DEPARTMENT OF COMMERCE

RATHINAM COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

Rathinam Techzone, Pollachi Road, Eachanari,

Coimbatore – 641021

Syllabus for

B.Com. (Banking & Insurance)

2021 – 2022 Batch on-wards

Vision and Mission of the Institution

VISION

To emerge as a world-renowned Institution that is integrated with Industry to impart Knowledge, Skills, Research Culture and Values in youth who can accelerate the overall development of India.

MISSION

To impart superior quality education at affordable cost, nurture academic and research excellence, maintain eco-friendly and future-ready infrastructure, and create a team of well qualified teaching professionals who can build global competency and employability.

CORE PURPOSE

Transform the youth into National Asset.

Vision and Mission of the Department

VISION

To be recognized by the stakeholders as a leader in providing quality and affordable professional accounting, finance, education and computer skills in accounting to match the industry need.

MISSION

- Provide a student-centered environment that promotes academic excellence, professional and personal growth, ethical and professional conduct.
- Develop outstanding graduates who could demonstrate knowledge, skills, and competencies that in necessary to excel in entrepreneurial venture, higher education and for employment

Program Educational Objectives (PEO)

PEO1	Exploit the knowledge to become the fledged accounting and finance professionals and other relevant fields.
PEO2	Apply the practical knowledge gained over the years in the field of accounting, auditing, tax filing, share market and other finance related services.
PEO3	Excel as the Fellow and Associates of ICAI, ICMA and ICSI.
PEO4	Enhance the ability to analyse the company's financial positions.
PEO5	Develop the aptitude to understand the ethical dilemmas that occur in accounting.

Mapping of Institute Mission to PEO

Institute Mission	PEO's
A world renowned industry-integrated institution	PEO1, PEO2
Imparts knowledge, skill, and research culture in young men and women to suit emerging young India.	PEO2, PEO5

Mapping of Department Mission to PEO

Department Mission	PEO's
Provides a student-centered environment.	PEO1, PEO3
Promotes academic excellence, professional and personal growth, ethical and professional conduct	PEO2, PEO4
Demonstrates the knowledge, skills, and competencies necessary to excel in accounting profession, entrepreneurial venture, higher education and or employment	PEO1, PEO4,PEO5

Program Outcomes (PO)

PO1	Develop each graduate to be a critical thinker and strong decision maker.
PO2	Development of interpersonal and teamwork skills by using their knowledge.
PO3	Gratitude towards socially responsible actions with respect to accounting and financial decisions
PO4	Analyze the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
PO5	Develop the ability to understand ethical dilemmas that occur in accounting
PO6	Apply the basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
PO7	Scrutinize the accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
PO8	Judging product, project, divisional and organisational performance using managerial accounting information.
PO9	Explore the knowledge of auditing principles and techniques in relevant fields.

Program Specific Outcome(PSO)

PSO1	:	Gain knowledge and skills in various commercial aspects, Banking and Insurance and its applications on various courses and its recent trends.
PSO2	:	Adopt decision making skills effectively in the business world.
PSO3	:	Improve their leading role in the community, enabling him or her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development
PSO4	:	To acquire practical skills related with banking and other business.

Mapping Pos and PSOs with PEOs:

Program Outcomes	**PEO1**	**PEO2**	**PEO3**	**PEO4**	**PEO5**
PO1	2	1		3	
PO2	2	3			
PO3	3	2		2	
PO4	2	1			
PO5			2	2	
PO6	2		3		
PO7		2		1	2
PO8				2	1
PO9	1			3	
PSO1	1	3	2	1	
PSO2	3		3		
PSO3			2	2	
PSO4		1			2

Mapping should be done based on the correlation of PO / PSO with PEO.

If strongly correlated mention - 3
If moderately correlated mention - 2
If less correlated mention - 1
If no correlation leave blank

Components considered for Course Delivery is listed below:

1. Class room Lecture
2. Laboratory class and demo
3. Assignments
4. Case Study
5. Project
6. Online Course
7. External Participation
8. Seminar
9. Internship

Mapping of Pos with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	2		2		1	2		3	3
PO2	3		3	2		2		3	
PO3			1	1	2	3	2		2
PO4		3		3	3	2	1	2	1
PO5	1	3	2		1		2	3	2
PO6		3	2	2			1	3	
PO7	2	2		3		2		2	2
PO8	1		2		1	1	2		1
PO9			3				1	2	3
PSO1	2	1	3	1				1	
PSO2	1		2			3		2	2
PSO3			1	1		2	2	1	
PSO4	1	2			2		1		

Mapping should be done based on the correlation of PO/PSO with Course Delivery Components.

If strongly correlated mention -3
If moderately correlated mention - 2
Iflesscorrelatedmention-1
If no correlation leave blank

CURRICULUM

Sem	Part	Sub Type	Subject	Cr	Hrs	Int	Ext	Total
1	1	L1	Language – I	4	4	50	50	100
1	2	L2	English for Communication – I	4	4	50	50	100
1	3	Core	Core - Financial Accounting - I	4	4	50	50	100
1	3	Core Practical	Core Practical – MS Office	2	4	25	25	50
1	3	DSC	DSC 1C	4	4	50	50	100
1	3	DSC Practical	DSC Practical - 1C	2	4	25	25	50
1	3	Allied-I	DSA 1A	4	4	50	50	100
1	4	AEC	Ability Enhancement Course I	2	2	50		50
1	6	VAC	*Value Added Course - I%	2	-	50		50
				28	**30**			
2	1	L1	Language – II	4	4	50	50	100
2	2	L2	English for Communication – II	4	4	50	50	100
2	3	Core	Core - Financial Accounting - II	4	4	50	50	100
2	3	Core Practical	Core Practical – Excel in Financial Decision	2	4	25	25	50
2	3	DSC	DSC 2C	4	4	50	50	100
2	3	DSC Practical	DSC Practical - 2C	2	4	25	25	50
2	3	Allied-II	DSA 2A	4	4	50	50	100
2	4	AEC	Ability Enhancement Course II	2	2	50		50
2	6	VAC	*Value Added Course - II %	2	-	50		50
				28	**30**			
3	3	Core	Core - Corporate Accounting - I	4	5	50	50	100
3	3	Core Practical	Core Practical – Tally I	2	4	25	25	50
3	3	DSC	DSC 3C	4	5	50	50	100
3	3	DSC Practical	DSC Practical – 3C	2	4	25	25	50
3	3	Allied-III	DSA 3A	4	5	50	50	100
3	4	SEC	Skill Enhancement Courses – I	2	5	25	25	50
3	4	AEC	Ability Enhancement Course III	2	2	50		50
3	6	VAC	*Value Added Course – III %	2	-	50		50
3	6	ITR	*Industrial Training Report-I	2	-	50		50
3	6	IDL	*Inter Department Learning – I#	2	-	50		50
				26	**30**			
4	3	Core	Core – Corporate Accounting - II	4	5	50	50	100
4	3	Core Practical	Core Practical - SPSS	2	4	25	25	50
4	3	DSC	DSC 4C	4	5	50	50	100
4	3	DSC Practical	DSC Practical - 4C	2	4	25	25	50
4	3	Allied-IV	DSA 4A	4	5	50	50	100

4	4	SEC	Skill Enhancement Courses – II	2	5	25	25	50
4	4	AEC	Ability Enhancement Course IV	2	2	50		50
4	6	VAC	*Value Added Course - IV %	2	-	50		50
4	6	IDL	*Inter Department Learning – II#	2	-	50		50
				24	30			
5	3	Core	Core - Cost Accounting	4	4	50	50	100
5	3	Core Practical	Core Practical – Tally II	2	4	25	25	50
5	3	DSC	DSC 5C	4	4	50	50	100
5	3	DSC Practical	DSC Practical - 5C	2	4	25	25	50
5	3	DSE	Elective - I – DSE 1E	4	5	50	50	100
5	3	DSE	Elective - II – DSE 2E	4	5	50	50	100
5	4	SEC	Skill Enhancement Courses – III	2	4	25	25	50
5	6	ITR	*Industrial Training Report-I	2	-	50		50
5	6	VAC	*Value Added Course - V%	2	-	50		50
				24	**30**			
6	3	Core	Core – Management Accounting	4	6	50	50	100
6	3	Core Practical	Core Practical – Commerce Practices	2	4	25	25	50
6	3	DSE	Elective – III – DSE 3E	4	6	50	50	100
6	3	DSE	Elective – IV – DSE 4E	4	6	50	50	100
6	3	Core Course - XI	Core Project	8	4	100	100	200
6	4	SEC	Skill Enhancement Courses – IV	2	4	25	25	50
6	5	EX	Extension Activity- EX %	2	-	50		50
				26	**30**	**2325**	**1625**	**3950**
			Total credit	**158**				

Note: * " Optional Credit Component"

