – Gene Structure and DNA Sequences – Features of DNA Sequence analysis – Issues in the interpretation of EST searches – Two approaches to gene hunting – The expression profile of a cell – cDNA libraries and ESTs – Different approaches to EST analysis – Effects of EST data on DNA database – Example. Pairwise Alignment Techniques: Database searching – Alphabets and complexity – Algorithms and programs – Comparing two sequences – Sub sequences – Identity and Similarity –dotplot – Local and Global Similarity – Global Alignment – Local Alignment – Dynamic programming – Pairwise database searching.

Unit- IV

[12 Hours]

Multiple Sequence Alignment: The goal of multiple sequence alignment – A Definition – The consensus – Computational Complexity – Manual methods – Simultaneous methods – Progressive methods – Databases of multiple alignments – Searching databases. Secondary Database Searching: Why bother with secondary database searches? – What's in a secondary database.

Unit- V

[12 Hours]

Building a Sequence Search Protocol: A Practical approach – When to believe a result? – Structural and functional Interpretation. Analysis Packages: What's in an analysis package? – Commercial database – Commercial software – Comprehensive Packages – Packages specializing in DNA analysis – Intranet packages – Internet packages – Laboratory Information Management System (LIMS).

Course Outcome:

- CO 1: Gain knowledge and awareness of the basic principles and concepts of biology, computer science and mathematics.
- CO 2: The students will be able to describe the contents and properties of the most important bioinformatics databases, perform text- and sequence-based.
- CO 3: searches, and analyze and discuss the results in light of molecular biological knowledge.
- CO 4: The students will be able to explain the major steps in pairwise and multiple sequence alignment, explain the principle for, and execute pairwise sequence alignment by dynamic programming.
- CO 5: The students will be able to predict the secondary and tertiary structures of protein sequences.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	M						M	
CO 2		H						L
CO 3				M		H		
CO 4			L			M		
CO 5					H			L

Text Book:

1. T.K. Attwood, D.J. Parry-Smith, Introduction to Bioinformatics, Pearson Education Asia, Reprint 2018.
Unit 1: Chapter 1(1.1 – 1.11), Chapter 2 (2.8 - 2.11)
Unit 2: Chapter 3 (3.1 – 3.7), Chapter 4 (4.1 – 4.6)
Unit 3: Chapter 5 (5.1 – 5.11), Chapter 6 (6.1 – 6.13)
Unit 4: Chapter 7 (7.1 – 7.11), Chapter 8 (8.1 – 8.3)
Unit 5: Chapter 9 (9.1 – 9.4), Chapter 10 (10.1 – 10.8)

Reference Books:

1. Dan E. Krane, Michale L. Raymer, Fundamental Concepts of Bioinformatics, Pearson Education Asia, Reprint 2017.
2. Jeremy Ramsden, Bioinformatics: An Introduction, Springer, 2019.

THIRD SEMESTER

ELECTIVE II: NEURAL NETWORKS AND FUZZY LOGIC

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To introduce and develop the skills to gain a basic understanding of neural network theory and fuzzy logic theory.

Unit-I (12 Hours)

Fundamentals of Neural Networks: Basic Concepts of Neural Networks – Human Brain – Model of an Artificial Neuron – Neural Network Architectures – Characteristics of Neural Networks – Learning Methods – Taxonomy of Neural Network Architectures – History of Neural Network Research – Early Neural Network Architectures – Some Application Domains.

Unit-II (12 Hours)

Backpropagation Networks: Architectures of a Backpropagation Network – Backpropagation Learning – Illustration – Effect of Tuning Parameters of the Backpropagation Neural Network – Selection of Various Parameters in BPN – Variations of Standard Backpropagation Algorithm.

Unit-III (12 Hours)

Adaptive Resonance Theory: Introduction – ART1 - ART2 – Applications – Sensitivities of Ordering of Data.

Unit -IV (12 Hours)

Fuzzy Set Theory: Fuzzy Versus Crisp – Crisp Sets – Fuzzy Sets - Crisp Relations – Fuzzy Relations.