Discipline Specific Core

S. No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Computer Applications in Business		Commerce	
2		Principles of Insurance		Commerce	
3		Banking Law Theory and Practice		Commerce	
4		Practice of Life Insurance		Commerce	
5		Regulation of Insurance Business		Commerce	
6		Practice of General Insurance		Commerce	
7		Strategic Management		Commerce	
8		Financial Management		Commerce	
9		Business Law		Commerce	
10		Taxation		Commerce	
11		Merchant Banking		Commerce	
12		Indian Banking Systems		Commerce	

Discipline Specific Core Practical

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Computer Applications in Business		Commerce	
2		Principles of Insurance		Commerce	
3		Banking Law Theory and Practice		Commerce	
4		Practice of Life Insurance		Commerce	
5		Regulation of Insurance Business		Commerce	
6		Practice of General Insurance		Commerce	
7		Strategic Management		Commerce	
8		Financial Management		Commerce	
9		Business Law		Commerce	
10		Taxation		Commerce	
11		Merchant Banking		Commerce	
12		Indian Banking Systems		Commerce	

Allied

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Managerial Economics		Commerce	
2		Consumer Affairs		Commerce	
3		Indian Economy		Commerce	
4		Research Methodology		Commerce	
5		Business Mathematics		Mathematics	

6		Business Statistics		Mathematics	
7		Entrepreneurial Development		Commerce	
8		Principles of Management		Commerce	

Skill Based Subject

S.No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Business Correspondence		Commerce	
2		Business Ethics and IPR		Commerce	
3		Retail Environment		Commerce	
4		Services Marketing		Commerce	
5		Customer Relationship Management		Commerce	
6		Corporate Finance		Commerce	
7		Principles of Auditing		Commerce	
8		Commercial Bank Management		Commerce	

Discipline Specific Elective

S. No	Specialization	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1	Finance		Working Capital Management			
2	Finance		Business Finance			
3	Finance		International Finance			
4	Finance		Goods and Service Tax			
5	Finance		Financial Market and Institutions			
6	Finance		Micro Finance			
7	Banking		Merchant Banking			
8	Banking		Commercial Bank Management			
9	Banking		Principles & Practice of Banking			
10	Banking		Digital Banking			
11	Insurance		Marine Insurance			
12	Insurance		Health Insurance			
13	Insurance		Fire and Loss Consequential Insurance			
14	Insurance		Agricultural Insurance			
15	International Business		International Shipping and Legislation			
16	International Business		International Business Strategy			
17	International Business		International Trade Procedure and			

			Documentation			
18	International Business		Global Business Environment			
19	Information Technology		Enterprise Resource Planning			
20	Information Technology		Management Information System			
21	Information Technology		E-Commerce			
22	Information Technology		Cyber Law			
23	Marketing		Consumer Behavior			
24	Marketing		Supply Chain Management			
25	Marketing		Brand Management			
26	Marketing		Strategic Management			

Ability Enhancement Course

S. No	Course Code	Course	Pre-requisite	Offering Department	Mandatory
1		Environmental Studies	-		
2		Women Studies	-		
3		Constitution of India	-		
4		Human Rights	-		
5		Yoga	-		
6		NCC	-		
7		Communicative English	-		
8		Quantitative Aptitude	-		

SEMESTER – I
FINANCIAL ACCOUNTING – I (Core Paper)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Financial Accounting – I	**4**	**4**	**0**	**0**	**Theory**

Introduction:
Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an income statement or a balance sheet.
Course Focus On: Skill Development/ Employability

Course Outcome:

CO1	:	To develop and understand the nature and purpose of financial statements in Relationship to decision making.
CO2	:	To develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.
CO3	:	To develop the ability to use a basic accounting system to create (record, classify,and summarize) the data needed to solve a variety of business problems.
CO4	:	To develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
CO5	:	To develop the ability to use accounting information to solve a variety of business problems.

Unit- I	**[12Periods]**
Financial Accounting: Definition of Accounting, Objectives - Functions of Accounting, Accounting Principles, Concepts and Conventions.	
Unit- II	**[12Periods]**
Journal – Ledger - Subsidiary Books: Purchase book - Sales book – Purchase Return book – Sales Return book – Cash book - Preparation of Trial Balance.	
Unit- III	**[12Periods]**
Preparation of Trading Account - Profit and Loss Account - Balance Sheet with Adjustment.	
Unit -IV	**[12Periods]**
Bill of Exchange - Accommodation bills – Average due date – Account current.	
Unit- V	**[12Periods]**
Receipts and Payments accounts - Income and Expenditure accounts - Opening and Closingbalance sheet.	

Text Book
1.Principles of Accountancy. Vinayakam N PI Mani Published by S Chand & Company PvtLtd

Reference Books
1. Gupta R.L., Radhaswamy M., Advanced Accountancy, Vol. 1, (Sultan Chand Publishers2011)
2. Financial Accounting, T.S Reddy and Dr. A. Murthy, Margham Publications -2012

Note: Distribution of marks 80% Problem and 20% Theory.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – I

Financial Accounting- I (Core Paper – Practical)

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Financial Accounting-I	**2**	**0**	**0**	**2**	**Practical**

Introduction

Technology has become the backbone of almost every industry, specialized skills that comefrom Microsoft Office training and other Microsoft products.

Course Focus On: Skill Development

Course Outcome

CO1	Recognize when to use each of the Microsoft Office programs to create professionaland academic documents
CO2	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
CO3	Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by theInternationally accepted Internet and Computing Core (IC3) standards.
CO4	Relate real-life MS Word applications for professional or personal use.
CO5	Demonstrate fundamental knowledge of MS Word.

UNIT- I **[12 Periods]**

MICROSOFT WORD

1. How to Create Journal , Ledger and trail balance Lines(format) in Microsoft Word
2. How to create the trail balance and profit loss account (format) in Microsoft Word
3. Prepare a Shareholders meeting letter using Wizard/ Templates for 10 members usingmail merge operation

UNIT – II [**12Periods**]

MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by usingIf logic

formula.allowed to her.January 29 Payment received from Kavita by Cheque.

UNIT – III [12Periods]

MS POWERPOINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentationshould work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of acompany by using organization chart.

UNIT – IV **[12Periods]**

1.Prepare a payroll for employee database of an organization with the following Details: Emplo id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

Textbook:

1. Creating a Website with Microsoft Publisher: Instructions on how to create web pages inPublisher2010

Reference Book:

1. Introduction to Computers, Peter Norton, Tata McGraw HillCompanies-2010
2. Computer Fundamentals, P. K. Sinha, Tata McGraw HillCompanies-2010

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – II

FINANCIAL ACCOUNTING – II						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Financial Accounting-II	**4**	**4**	**0**	**0**	**Theory**

Introduction
The technical skills needed to know the depreciation, partnership account and branch account

Course Focus On: Skill Development/ Employability

CO1	To create funds for replacement of assets.
CO2	To evaluate the performance of the department with previous result.
CO3	To analyze the licenses for Royalties.
CO4	To evaluate the inventory, profit and loss account of the Business.
CO5	To know about partnership admission, retirement & death, insolvency.

Course Outcome

Unit -I	[12 Periods]
Depreciation – Straight line method - Written down value - Sinking fund - Insurance Method - Annuity Method.	
Unit -II	[12 Periods]
Departmental Accounts: - Basis for allocation of expenses - Inter departmental transfer at cost or selling price	
Unit- III	[12 Periods]
Royalty accounts - Single entry system	
Unit -IV	[12 Periods]
Branch accounts (Excluding Foreign Branch) - Hire Purchases Account	
Unit -V	[12 Periods]
Partnership account – Admission of a Partner – Retirement of a partner - Death of a partner - Dissolution of a partnership Firm.	

Textbook

1. Financial Accounting, T.S Reddy and Dr.A.Moorthy, Margham Publications-2018

Reference Book

1. Advanced Accountancy, S.N.Maheswari, T.S.Reddy, Vikas publishers-2012

2. Principles of Accountancy. VinayakamN PI Mani Published by S Chand & Company Pvt Ltd-4th Edition

Note: Distribution of marks 80% Problem and 20% Theory.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – II

ADVANCED MS EXCEL

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical- Excel in Financial Decision	**0**	**0**	**4**	**2**	**Theory**

Introduction:
Advanced excel plays a very important role in structuring and presenting data so that it looks impressive. Once one has good understanding of Excel features like tables, cell styles, formatting options, then it is necessary to make awesome excel workbooks,

Course Focus On: Skill Development

Course Outcome:

CO1	:	To inculcate the knowledge of MS Excel
CO2	:	To understand the basic statistics tools & methods
CO3	:	To outline the Analytical commands in Excel
CO4	:	To identify the statistical tools for problem solving
CO5	:	To analyze a program using appropriate analytical tool

Unit- I **[12 Periods]**

1. Prepare a table showing the customer details of a bank. [Customer name, Nature of account, Account Number, Address, E-Mail ID] and Perform the following: Delete the customer who had closed the A/c. Insert a row in between the 1st & 2nd customer. Insert a column in between Address & Email ID and Name it as Telephone Number Hide the column 'Address'.
2. To Create a table of a company with the following details [Name of the employees, Name of the department, Net Pay, City Address] Copy the production department employees in sheet number 2. Copy the details of the employees staying in Coimbatore city. Find the person who is getting a maximum salary.