Unit-V (12 Hours)

Fuzzy Systems: Crisp Logic – Predicate Logic – Fuzzy Logic – Fuzzy Rule Based System – Defuzzification Methods.

Course Outcome:

CO 1: Understand basic knowledge of fuzzy sets and fuzzy logic.

CO 2: Provide an emphasis on the differences and similarities between fuzzy sets and classical sets theories.

CO 3: Apply basic fuzzy inference and approximate reasoning.

CO 4: Understand principles of neural networks.

CO 5: Apply basic fuzzy system modelling method

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1					M	M		
CO 2		H						M
CO 3			M				H	
CO 4	L							L
CO 5		M				H		

Text Book:

1. G.A.Vijayalakshmi Pai, S.Rajasekaran, Neural Networks, Fuzzy Logic and Genetic Algorithm: Synthesis and Applications Prentice Hall India, Reprint 2019.
Unit 1: Chapter 2 (2.1 - 2.10)
Unit 2: Chapter 3 (3.1 – 3.7)
Unit 3: Chapter 5 (5.1 – 5.5)
Unit 4: Chapter 6 (6.1 – 6.5)
Unit 5: Chapter 7 (7.1 – 7.5)

Reference Books:

1. Lakhmi C. Jain, N.M. Martin, Fusion of Neural Networks, Fuzzy Systems and Genetic Algorithms: Industrial Applications, CRC Press, Reprint 2019.
2. Rajesh Kumar, Fundamental of Artificial Neural Network and Fuzzy Logic, University Science Press, 2017.

THIRD SEMESTER**ELECTIVE II: WIRELESS APPLICATION PROTOCOL**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To inculcate knowledge on WAP concepts.

Unit-I (12 Hours)

The Rise of Mobile Data-Market Convergence-Enabling Convergence-Key Services for the Mobile Internet-Productivity applications-Information and Transactional Services-Life Enhancing Application-Telephony Account and Subscription Management-Business Opportunities-Mobile internet Access provider-Infrastructure Vendor-Overview of wireless Application protocol.

Unit-II (12 Hours)

The Wireless Markup Language-Overview-The WML Document Model- WML Authoring-URLs Identity Content-Markup Basics-WML Basics-Basic content-Events, task and bindings-variables-controls-miscellaneous markup-Sending Information-Meta Data element-DTD-Wireless Binary extensible Markup Language.

Unit-III (12 Hours)

Enhanced WML: WML Script and WTAI-WMLScript- Overview-Language Basics-WMLScript Standard Libraries-Other WML Script Libraries -User Interface Design: Making Wireless Application Easy to Use.

Unit-IV (12 Hours)

Push Messaging-Overview of WAP push-Push Access Protocol-WAP Push Addressing-Push Message-MIME Media Types for push messages-Push Proxy Gateway-Push Over-the-Air Protocol-Push Initiator Authentication and Trusted Content.

Unit-V (12 Hours)

Wireless Telephony Application-Overview of the WTA architecture-The WTA client Framework-The WTA server and security-Design Considerations-The Mobile Internet Future.

Course Outcomes:

CO 1: Understand fundamentals of wireless communications.

CO 2: Analyze security, energy efficiency, mobility, scalability, and their unique characteristics in wireless networks.

CO 3: Demonstrate basic skills for cellular networks design.

CO 4: Apply knowledge of TCP/IP extensions for mobile and wireless networking.

CO 5: To compare and contrast multiple division techniques, mobile communication systems, and existing wireless networks.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1			L			M		
CO 2	M							H
CO 3		H				M		
CO 4					M		H	
CO 5				H		L		

Text Book:

1. Sandeep singhal, WAP-Wireless Application Protocol, First Impression, Reprint 2019.
Unit 1: Chapter 2, 3,4 and 6
Unit 2: Chapter 7 and 8
Unit 3: Chapter 9 and 10
Unit 4: Chapter 12
Unit 5: Chapter 13 and Chapter 15

Reference Books:

1. Steve Mahn, Scott sbihli, The Wireless Application Protocol: A Wiley Tech Brief, 2017.
2. SCN Education B.V., Mobile Networking with WAP: The Ultimate Guide to the Efficient Use of Wireless Application Protocol, Vieweg Teubner Verlag, 2018.