Unit- II **[12 Periods]**

1. To Prepare payroll for the employees (10 employees) of an organization and count the number of employees who are getting the salary of more than Rs.10, 000/-. Calculate with the following components (DA, HRA, CCA, EPF, LIC) as a percentage of basic pay and sum the total basic pay, net pay of all employees.
2. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.

Unit -III **[12 Periods]**

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula.

Unit - IV **[12 Periods]**

1. Suppose that the beginning of May 2012 you purchased shares in Apple, Inc. (Nasdaq: AAPL). It is now five years later and you decide to evaluate your holdings to see if you have done well with this investment. The table below shows the market prices of AAPL.

ATE	PRICE
2012	59.77
2013	121.19
2014	188.75
2015	135.81
2016	256.88
2017	337.41

a. Enter the data, as shown, into a worksheet and format the table as shown.

b. Create a formula to calculate rate of return for each year. Format the results as percentages with two decimal places.

c. Calculate the total return for the entire holding period. What is thecompound average annual rate of return?

d. Create a Line chart showing the stock price from May 2006 to May 2011. Make sure to title the chart and label the axes. Now, create an XY Scatter chart of the same data. What are the differences between these types of charts? Which type of chart is more appropriate for this data?

Experiment with the formatting possibilities of the chart. For example, you might try changing it to a 3-D Line chart and fill the plot area with a marble background. Is there any reason to use this type of chart to display this data? Do the "enhancements" help you to understand the data.

2. In your position as research assistant to a portfolio manager, you need to analyze the profitability of the companies in the portfolio. Using the data for Chevron Corporationbelow:

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	1,98,198	1,71,636	2,64,958	2,20,904	2,04,892
Net Income	19,024	10,483	23,931	18,688	17,138

Calculate the net profit margin for each year.

Calculate the average annual growth rates for revenue and net income using the GEOMEAN function. Is net income growing more slowly or faster than total revenue? Is this a positive for your investment in the company?

Calculate the average annual growth rate of total revenue using the **AVERAGE** function. Is this result more or less accurate than your result in the previous question? Why?

Create a Column chart of total revenue and net income. Be sure to change the chart so that the x-axis labels contain the year numbers, and format the axis so that 2017 is on the far-right side of the axis.

Unit -V **[12 Periods]**

1. Prepare a final accounts format in the excel sheet from the following trial balance as per the revised schedule VI?

Debit	RS	Credit	Rs
Opening stock	50,000	Sales	3,25,000

Purchases	2,00,000	Discount Received	3,150
wages	70,000	Profit& loss a/c	6,220
Discount allowed	4,200	Creditors	35,200
Insurance	6,720	Reserves	25,000
Salaries	18,500	Loan from managing director	15,700
Rent	6,000	Share Capital	2,50,000
General expenses	8,950		
printing	2,400		
Advertisements	3,800		
Bonus	10,500		
Debtors	38,700		
Plant	1,80,500		
Furniture	17,100		
Bank	34,700		
Bad debts	3,200		
Calls in arrears	5,000		
TOTAL	6,60,270		6,60,270

2. Repeat Problem 2 using the data below for Qualcomm Inc. However, this time you shouldcreate a copy of your worksheet to use as a template. Replace the data for Chevron with that of Qualcomm.

Fiscal Year	2017	2016	2015	2014	2013
Total Revenue	10,991	10,416	11,142	8,871	7,526
Net Income	3,247	1,592	3,160	3,303	2,470

Do you think that Qualcomm can maintain the current growth ratesof sales and net income over the long run? Why or why not?

Which company was more profitable in 2010? Which was more profitable if you take a longer view? Would this affect your desire to invest in one company over the other?

Text Book

1. Creating a Website with Microsoft Publisher: Instructions on how to create web pages in Publisher 2010.

Reference Books

1. Introduction to Computers, Peter Norton, Tata McGraw Hill Companies-2010
2. Computer Fundamentals, P. K. Sinha, Tata McGraw Hill Companies-2010

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – III

CORPORATE ACCOUNTING – I

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Corporate Accounting - I	**4**	**5**	**0**	**0**	**Theory**

Introduction
This paper covers the characteristics of the company accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues of shares, company final accounts, managerial remunerations, valuation of goodwill and liquidations.

Course Focus On: Employability

Course Outcome

CO1	:	To know how the company's issue of shares forfeiture and reuses, convert their shares into Stocks.
CO2	:	To acquaint students with the legal formats and special items and adjustment pertaining to Underwriting of Shares and Debentures, Valuation of Shares etc.,
CO3	:	To Understand how the profits or losses are distributed before and after incorporation of Companies.
CO4	:	To examine the company's goodwill.
CO5	:	To evaluate the liquidation of companies.

Unit- I	**[12 Periods]**
Issue of Shares: Par, Premium and Discount - Forfeiture - Reissue – Surrender of Shares – Rights Issue of share – Bonus issue- Underwriting.	
Unit -II	**[12 Periods]**
Redemption on Preference Shares - Debentures – Issue – Redemption – Profit prior to incorporation (include all Ratios).	
Unit -III	**[12 Periods]**
Final Accounts of Companies - Calculation of Managerial Remuneration.	
Unit- IV	**[12 Periods]**
Valuation of Goodwill and Shares – Need – Methods of valuation of Goodwill and Shares.	
Unit- V	**[12 Periods]**
Liquidation of Companies - Statement of Affairs -Deficiency account.	

Textbook
1. Shukla and Grewal – Advanced Accounts - II, Sultan Chand & Sons, Volume-I, Revised Editions

Reference
R.L. Gupta and Radha swamy- Advanced Accountancy–Sultan Chand &Sons,2oo9
Jain and Narang, Advanced Accountancy, KalyaniPublishers-2014

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

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – III

TALLY – I

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Core Practical -Tally I	0	0	4	2	Practical

Introduction:
This course will expose students to the development and use of manual and computerized accounting systems. Students will have the opportunity to use accounting software packages to apply their accounting knowledge to real life situations.

Course Focus On: Skill Development.

Course Outcome:

CO1	**:**	To create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc.
CO2	**:**	To learn to maintain accounts.
CO3	**:**	To create Single and group ledger
CO4	**:**	To discuss accounting and inventory management system.
CO5	**:**	To make students ready with required skill for employability in the job market.

Unit- I: **[12 Period]**

1. Create company in the name of “Rathinam & Co” in tally ERP 9 with VAT options.
2. Accounts with Inventory option.
3. Financial accounting year 01.04.2021 onwards.

Unit -II: **[12 Period]**

1. M/s. Bharath Electronics is a manufacturing &trading firm of electronic goods owned by Mr. Bharath and Mr. Kannan works as an Accounting Manager. The firm uses Tally ERP 9 to record their business transactions. Kindly guide Mr. Bharath in creating the above-mentioned company in Tally ERP 9 with the name of his firm creating a user account for Mrs. Kannan giving owner right. Mr. Bharath is very much concerned about the data security and that is why he decides to adopt the following password policy:

Minimum length of password should be 8 with at least 2 alphabets, 1 number and one specialist character in it. (For Example: Saravanam1^)
2. Users need to change password on first login.
3. User should be provided the rights to change their passwords.
After setting password policy in Tally ERP 9, create up the above a suitable Password for Mr. Kannan.

Unit- III: **[12 Period]**

Create the following Multiple Groups under Fixed Assets in the books of M/s. Bharath Electronics:

Computer	Furniture	Buildings

Create the below mentioned Ledgers under appropriate groups in the books of M/s. Bharath Electronics:

Using Single Ledger Creation	Using Multiple Ledger Creation
Mr. Awaaz's Capital A/c	Output CST@ 2%
Mr. Awaaz's Drawing A/c	Sales Return @ VAT 5%
Sales VAT @ 14.5%	Purchase Return @ VAT 5%
Output VAT @ 14.5%	CST Sales Return @ 2%
Purchase VAT @ 14.5%	CST Purchase @ 2%
Input VAT @ 14.5%	Input CST @ 2%
CST Sales @ 2%	SBI Bank

Unit- IV: **[12 Period]**

Create the following data in the books of M/s. Bharath Electronics:

a) Unit of Measurement: Nos. (Numbers), Doz. (dozen)
b) Godown: Tech Zone Godown, 16/25, Rathinam Corner, Eachanari, Coimbatore.
Under Primary. By allow storage of material option as yes.
c) Stock Categories: 15" & 17" (LG Monitor Inch wise)
d)Stock Groups:

LG Monitor	Printer	Keyboard

e) Stock Item:

LG Monitor 15"	HP Laser 1o1o
LG Monitor 17"	Dell Key Board
Samsung Printer	Lenova Keyboard
TVS Epson Printer	Asus Keyboard

Unit -V: **[12 Period]**

Take a print out of Cheque no. 146814 Issued 10.10.2021 to Electricity charges.

Text Book

1. Tally ERP 10 (Power of Simplicity) Shraddha Singh and Navneet Mehra, 2017

Reference Books

1. Learn TALLY 9 - Basic Financial Accounting Tutorial - Online
2. https://dgtalworld.com/tally/Tally%20ERP%209%20t%20a%20Glance.pdf

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
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CO2	1	1	3	1	2	1		1	1		2		1
CO3	1		3		1	3		1	1	2	1	2	2
CO4	3	1		2		3	1		3	2	1	1	3

CO5	3	1		3		3	1	3	3	1	2		1

SEMESTER – IV

CORPORATE ACCOUNTING – II

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Corporate Accounting - II	**4**	**5**	**0**	**0**	**Theory**

Introduction

This paper covers the characteristics of the accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues related to Holding, Banking and Company Insurance.

Course Focus On: Skill Development/ Employability

Course Outcome	
CO1	To understand the principles of Mergers and Amalgamation, Absorption
CO2	To know the operations of Holding companies
CO3	To know the Banking company accounts (New Format)
CO4	To understand the basic principles of Company Insurance
CO5	To know the standards of IFRS

Unit- I	**[12 Periods]**
Accounting for Mergers and Amalgamation – Absorption and Internal Reconstruction.	
Unit -II	**[12 Periods]**
Holding Company Accounts - Consolidation of Balance Sheets - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus issue and Payment of dividend.	
Unit -III	**[12 Periods]**
Banking Company Accounts - (New format only).	
Unit- IV	**[12 Periods]**
Insurance Company accounts - General Insurance and Life Insurance - Under IRDA 2000 Act (New format only)	
Unit- V	**[12 Periods]**
Statements of Accounts for Electricity Companies – Treatment of Repairs and Renewals – Human Resources Accounting - International Financial Reporting Standards (IFRS) Theoretical Aspects only.	

Textbook

1. Advanced Accounting - II, S.P. Jain & K.L. Narang, Kalian Publications, New Delhi.

Reference

1. Corporate Accounts "Gupta R.L. & Radhaswamy M. Theory Method and Application-13th Revised Edition 2006, Sultan Chand & Co., NewDelhi.
2. Advanced Accountancy, Part-I", Dr. M.A. Arulanandam, Dr. K.S.Raman, Himalaya Publications, NewDelhi.2003

NOTE : Distribution of Marks: 80% Problem 20% Theory

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – IV

SPSS						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Core practical- SPSS	**2**	**0**	**0**	**4**	**Practical**

Introduction

To introduce participants to the basic practice of statistics by using SPSS Statistics, a statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.

Course Focus On: Skill Development/ Research

Course Outcome

CO1	Define Statistical concepts, algorithmic principles, and computer science fundamentals.
CO2	An ability to apply design and development principles in the construction of software systems of varying complexity.
CO3	An ability to function effectively on multi-disciplinary teams to accomplish a common goal.
CO4	Recognition of the need for and an ability to engage in lifelong learning.
CO5	An ability to use current techniques, skills, and tools necessary for computing practice.

Unit- I **[12 Periods]**

1. Weight of babies (kg) below 6 months taken from a hospital record is given below. Calculate Mean, Medium, and Mode, Standard Deviation and Coefficient of Skewness and kurtosis.

3.0	4.5	4.3	2.5	3.5	2.5	4.0	4.5	6.5	5.0
4.0	5.0	4.1	4.2	4.3	4.5	3.3	3.5	3.6	5.3
5.4	5.5	5.5	5.7	5.8	5.6	5.8	5.9	6.0	3.4
6.1	6.2	6.3	5.5	6.3	6.3	7.0	4.0	3.4	5.0

2. The table below shows the hours of relief provide by to analgesic drugs in 15 patients suffering from arthritis. Is there any evidence that one drug provides longer relief than the other?

Drug A	3.0	2.00	3.6	2.6	7.4	3.00	16	7.00	3.3	2.00	6.8	8.5	7.00	8.00
Drug B	3.5	3.5	5.7	2.4	9.9	4.00	18.7	6.6	4.5	4.00	9.1	1.8	8.5	7.5

Null Hypothesis: Drug A and B provides similar relief

Unit- II **[12 Periods]**

1.The following data on blood sugar level(MG/100ML) are obtained from a clinical lab. Analyse the variance between groups and find the effectiveness of the herbs on blood sugar level.

Normal	Diabetic	Herb 1	Herb 2
96.00	180.00	180.00	120.00
100.00	225.00	190.00	130.00
111.0	260.00	185.00	130.00
98.00	250.00	190.00	135.00

106.00	265.00	180.00	136.00
105.00	280.00	170.00	140.00

Null hypothesis: The group means are equal to one another

Unit -III **[12 Periods]**

1.Find out correlation coefficient for the variables, age (years) and systolic blood pressure (mmHg) in man.

Age	56	42	60	50	54	49	39	62	65	70	40	53	35	38		37	70
BP	160	130	125	135	145	115	140	120	140	160	126	145	118	120	3	138	160

Before going into SPSS, it is important to propose a null hypothesis and alternate hypothesis.
Null Hypothesis: (H0) there is no correlation between age and systolic blood pressure. Alternate hypothesis: (HA) there is correlation between age and systolic blood pressure.

Unit- IV **[12 Periods]**

1.From the followings prepare the Inventory

Stock	Cost	Warehouse	Onsite	Total Qty	Total Value	Retail Price
Computer						
HCL	17500	1	4	5 Nos	87500	21500
ACER	17100	0	4	4 Nos	68400	24785
Accessories						
CD ROM Disk 100s	450	0	5	5 Box	2250	500
Dust Covers	35	2	8	10 Nos	350	40
USB Pen Drive	1200	0	10	10 Nos	12500	1600
Wireless Keyboard	490	10	15	25 Nos	12250	700
Wireless Mouse	250	10	10	20 Nos	5000	430
Printer						
HP Printer	8200	0	7	7 Nos	57400	9500
Laser Printer	8100	0	5	5 Nos	40500	9850
Total						286150

UNIT- V [12 Periods]

1.From the following prepare payroll

Capital= Rs.10, 00,000

Mano = Rs.5, 00,000

Krish = Rs.2, 00,000

Raghul= Rs.3, 00,000 Deposited into UCO Bank Rs 10,000 Employee Groups

Manager	Staffs	supervisors	Workers
Ram	Vivek	Guru	Feroz
Arun	Karthik	Babu	Raju
	Madhan	Thomas	Gokul
		Prabhu	sanjay

Pay head	Manager	Staffs	Supervisors	Workers
Basic salary (on attendance per day)	Rs 100	RS 80	RS 75	RS.50
House rent allowance (HRA)(As computer value) <1000 2% 1000 to3000 3% <3000 5%				
Dearness allowance (DA) (flat rate) (per month) Rs 100				
Provident fund (PF) (as user declinedvalue) Rs.50				

ATTENDENCE

Name	No of Days	Name	On attendance	Name	No of Days
Ram	23days	Guru	30 days	Feroz	31days
Arun	31days	Babu	29 days	Rraju	27 days
Vivek	28 days	Thomas	27 days	Gokul	10 days
Karthik	30days	Prabhu	26 days	Sanjay	31 days
Madhan	29 days	Feroz	31 days		

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – V

COST ACCOUNTING

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	COST ACCOUNTING	**4**	**6**	**0**	**0**	**Theory**

Introduction

This course consists of a discussion of cost accounting concepts and objectives, an in-depth study of cost accounting systems and accumulation procedures and a search into the elements of material, labour and factory overhead costs.

Course Focus On: Skill Development

Course Outcome

CO1	To Compose Fundamental Concepts of Cost Accounting and Cost Accounting Methods to Identify Profitable Products and Services.
CO2	To Apply Cost Accounting Methods to Optimize the Use of People, Resources, and Materials
CO3	To Create Costing Reports, Including a LIFO FIFO and price methods
CO4	To Summarize process cost accounting and prepare a marginal cost report
CO5	To Interpret variable cost variances and fixed cost variances.

Unit -I	**[12 Periods]**

Definition, scope and nature of cost accounting - cost concepts – classification – objectives and advantages – demerits of cost accounting - methods and techniques - different between cost and financial accounting-cost unit-cost centers -cost sheets.

Unit -II	**[12 Periods]**

Material purchase control, level, aspects, need and essentials of materials control. Stores control- EOQ-stores records - ABC analysis-Pricing of issue of materials (FIFO, LIFO, HIFO, Simple average method, weighted average method)

Unit- III	**[12 Periods]**

Laborcost-Computationandcontrol.Timekeeping-Methodsofwagepayment-Timerateand Piecerate system -Payroll procedures - Idle time and overtime – Labour turnover.