THIRD SEMESTER

EDC 1 -MANAGEMENT INFORMATION SYSTEM

Maximum CE: 50

Total Hours: 24

Course Objective

On Successful Completion of this subject the students will acquire knowledge in Management Roles and responsibilities, Decision support systems etc.

Unit- I [5 Hours]

Introduction : MIS Concept – MIS Definition – Role of the MIS – Impact of the MIS. MIS and Computers- MIS and Academics- MIS and the User. Role and Importance of Management: Introduction - Approaches to Management – Functions of the Manager – Managers and the Environment- Management as a Control System – Management by Exception- Process of Management: Management Effectiveness-Planning- Organizing – Staffing- Coordinating and Directing –Controlling- MIS: A Tool for management process.

Unit- II [5 Hours]

Organization Structure and Theory – Strategic Management of Business : Basics of Management Information Systems : Decision Making – Information Systems.

Unit- III [4 Hours]

System Analysis and Design – Development of MIS – Choice of Information Technology – Applications of Management Information System: Applications in Manufacturing Sector– Application in Service sector- Decision Support Systems.

Unit -IV [5 Hours]

Enterprise Management Systems – Technology of Information Systems – Database Management Systems – Object Oriented Technology (OOT): Conceptual Presentation – Client Server Architecture.

Unit -V [5 Hours]

Client Server Architecture-Networks – Business Process Re-Engineering (BPR)

Course Outcome

CO 1: Understand and apply the fundamental concepts of Information Systems.

CO 2: Develop the knowledge about the management of Information Systems.

CO 3: Interpret and recommend the use of information technology to solve business problems.

CO 4: Apply the framework and process for aligning organizations IT objectives with business strategies.

CO 5: The students will be able to predict the importance of applications using information systems.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	M						M	
CO 2		H						L
CO 3				M		H		
CO 4			L			M		
CO 5					H			L

Text Book:

1. W.S.Jawadekar ,Management Information Systems , 2nd edition , Tata McGraw Hill, New Delhi, Reprint 2017.

Unit 1: Chapter 1 (1.1 - 1.7)

Unit 2: Chapter 2 (2.1 - 2.7)

Unit 3: Chapter 3 (3.1-3.9)

Unit 4: Chapter 6(6.1-6.3)

Unit 5: Chapter 6(6.4-6.8)

Reference Books:

1. Robert .Schultheis, Mary Sumner, Management Information System, 4th edition, Tata McGraw Hill, New Delhi, Reprint 2015.
2. Kenneth C. Laudon, Jane P. Laudon, Management Information Systems, Pearson Education, Limited, Reprint 2016.

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FOURTH SEMESTER

PAPER 13: DIGITAL IMAGE PROCESSING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objectives:

To develop a theoretical foundation for fundamental concepts of digital image processing.

Unit - I (12 Hours)

Introduction: Digital Image Processing: The Origins of Digital Image – Examples of Fields that Use Digital Image Processing - Fundamental Steps in Digital Image Processing – Components of an Image processing System – Digital Image Fundamentals: Elements of Visual Perception – Light and Electro Magnetic Spectrum – Image sensing and Acquisition – Image Sampling and Quantization – Some Basic Relationships between Pixels.

Unit - II (12 Hours)

Intensity transformations and Spatial Filtering: Histogram Processing- Fundamentals of Spatial Filtering - Smoothing (Lowpass) Spatial Filters- Sharpening- (Highpass) Spatial Filters Highpass, Bandreject, and Bandpass Filters from Lowpass Filters. Filtering in the Frequency Domain: Preliminary Concepts Sampling and the Fourier Transform of Sampled-Functions -The Discrete Fourier Transform of One Variable - Extensions to Functions of Two Variables -Some Properties of the 2-D DFT and

Unit - III (12 Hours)

Image Restoration and Reconstruction: A Model of the Image Degradation/Restoration-process -Noise Models-Restoration in the Presence of Noise Only—Spatial Filtering - Periodic Noise reduction Using Frequency Domain Filtering -Linear, Position-Invariant Degradations -Estimating the Degradation Function - Inverse Filtering -Minimum Mean Square Error (Wiener) Filtering -Constrained Least Squares Filtering - Geometric Mean Filter -Image Reconstruction from Projections.