Unit -IV	**[12 Periods]**

Overheads - Classification – Allocation - Apportionment and Absorption - Accounting and control of overheads – Manufacturing – Administration - Selling and Distribution (Primary and Secondary Distribution) -Machine Hour Rate.

Unit -V	**[12 Periods]**

Methods of costing: -Job costing, Contract Costing, Process costing (normal loss, abnormal loss and gain only)-Operating cost.

Text Books
1.JainS.P.and NarangK.L- CostAccounting.
Reference Books
1. R.S.N.Pillai and V.Bagavathi-"CostAccounting"-S.Chand and CompanyLtd.,NewDelhiEdn. 2006.
2Reddy and Murthy-Cost Accounting.

NOTE : Distribution of Marks: 80% Problem 20% Theory

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – V
TALLY - II

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Tally -II	0	0	4	2	Practical

Introduction:
Tally is powerful accounting software, which is driven by a technology called concurrent multi-lingual accelerated technology engine. It is easy to use software and is designed to simply complex day to day activities associated in an enterprise. Tally provides comprehensive solution around accounting principles, inventory, and data integrity. Tally also has feature encompassing global business. Tally software comes with easy-to-use interface thus making it operationally simple.

Course Focus On: Skill Development

Course Outcome:

CO1	**:**	To enrich the application knowledge of accounting software by creating company, entering accounting voucher entries and generate the financial statements.
CO2	**:**	To generate the GST Reports by making necessary vouchers.
CO3	**:**	To operate professionally with the knowledge acquired and apply the skills throughout financial and accounting areas.
CO4	**:**	To develop the application knowledge of accounting the transitions for report generation of various purposes.
CO5	**:**	To develop the knowledge on maintaining assets and inventories in active and economical manner.

Unit -I: **[12 Period]**

Creation of Voucher Entries & P& L, Balance Sheet Statement generation.

Supporting Informations:

1. Capital Introduced by Mr. KAPOOR Rs 500000/- Same was deposited in PNB Bank .
2. Purchased Cloth from Mr Ajay 50 Mtrs at Rs 500 per mtr. + GST 18%. While paying to Mr Ajay, he allowed Discount of Rs 1000/- and accepted Rs 28500/- as full and final settlement
3. Cash Sales made during the year 150000/- + GST 18%.
4. Purchased Machinery required for production of Cloth from Rama Traders and cheque issued immediately from PNB bank 50000/- + GST 18%
5. Raw Material purchased from Mr Shriram Traders on 30 days credit 75000/- + GST 18%
6. Sold goods to Mr Deepak Enterprises 15000+ GST@18%. Discount of Rs 150/- was allowed to Mr Deepak Enterprises and cheque received for balance payment.
7. Cheque received from Mr Deepak Enterprises was dishonored.
8. Goods sold to Mr Arun and cheque received. 150000+ GST@18%.

9. Wages paid in cash Rs. 25000.
10. Cash withdrawn from PNB Bank Rs. 15000.
11. Miscellaneous Expenses paid in cash 12000.
12. Depreciation: Plant and Machinery 15% WDV method.
13. Commission received in cash Rs 10000/-.
14. Mr KAPOOR withdrew Cash Rs. 15000 for his personal use.
15. GST liability was offset and balance payment was made in cash.

Unit -II	**[12 Period]**

GST Return Generation: for the Company Called Seetal Pvt. Ltd.,

Supporting Informations:

1. Purchased Coocoo Powder box from Mr Arjun 160 nos. at Rs 950 per Box. + GST 18%. Mr Arjun, allowed Discount of Rs 8000/- and accepted Rs 1,44,000/- as full and final settlement.
2. Cash Sales made during the year 285000/- + GST 18%.
3. Raw Material purchased from Mr Shrinitha Traders on 20 days credit 2,56,000/- + GST 18%
4. Sold goods to Mr Dhayalan Co., 315000+ GST@18%. Discount of Rs 1500/- was allowed to Mr Dhayalan Co., and cheque received for balance payment.
5. Goods sold to Mr Ragul and cheque received. 1,85,000+ GST@18%.

Unit -III	**[12 Period]**

Bank Reconciliation Statement for the month of January 2020:
Supporting Informations:

The Transactions in the books of M/s RJM Limited

SL No	**Date**	**Transactions for the month**	**Bank Date**
1	01/01/2020	Started business with cash Rs 5,00,000.	-
2	01/01/2020	Cash deposit into SBI Rs. 1,00,000	01/01/2020
3	01/01/2020	Cash withdrawn from SBI for office use Rs 70,000	01/01/2020
4	01/01/2020	Transfer Rs 20,000 from SBI to HDFC Bank.	01/01/2020
5	01/01/2020	Cash withdraw by the owner Rs 2,500 for personal use.	01/01/2020
6	01/01/2020	Purchase goods from Kailash Hardware Parryware Steel Pedestal 200 pcs @ Rs 1500 each	-
		Parryware Indus Basin 150 pcs @ 1200 each	
7	01/01/2020	Sold goods to R.K.Enterprise Parryware Steel Pedestal 200 pcs @ Rs	-

		1950 each Parryware Indus Basin 150 pcs @ 1650 each	
8	01/01/2020	Received cheque from R.K.Enterprise against Invoice No. 19-20/001 of Rs 752,250 and deposited in HDFC Bank.	02/01/2020
9	02/01/2020	Commission received in HDFC Bank of Rs 25000	31/01/2020
10	02/01/2020	Purchase Furniture of Rs 15000 by cheque (SBI).	31/01/2020
11	02/01/2020	Paid cheque to Kailash Hardware, against Invoice No. 19-20/363 of Rs 250,000 from HDFC Bank	31/01/2020
12	02/01/2020	Bank deducted as Ledger Folio Charges from SBI Current Account Rs 90.	02/01/2020
13	02/01/2020	Paid Salary to Ram in cash Rs 9,500 in cash.	-
14	31/01/2020	Electricity Charges paid Rs 650 in cash	-
15	31/01/2020	Paid Audit Fee of Rs 3000 in cash.	-
16	31/01/2020	Received Interest from SBI of Rs 600.	31/01/2020
17	31/01/2020	Depreciation charged @10% on furniture.	-
18	31/01/2020	Cash withdraw by the owner Rs 2,500 for personal use.	-

Unit- IV: **[12 Period]**

Generation of Cash/Fund Flow Statement.

Supporting Informations:
The summarized balance sheet of Bhadresh Ltd. as on 31.12.05 and 31.12.2006 are as follows:

Liabilities	2005	2006	Assets	2005	2006
Share capital	4,50,000	4,50,000	Fixed asset	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investment	50,000	60,000
P & l a/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtor	2,10,000	4,55,000
Tax provision	75,000	10,000	Bank	1,49,000	1,97,000
Mortgage loan	-	2,70,000			
	10,49,000	12,42,000		10,49,000	12,42,000

Additional Details:
Investment costing Rs. 8,000 were sold for Rs. 8,500
Tax provision made during the year was Rs. 9,000
During the year part of fixed assets costing Rs 10,000 was sold for Rs 12,000 and the profit was included in P & L A/c. You are required to prepare cash flow statement for 2006.

Unit- V: **[12 Period]**

Creation of Cost Category & Cost Centers
Supporting Informations:

Company 'Anish Enterprises' with Accounts only option.

Cost Category	**Cost Centers**
Accounts Department	Mr. Sane
Marketing Department	Mr. Shete
Savings Bank Interest Received	Indian Bank
Savings Bank Interest Received	Dena Bank
Factory Electricity Charges	Meter no. 57011210
Office Electricity Charges	Meter no. 57011220
Voucher Entries	
1/7/2009	Started business with Cash Rs. 30,000/-, building Rs. 75,000/- and Furniture Rs. 20,000/-
2/7/2009	Opened a Bank account with Indian Bank by depositing Rs. 5,000/-
5/7/2009	Paid salary to Mr. Sane Rs. 3,000/- and Mr. Shete Rs. 2,500/-
12/7/2009	Paid commission Rs. 1,500/- to Anand.
28/7/2009	Paid electricity bill of meter no 57011210 Rs. 750/- and meter no. 57011220 Rs. 1,250/-
31/7/2009	Received interest Rs. 350/- from Indian Bank and Rs. 250/- from Dena Bank.

Textbook:

1. GST Using Tally.ERP9 Paperback – 1 January 2019, by TALLY EDUCATION PRIVATE LIMITED

Reference Books

1.Tally.ERP 9 with GST in Simple Steps, by DT Editorial Services (Author).
2.Learn TALLY 9 - Basic Financial Accounting Tutorial

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
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CO3	1	1	1	3	3	1	3	3	3	2	3	3	2
CO4	3	3	1	3	1	3	3	3	1	2	3	3	2
CO5	3	3	3	3	1	3	3	1	2	2	3	3	3

SEMESTER – VI

MANAGEMENT ACCOUNTING						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Management Accounting	**4**	**6**	**0**	**0**	**Theory**

Introduction

Management accounting provides data to the management on the basis of which they take decisions to achieve organizational goals and improve their efficiency.