Unit – IV (12 Hours) Color

Image Processing: Color Fundamentals-Color Models-Pseudocolor Image Processing-Basics of Full-Color Image Processing-Color Transformations - Color Image Smoothing and Sharpening -Using Color in Image Segmentation-Noise in Color Images -Color Image Compression .Image Compression and Watermarking: Fundamentals-Huffman Coding - Golomb Coding-Arithmetic Coding -LZW Coding -Run-length Coding - Symbol-based Coding.

Unit - V (12 Hours)

Image Segmentation: Fundamentals -Point, Line, and Edge Detection -Thresholding -Segmentation by Region Growing and by Region Splitting and-Merging -Region Segmentation Using Clustering and Superpixels - Segmentation Using Morphological Watersheds. Feature Extraction: Background -Boundary Preprocessing - Boundary Feature Descriptors -Region Feature Descriptors -Principal Components as Feature Descriptors.

Course Outcome:

CO 1: The students should be able to Know and understand the basics and fundamentals of digital image processing, such as digitization, sampling, quantization, and 2D-transforms.

CO 2: Operate on images using the techniques of smoothing, sharpening and enhancement.

CO 3: Understand the restoration concepts and filtering techniques.

CO 4: Learn the basics of segmentation, features extraction, compression and recognition methods for color models.

CO 5: They can understand the need for image transforms different types of image transforms and their properties

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	H						M	
CO 2		M				M		
CO 3				M			H	
CO 4			L					M
CO 5					H	H		

Text Book:

1. Rafael C. Gonzalez, Richard E.Woods, "Digital Image Processing," Prentice Hall, Fourth Edition by Pearson Education Limited 2018.

Unit 1: Chapter 1,2

Unit 2: Chapter 3,4

Unit 3: Chapter 5

Unit 4: Chapter 7,8

Unit 5: Chapter 10,12

Reference Books:

1. Anil.K.Jain, "Fundamentals of Digital Image Processing," Prentice-Hall, reprint 2016.
2. Chanda and Majumdar, "Digital Image Processing and Analysis," Second Edition, Prentice Hall, reprint2017.

FOURTH SEMESTER**ELECTIVE III: ETHICAL HACKING**

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective :

To inculcate the knowledge of Ethical Hacking.

Unit- I (12 Hours)

Ethical Hacking Overview: Introduction to Ethical Hacking- What you can do Legally-What you Cannot do legally- TCP/IP Concepts Review: Overview of TCP/IP-IP Addressing- Overview of Numbering Systems- Network and Computer Attacks: Malicious Software- Protecting against malware attacks- Intruder attacks on networks and computers-Addressing physical security.

Unit –II (12 Hours)

Footprinting and Social Engineering: Using web tools for Footprinting- Conducting Competitive Intelligence-Using DNS Zone Transfers-Introduction to Social Engineering- Port Scanning- Introduction to Port Scanning- Types of Port Scans- Using Port Scanning Tools.

Unit -III (12 Hours)

Microsoft Operating System Vulnerabilities: Tools to identify Vulnerabilities on Microsoft Systems-Microsoft OS Vulnerabilities - Vulnerabilities in Microsoft Services – Best Practices for hardening Microsoft Systems- Linux Operating System Vulnerabilities-Review of Linux Fundamentals- Linux OS Vulnerabilities- Remote Access Attacks on Linux Systems- Countermeasures against Linux Remote Attacks.

Unit –IV (12 Hours)

Hacking Web Servers: Understanding Web Applications - Understanding Web Application Vulnerabilities – Tools of Web Attackers and Security Testers- Hacking Wireless Networks: Understanding Wireless Technology- Understanding Wireless Networks Standards- Understanding Authentication- Understanding Wardriving- Understanding Wireless Hacking.

Unit- V (12 Hours)

Cryptography- Understanding Cryptography basics - Understanding Symmetric and Asymmetric Algorithms- Understanding Public Key Infrastructure - Understanding Cryptography Attacks-Protecting Networks with Security Devices: Understanding Network Security devices-Understanding Firewalls- Understanding IDS- Understanding Honeypots.