Course Focus On: Skill Development

Course Outcome

CO 1	To provide the fundamental knowledge and techniques in Management Accounting
CO 2	Find and Apply tools and techniques used to plan, control and make decision
CO 3	Prepare budgets and demonstrate budget control techniques
CO 4	To provide the fundamental knowledge about managerial applications of marginal costing
CO 5	Illustrate and Build the knowledge of break-even analysis and profit maximization

Unit -I	**[12 Periods]**

Management Accounting: Meaning, Definition, Nature, Objectives, Scope and Functions of Management Accounting, Management Accounting and Financial Accounting, Management and Cost Accounting; Utility of Management Accounting, Role of Management Accounting in decision making.

Unit -II	**[12 Periods]**

Financial statement analysis-objectives of analysis of financial statement tools of financial statement analysis Multi –step income statement, Horizontal analysis, Common sized analysis, Trend analysis, Analytical Balance Sheet.

Unit -III	**[12 Periods]**

Statement of Ratio Analysis Comparative Statements, Common size statements, and Trend analysis. Ratio analysis: Meaning of Ratios, Classification of Ratios, Profitability ratios, Turnover ratios, Liquidity ratios, Solvency ratios; Calculation and interpretation of the ratios; Advantage of Ratio Analysis; Limitations of Accounting Ratios

Unit -IV	**[12 Periods]**

Fund flow and cash flow statement meaning of fund flow statement-Uses of fund flow statement, Funds Flow Statement and Income Statement. Preparation of Fund flow statement.
B. Meaning of Cash flow statement- Preparation of Cash Flow Statement. Difference between Cash Flow Analysis and Funds Flow Analysis. Utility of Cash flow Analysis. Limitations of Cash Flow Analysis.

Unit -V	**[12 Periods]**

Budgeting-Cash Budget-Production Budget-Sales Budget–Flexible Budget–Zero based Budget.

Text Books

1.Reddy&Murthy, Management Accounting, Margham Publications, Chennai, 2005.

Reference Books

1. Dr.S.N.Maheswari,Management Accounting, Sultan Chand & Sons, NewDelhi, 2002
2. MY Khan & P KJain, Management Accounting,Tata McGraw- Hill, New Delhi.

NOTE : Distribution of Marks: 80% Problem 20% Theory

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SEMESTER – VI

Commerce Practices						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Commerce Practices - Practical	**2**	**0**	**0**	**4**	**Practical**

Introduction

The Commerce Practices course structure encompasses Accounting, Finance, Banking, Taxation, and computer applications.

Course Focus On: Skill Development

Course Outcome

CO 1	To train the students in theoretical and practical issues of conducting ... To inculcate the knowledge of international financial reporting standards.
CO 2	To enhance practical knowledge among the students,
CO 3	Practical knowledge to the students about future commerce and trade practices.
CO 4	To equip the students with practical knowledge and develop entrepreneurial abilities
CO 5	This course is designed to provide theoretical and practical knowledge to the students about future commerce and trade practices.

Unit I	**[12 Periods]**
1 . How to Open a Demat Account, what are the documents required? 2 How to open online SBI savings account.	
Unit II	**[12 Periods]**
1 How to Draw a Cheque and what are the types of cheques in India enclose form/slip of any Public Sector Bank 2 How To Apply For A TIN Number in India	
Unit III	**[12 Periods]**
1 How to Register for GST India Online 2 How to Register a Public Limited Company in India? Documents required to Incorporate a Public Limited Company	
Unit IV	**[12 Periods]**
1 How much minimum number of members are required for a public company to apply for certificate of incorporation? 2 How to make Payslip in Word and fill the sample data	
Unit V	**[12 Periods]**
1. How to fill up NEFT and RTGS form/slip of Indian Bank 2. Examine the Registration of Taxpayer on e-Filing with your own assumed data for the period of Current year	

Mapping of Course Outcomes with Program Outcomes:

	Program Outcomes									**Program Specific Outcomes**			
Course Outcomes	**P01**	**PO2**	**P03**	**P04**	**P05**	**P06**	**P07**	**P08**	**P09**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	3	3	3	1	1	3	1		1	3	3		2
CO2	3	3		2	3	2	1	1	1	1	2	3	1
CO3	3	3	1	1	3	3	2	1		2	2		2
CO4	3	3	3	3	1	3	3	1	2	3	3	3	
CO5	1	2	1		1	1	1	1	1	1	3	1	1

DISCIPLINE SPECIFIC CORE SYLLABUS

COMPUTER APPLICATION IN BUSINESS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Computer Application in Business	**4**	**4**	**0**	**0**	**Theory**

Introduction

Computer Applications in Business is designed to introduce the first year AIT freshman students to the world of computers and software applications.

Course Focus On: Skill Development.

Course Outcome

CO1	Understand basics of computer– input devices, output devices, hardware, software and operating system - based content
CO2	Perform word processing, data creation, editing and formatting documents in the Software
CO3	Get the knowledge to calculate, organize, edit and present the numerical data in spread sheet.
CO4	Utilize database for creating files, perform queries, and create forms and reports
CO5	Integrate Microsoft Access applications in business for creation of database

Unit -I	**[12 Periods]**
Introduction to computers – Meaning – Characteristics – Areas of Application – Components of Computer – Memory and control units – Input and Output devices – Hardware and Software – Operating Systems.	
Unit -II	**[12 Periods]**
Ms Word – Creating Word Documents – Creating Business Letters using wizards – Editing Word Documents – Inserting Objects – Formatting documents –spell check and grammar check – Word Count, Auto Correct – Working with tables – Saving, opening, closing and Protecting documents – Mail Merge	
Unit -III	**[12 Periods]**
Introduction to Spread Sheet (MS –Excel) – Introduction to spread sheets – entering and editing text, numbers and formula – Inserting rows and columns Building Worksheets – Creating and formatting charts - Power Point Creating a simple presentation – Creating, inserting and deleting slides – Saving a Presentation.	
Unit- IV	**[12 Periods]**
MS Access – Introduction – Parts of Access Window, creating a Database, relationships, Creating Table through Design View – Relationship – Query – Forms – Report.	
Unit - V	**[12 Periods]**
Page Maker – Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help –Working with Page Column – Indent.	

Textbook

1. MS Office 2000, Sanjay Saxena, Vikas Publishing House-2011

Reference Books

1. Computer Applications in Business, S.V. Srinivasa Vallabhan Sultan Chand.-2011
2. Computer Applications in Business, TD Malhotra, Kalyani Publications PC.-2014

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

COMPUTER APPLICATION IN BUSINESS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Computer Application in Business	**2**	**0**	**0**	**4**	**Practical**

Introduction
Technology has become the backbone of almost every industry, specialized skills that come from Microsoft Office training and other Microsoft products.

Course Focus On: Skill Development

Course Outcome

CO 1	Recognize when to use each of the Microsoft Office programs to create professional and academic documents.
CO2	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.
CO 3	Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.
CO 4	Relate real-life MS Word applications for professional or personal use.
CO 5	Demonstrate fundamental knowledge of MS Word.

Unit -I **[12 Periods]**

<u>- MSWORD</u>

1.Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.

2,Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.

3.Prepare a Shareholders meeting letter using Wizard/ Templates for 10 members using mail merge operation.

Unit -II **[12 Periods]**

<u>- MSEXCEL</u>

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using If logic formula.

3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chartwizard.

Unit -III **[12 Periods]**

<u>- MSPOWERPOINT</u>

1.Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.

2.Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

Unit -IV	**[12 Periods]**

- MSACCESS

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

2.Create mailing labels for student 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, and Phone Number.

Text Book
1. Creating a Website with Microsoft Publisher: Instructions on how to create web pages in Publisher2010.

Reference Books
1. Introduction to Computers, Peter Norton, Tata McGraw HillCompanies-2010
2. Computer Fundamentals, P. K. Sinha, Tata McGraw HillCompanies-2010

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Principles of Insurance						
Subject Code	**Subject Title**	**Lecture**	**Tutorial**	**Practical**	**Credit**	**Type**
	Principles of Insurance	**4**	**4**	**0**	**0**	**Theory**

Introduction:
This course intends to provide a basic understanding of the insurance mechanism. It explains the concept of insurance and how it is used to cover risk. How insurance is transacted as a business and how the insurance market operates are explained. The relationship between insurers, their customers,and the importance of insurance contracts are discussed. Some commonly used insurance terms are also listed out. An overview of major life insurance and general insurance products is included aswell.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Explain risk management in insurance and understanding of the insurance mechanism.
CO2	:	Determine the loss exposures of properties, human lives, business operations, and the financial consequences because of the occurrence of a loss.
CO3	:	Apply the knowledge of current information, models, and techniques and practices in all of the major business disciplines.
CO4	:	Compare various kinds of insurance plans as well as the importance of contract in Customers
CO5	:	Create valuable insights into overview of Life Insurance and General Insurance Products

Unit- I	**[12Periods]**
History of Insurance, History of Insurance in India. Risk Management, The Concept of Insurance and its Evolution.	
Unit- II	**[12Periods]**
The Business of Insurance, The Insurance Market.	
Unit- III	**[12Periods]**
Insurance Customers, The Insurance Contract.	
Unit -IV	**[12Periods]**
Insurance Terminology, Life Assurance products.	
Unit -V	**[12Periods]**
General Insurance Products	

Text Book

1. Risk Management and Insurance: Vaughanand Vaughan.

Reference Books

1. Insurance and Risk Management: P.K .Gupta.
2. Insurance Theory and Practice: Tripathi PHI.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Principles ofInsurance

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Principles of Insurance	**4**	**4**	**0**	**0**	**Practical**

Introduction:
This course intends to provide a basic understanding of the insurance mechanism. It explains the concept of insurance and how it is used to cover risk. How insurance is transacted as a business and how the insurance market operates are explained. The relationship between insurers, their customers,and the importance of insurance contracts are discussed. Some commonly used insurance terms are also listed out. An overview of major life insurance and general insurance products is included aswell.
Couse Focus On: Skill Development

Course Outcome:

CO1	:	Explain risk management in insurance and understanding of the insurance mechanism.
CO2	:	Determine the loss exposures of properties, human lives, business operations, and the financial consequences because of the occurrence of a loss.
CO3	:	Apply the knowledge of current information, models, and techniques and practices in all of the major business disciplines.
CO4	:	Compare various kinds of insurance plans as well as the importance of contract in Customers
CO5	:	Create valuable insights into overview of Life Insurance and General Insurance Products

Unit- I	**[12Periods]**
Case Study	
Unit- II	**[12Periods]**
Case Study	
Unit- III	**[12Periods]**
Case Study	
Unit -IV	**[12Periods]**
Case Study	
Unit -V	**[12Periods]**
Case Study	

Text Book

1.Risk Management and Insurance: Vaughanand Vaughan.

Reference Books

1.Insurance and Risk Management: P.K .Gupta.

2.Insurance Theory and Practice: Tripathi PHI.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Banking Theory law and Practice

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Banking Theory law and Practice	**4**	**4**	**0**	**0**	**Theory**

Introduction:

The purpose of this course is to teach the current law and practice in the field of banking law. Specifically emphasized will be the history and development of the unique US "dual banking" system comprised of overlapping Federal and state jurisdiction, along with comparisons to the unitary financial regulation.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	To explain the functions and services of commercial banks
CO2	:	To Knowledgeable of the root causes of bank panics and wholesale runs
CO3	:	To able to critically compare the bank regulatory system
CO4	:	To identify the latest Digital Banking practices
CO5	:	To navigate the various overlapping legal and regulatory regimes

Unit- I	**[12Periods]**
Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account.	
Unit- II	**[12Periods]**
Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien.	
Unit -III	**[12Periods]**
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.	
Unit IV	**[12Periods]**
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods –mortgage.	
Unit V	**[12Periods]**
Position of surety – Letter of credit – Bills and supply bill – Purchase and discounting bill Traveling cheque, credit card, Teller system	

Text Book

1. Banking Theory Law and Practice, E.Gardon and Natarajan

Reference Books

1. Banking theory Law & Practice, Sundharam and Varshney, Sultan Chand & Sons., New Delhi.
2. Banking theory Law & Practice, S.S. Gulshan and GulshanKapoor.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Banking Theory law and Practice

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Banking Theory law and Practice	**4**	**4**	**0**	**0**	**Practical**

Introduction:

The purpose of this course is to teach the current law and practice in the field of banking law. Specifically emphasized will be the history and development of the unique US "dual banking" system comprised of overlapping Federal and state jurisdiction, along with comparisons to the unitary financial regulation.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	To explain the functions and services of commercial banks
CO2	:	To Knowledgeable of the root causes of bank panics and wholesale runs
CO3	:	To able to critically compare the bank regulatory system
CO4	:	To identify the latest Digital Banking practices
CO5	:	To navigate the various overlapping legal and regulatory regimes

Unit- I	**[12Periods]**
Case Study	
Unit- II	**[12Periods]**
Case Study	
Unit -III	**[12Periods]**
Case Study	
Unit IV	**[12Periods]**
Case Study	
Unit V	**[12Periods]**
Case Study	

Text Book

1. Banking Theory Law and Practice, E.Gardon and Natarajan

Reference Books

1. Banking theory Law & Practice, Sundharam and Varshney, Sultan Chand & Sons., New Delhi.

2. Banking theory Law & Practice, S.S. Gulshan and GulshanKapoor.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRACTICE OF LIFE INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	PRACTICE OF LIFE INSURANCE	**4**	**4**	**0**	**0**	**Theory**

Introduction:

Life insurance (or life assurance, especially in the Commonwealth of Nations) is a contract between an insurance policy holder and an insurer or assurer, where the insurer promises to pay a designated beneficiary a sum of money (the benefit) in exchange for a premium, upon the death of an insured person (often the policy holder). Depending on the contract, other events such as terminal illness or critical illness can also trigger payment. The policy holder typically pays a premium, either regularly or as one lump sum. Other expenses, such as funeral expenses, can also be included in the benefits.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Explain insurance operation, including functions of insurance and insurance markets in India
CO2	:	Determine the loss exposures of properties, human lives, business operations, and the financial consequences because of the occurrence of a loss
CO3	:	Apply the knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines
CO4	:	Compare various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view
CO5	:	Create valuable insights into the key principles and practices that regulate the insurance industry

Unit- I **[12Periods]**

Practice of Life Insurance: Overview of the Indian Insurance Market – Growth of Insurance Business in India – Postal Life Insurance – Organizational Structure of Postal Life Insurance – Appointment of Life Insurance Agents and their Functions – Need of an Agent in Life Insurance Selling –Plans of Life Insurance: Types of Life Insurance Plans

Unit- II **[12Periods]**

Concept of Premium – Types of Premium – Factors considered in calculating Premium – Premium Calculations - Surrender Value and Non-forfeiture Options – Revival of Lapsed Policies and its Types. Annuities: Understand Concept of Annuity – Types of Annuity Plans – Advantages and Disadvantages of Annuity – Annuity Vs Life Insurance – Terminology in Annuity

Unit -III **[12Periods]**

Group Insurance***:*** Importance of Group Insurance Schemes – Features of Group Insurance Schemes – Eligibility Conditions in Group Insurance – Types of Group Insurance Schemes-Linked Life Insurance Policies**:** Concept of Unit Linked Policies – ULIP Premium and its Break-up – Types of Funds in ULIPS -IRDA Guidelines on ULIPS.

Unit IV **[12Periods]**

Policy Documents**:** Life Insurance Policy Application and Process – Proposal Form and Related Documents - Importance of a Policy Document – Policy Schedule and its Various Components – Conditions and Privileges in a Policy Document – Duplicate Policies. Assignment of Life Insurance Policies – Conditional Assignment – Absolute Assignment – Process of Assignment – Nomination – Process of Nomination – Features of Nomination – Assignment Vs. Nomination – Surrender of Policies.

Unit V **[12Periods]**

Policy Claims: Types of Policy Claims –Submission of Proof of Title at Claim Processing Stage – Early Claims and Non–early Claims – Documents required for Processing Early Claims – Death due to Un-natural Causes or Accidents – Claims Concession Clause and Extended Claims – Presumption of Death – Insurance Riders – Accidental Death Benefit Rider – Permanent Death Benefit Rider – IRDA Regulations forClaimPayments

Text Book

1) Risk Management and Insurance: Vaughan andVaughan.,

Reference Books

1). Guide to Risk Management: Sagar Sanyal

2). Insurance and Risk Management: P.K. Gupta

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRACTICE OF LIFE INSURANCE (Practical)

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	ctice Of Life Insurance	4	4	0	0	Practical

Introduction:
Life insurance (or life assurance, especially in the Commonwealth of Nations) is a contract between an insurance policy holder and an insurer or assurer, where the insurer promises to pay a designated beneficiary a sum of money (the benefit) in exchange for a premium, upon the death of an insured person (often the policy holder). Depending on the contract, other events such as terminal illness or critical illness can also trigger payment. The policy holder typically pays a premium, either regularly or as one lump sum. Other expenses, such as funeral expenses, can also be included in the benefits.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Explain insurance operation, including functions of insurance and insurance markets in India
CO2	:	Determine the loss exposures of properties, human lives, business operations, and the financial consequences because of the occurrence of a loss
CO3	:	Apply the knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines
CO4	:	Compare various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view
CO5	:	Create valuable insights into the key principles and practices that regulate the insurance industry

Unit- I	**[12Periods]**
Case Study	
Unit- II	**[12Periods]**
Case Study	
Unit -III	**[12Periods]**
Case Study	
Unit IV	**[12Periods]**
Case Study	
Unit V	**[12Periods]**
Case Study	