Course Outcome:

CO 1: Technical foundation of cracking and ethical hacking

CO 2: Identify and analyze the stages an ethical hacker requires to take in order to compromise a target system.

CO 3: Identify tools and techniques to carry out a penetration testing.

CO 4: Critically evaluate security techniques used to protect system and user data.

CO 5: Demonstrate systematic understanding of the concepts of security at the level of policy and strategy in a computer system.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1				H		M		
CO 2		L					L	
CO 3			M					H
CO 4					L		M	
CO 5	H						H	

Text Book:

1. Michael T.Simpson , Ethical Hacking and Network Defense, Cengage Learning, India Edition, Reprint 2018.
Unit 1: Chapter 1, 2
Unit 2: Chapter 4, 5
Unit 3: Chapter 8
Unit 4: Chapter 10, 11
Unit 5: Chapter 12, 13

Reference Books:

1. Atul Kahate, Cryptography and Network Security, Tata McGraw Hill, 3rd Edition, 2018..
2. Elaiya Iswera Lallan, Ethical Hacking and Computer Securities For Beginners, Blue Micro Solutions, 2019.

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FOURTH SEMESTER

ELECTIVE III: ARTIFICIAL INTELLIGENCE

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To learn the basics of designing intelligent agents that can solve general purpose problems, represent and process knowledge, plan and act, reason under uncertainty and can learn from experiences.

Unit -I (12 Hours)

Introduction – Agents - Problem formulation – uninformed search strategies – heuristics –informed search strategies-constraint satisfaction.

Unit -II (12 Hours)

Logical agents-propositional logic-inferences-first-order-logic-inferences in first-order logic-forward chaining-backward chaining – unification – resolution.

Unit -III (12 Hours)

Planning with state-space-search – partial-order planning – planning graphs – planning and acting in the real world.

Unit -IV (12 Hours)

Uncertainty – review of probability – probabilistic Reasoning – Bayesian networks – inferences in Bayesian networks – Temporal models – Hidden Markov modes.

Unit -V (12 Hours)

Learning from observation – Inductive learning – Decision trees – Explanation based learning – Statistical Learning methods – Reinforcement Learning.

Course Outcome:

- CO 1: Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.
- CO 2: Apply basic principles of AI in solutions that require problem solving, inference, perception knowledge representation, and learning.
- CO 3: Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems, artificial neural networks and other machine learning models.
- CO 4: Demonstrate proficiency developing applications in an 'AI language', expert system shell, or data mining tool.
- CO 5: Demonstrate proficiency in applying scientific method to models of machine learning

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	M					H		
CO2				M			M	
CO3					H			H
CO4			M			L		
CO5		M					L	

Text Book:

1. Stuart Russell, Peter Norvig, Artificial Intelligence: A Modern Approach, 3rd Edition, Pearson, Reprint 2017.
Unit 1: Chapter 1, 2
Unit 2: Chapter 7,8,9
Unit 3: Chapter 10, 11
Unit 4: Chapter 13

Unit 5: Chapter 14

Reference Books:

1. David Poole, Alan Mackworth, Randy Goebel, Computational Intelligence: a logical approach, Oxford University Press, 2017.
2. G. Luger, Artificial Intelligence: Structures and Strategies for complex problem solving, Fourth Edition, Pearson Education, Reprint 2018.

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FOURTH SEMESTER

ELECTIVE III: SOFTWARE TESTING

Maximum CIA: 30

Maximum CE: 70

Total Hours: 60

Course Objective:

To provide general understanding of testing and its importance.

Unit -I (12 Hours)

Psychology and Economics of Program Testing: Psychology of Testing - Economics of Testing - Software Testing Principles. Program Inspections, Walkthroughs, and Reviews: Inspections and Walkthroughs - Code Inspections - Error Checklist for Inspections - Walkthroughs - Desk Checking - Peer Ratings.

Unit -II (12 Hours)

Test-Case Design: White-Box Testing - Black-Box Testing - Error Guessing - Strategy.

Unit -III (12 Hours)

Module Testing: Test Case Design - Incremental Testing - Top-down versus Bottom-up Testing - Performing the Test.

Unit -IV (12 Hours)

Higher-Order Testing: Function Testing - System Testing - Acceptance Testing - Installation Testing - Test Planning and Control - Test Completion Criteria - Independent Test Agency.

Unit -V (12 Hours)

Testing in the Agile Environment: Agile Development - Agile Testing - Extreme Programming and Testing.

Course Outcomes:

CO 1: Apply modern software testing processes in relation to software development and project management.

CO 2: Create test strategies and plans, design test cases, prioritize and execute them.

CO 3: Manage incidents and risks within a project.

CO 4: Contribute to efficient delivery of software solutions and implement improvements in the software development processes.

CO 5: To gain expertise in designing, implementation and development of computer based systems and IT processes.

CO / PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1			L				H	
CO 2	H					L		
CO 3		M						M
CO 4				L			H	
CO 5					M		L	

Text Book:

- Glenford J. Myers, Tom Badgett, Corey Sandler, The Art of Software Testing, Third Edition, John Wiley & Sons, Inc, 2019.

Unit 1: Chapter 2, 3

Unit 2: Chapter 4

Unit 3: Chapter 5

Unit 4: Chapter 6

Unit 5: Chapter 8

Reference Books:

1. Sandeep Desai, Abhishek Srivastava, Software Testing: A Practical Approach, PHI Learning Private Limited, 2018.
2. Bernard Homes, Fundamentals of Software Testing, John Wiley & Sons, 2017.

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**THIRD SEMESTER
PART III - ALC III – PARALLEL COMPUTING**

Maximum CE: 100

Course Objective:

On successful completion of the paper the students should have acquired knowledge in parallel processing

UNIT I

Computer Architecture: Classification of Computer Architectures - Parallel Architectures - Data Flow Architectures. Components of Parallel Computers: Memory - Interconnection Network - Goodness Measures for Interconnection Networks - Compilers - Operating Systems - Input and Output Constraints.

UNIT II

Principles of Parallel Programming: Programming Languages for Parallel Processing -Precedence Graph of a Process - Data Parallelism Versus Control Parallelism - Message Passing Versus Shared Address Space - Mapping - Granularity.

UNIT III

Parallel Programming Approaches: UNIX - PCN - PVM - C-Linda - EPT - CHARM. Principles of Parallel Algorithm Design: Design Approaches - Design Issues - Performance Measures and Analysis - Complexities - Anomalies in Parallel Algorithms.

UNIT IV

Parallel Graph Algorithms: Connected Components - Paths and All-Pairs Shortest Paths - Minimum Spanning Trees and Forests - Traveling Salesman Problem - Cycles in a Graph - Coloring of Graphs.

UNIT V

Parallel Computational Algorithms: Prefix Computation - Transitive Closure - Matrix Computation - System of Linear Equations - Computing Determinants - Expression Evaluation.

Course Outcomes:

- C01: To develop an understanding of various basic concepts associated with parallel computing environments.
- C02: To understand the effects that issues of synchronization, latency and bandwidth have on the efficiency and effectiveness of parallel computing applications.
- C03: To gain experience in a number of different parallel computing paradigms including memory passing, memory sharing, data-parallel and other approaches.
- C04: To earn experience in designing and testing parallel computing solutions to programming problems.
- C05: To develop improved communication and collaborative skills.

Text Book:

1. Seyed Ph. Roosta, "Parallel Processing and Parallel Algorithms Theory and Computation", Springer, Reprint 2018.

Unit I: Chapter 1, Chapter 2

Unit II: Chapter 3

Unit III: Chapter 4, Chapter 5

Unit IV: Chapter 6, Chapter 7

Unit V: Chapter 8, Chapter 9

Reference Books:

1. Behrooz Parhami, "Introduction to Parallel Processing: Algorithms and Architectures", Springer, Reprint 2019.
2. M. Sasikumar, Dinesh Shikhare, Ravi P. Prakash, "Introduction To Parallel Processing", PHI, Reprint 2018.