Text Book

1) Risk Management and Insurance: Vaughan and Vaughan.,

Reference Books

1) Guide to Risk Management: SagarSanyal

2) Insurance and Risk Management: P.K.Gupta

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

REGULATION OF INSURANCE BUSINESS

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	REGULATION OF INSURANCE BUSINESS	**4**	**4**	**0**	**0**	**Practical**

Introduction:
The main aim of this course is to understand the Constitution of India. It is federal in nature in as much there is division of powers between the Centre and the States. Students completing this course will be able to obtaining the knowledge including Union List, wherein the subjects included in this list are of the exclusive legislative competence of the Centre. Students will gain an understanding of Central Legislature is empowered to regulate the insurance industry in India and hence the law in this regard is uniform throughout the territories of India.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Explain insurance operation, including functions of insurance and insurance markets in India.
CO2	:	Apply the knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines.
CO3	:	Evaluate the Regulation of Indian Insurance Legislation and InsuranceAct1938.
CO4	:	Examine insurance business conducting Legislation and its environment in India
CO5	:	Develop valuable insights into the key principles and practices that regulate the business and International Trend

Unit- I	**[12Periods]**
Case Study.	
Unit- II	**[12Periods]**
Case Study.	
Unit -III	**[12Periods]**
Case Study.	
Unit IV	**[12Periods]**
Case Study.	
Unit V	**[12Periods]**
Case Study.	

Text Book

1. Material Provided as per the Insurance Institute of India.

Reference Books:

2. Dr. S. Subashini, Master Guide for Regulations of Insurance Business, the Maples Publications,2018.
3. Dr. Rakesh Agarwal, Guide to Regulation on Insurance Business, The Insurance Times, 7th Edition, 2017.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRACTICE OF GENERAL INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	ctice of General Insurance	4	4	0	0	Theory

Introduction:
Insurance is one of the way that businesses and individuals reduce the financial impact of a risk occurring – by paying a premium to an insurance company, the risk is in effect transferred from the client to the insurer, meaning the client can focus on their business or life. Insurance is a means of protection from financial loss. It is a form of risk management primarily used to hedge against the risk of a contingent, uncertain loss. An entity which provides insurance is known as an insurer, insurance company, insurance carrier or underwriter.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Graduates will demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions
CO2	:	Graduates will demonstrate an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.
CO3	:	Graduates will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
CO4	:	Graduates will demonstrate an ability to work effectively with others.
CO5	:	Graduates will demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.

Unit- I **[12Periods]**

Introduction to General Insurance, Policy Documents and forms

Unit- II **[12Periods]**

General Insurance Products – Part 1 (Fire & Marine), General Insurance Products 2

(Motor, Liability, Personal Accident and Specialty Insurance

Unit -III **[12Periods]**

General Insurance Products – Part 3 (Engineering & other Insurance

Premium and its Break-up – Types of Funds in ULIPS -IRDA Guidelines on ULIPS.

Unit IV **[12Periods]**

Underwriting, Ratings and Premiums

Unit V **[12Periods]**

Claims, Insurance Reserves and Accounting

Text Book

1. Material Provided as per the Insurance Institute of India.

Reference Book

1. https://www.insuranceinstituteofindia.com/web/guest/e-book1#

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRACTICE OF GENERAL INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	PRACTICE OF GENERAL INSURANCE	**4**	**4**	**0**	**0**	**Practical**

Introduction:

Insurance is one of the way that businesses and individuals reduce the financial impact of a risk occurring – by paying a premium to an insurance company, the risk is in effect transferred from the client to the insurer, meaning the client can focus on their business or life. Insurance is a means of protection from financial loss. It is a form of risk management primarily used to hedge against the risk of a contingent uncertain loss. An entity which provides insurance is known as an insurer, insurance company, insurance carrier or underwriter.

Couse Focus On: Skill Development

Course Outcome:

CO1	:	Graduates will demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions
CO2	:	Graduates will demonstrate an understanding of and appreciation for the importance of the impact of globalization and diversity in modern organizations.
CO3	:	Graduates will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
CO4	:	Graduates will demonstrate an ability to work effectively with others.
CO5	:	Graduates will demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.

Unit- I	**[12Periods]**
Case Study	
Unit- II	**[12Periods]**
Case Study	
Unit -III	**[12Periods]**
Case Study	
Unit IV	**[12Periods]**
Case Study	
Unit V	**[12Periods]**
Case Study	

Text Book

1. Material Provided as per the Insurance Institute of India.

Reference Book

1. https://www.insuranceinstituteofindia.com/web/guest/e-book1#

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Financial Management

Subject Code	Subject Name	Lecture	Tutorial	Practical	Credit	Type
	Financial Management	**6**	**0**	**0**	**4**	**Practical**

Introduction

This course is trains the students to acquire knowledge and develop skills to take rational decisions in the process of financial aspect. This course is designed primarily for students who are being exposed to capital structure,CostofCapital,Leverage,capitalbudgetingandWorkingCapitalforthefirsttime.This course covers the explanations about the Financial Management concepts in the organizational context it detail she impact of Source of Funding and considerations needed to make financial decisions both inside and outside firms.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Familiarize Participants with Fundamentals of Financial Management in an Organization.
CO2	:	Explore & Develop the Financial Environment in which Firms & Managers must Operate.
CO3	:	Evaluate the Concepts of Financial Management and Investment, Financing and Dividend Policy Decisions of a Business Concern.
CO4	:	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO5	:	Apply and Leverage and EBIT, EPS Analysis Associate with Financial Data in the Corporate.

Unit-- I **[12Periods]**

Introduction of Financial Management- Nature and Scope - Finance Functions - Objectives of Financial Management - Profit Maximization and Wealth Maximization - Sources of Finance - Role of a Financial Manager - Time Value of Money

UnitII **[12Periods]**

Cost of Capital Meaning and Importance- Cost of Specific Sources of Capital - Equity – Preferred Stock – Debt and Retained Earnings - Weighted Average Cost of Capital- Capital Budgeting- Techniques-NPV- Payback Period-ARR-IRR-Capital Rationing.

Unit III **[12Periods]**

Measurement of Leverage - Effect of Operating and Financial Leverage on Profits- Capital Structure - Factors Influencing Capital Structure – Optimal Capital Structure –Determination of Capital Structure.

Unit IV **[12Periods]**

Dividend Classification - Sources Available for Dividends - Dividend Policy General and Forms-Determinants of Dividend Policy-Dividend and Uncertainty- Working Capital Management.

Unit V **[12Periods]**

Working Capital Management - Concepts - Importance – Determination of Working Capital- Budgeting-Importance-Objectives and Preparation of Various Budget

Text Book

1. I. M. Pandey - Financial Management

Reference Books

1. Khan and Jain - Financial Management – A conceptual Approach
2. Sharma and Sashi Gupta, Financial Management, Kalyani Publication

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome								PROGRAM SPECIFIC OUTCOMES				
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

FINANCIAL MANAGEMENT – Practical

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Financial Management	**2**	**0**	**0**	**4**	**Practical**

Introduction: This course is trains the students to acquire knowledge and develop skills to take rational decisions in the process of financial aspect. This course is designed primarily for students who are being exposed to capital structure, Cost of Capital, Leverage, capital budgeting and Working Capital for the first time. This course covers the explanations about the Financial Management concepts in the organizational context it details the impact of Source of Funding and considerations needed to make financial decisions both inside and outside firms.

Course Outcome:

Course Outcome	
CO 1	Familiarize Participants with Fundamentals of Financial Management in an Organization.
CO 2	Explore & Develop the Financial Environment in which Firms & Managers must Operate.
CO 3	Evaluate the Concepts of Financial Management and Investment, Financing and Dividend Policy Decisions of a Business Concern.
CO 4	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO 5	Apply and Leverage and EBIT, EPS Analysis Associate with Financial Data in the Corporate.

Unit I **[12Periods]**

Somnath Ltd. is engaged in the business of export of garments. In the past, the performance of the company had been up to the expectations. In line with the latest technology, the company decided to upgrade its machinery. For this, the Finance Manager, Dalmia estimated the amount of funds required and the timings. This will help the company in linking the investment and the financing decisions on a continuous basis. Dalmia therefore, began with the preparation of a sales forecast for the next four years. Fie also collected the relevant data about the profit estimates in the comingyears. By doing this, he wanted to be sure about the availability of funds from the internal sourcesof the business. For the remaining funds he is trying to find out alternative sources from outside.
Identify the financial concept discussed in the above paragraph. Also state the objectives to be achieved by the use of financial concept, so identified.

Unit II **[12Periods]**

"A business that doesn‟t grow dies", says Mr. Shah, the owner of Shah Marble Ltd. with glorious 36 months of its grand success having a capital base of RS.80 crores. Within a short span of time, the company could generate cash flow which not only covered fixed cash payment obligations butalso create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marble Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of RS.120 crores. To seek advice in this matter, he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. Healso apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr.Seth, Mr.Shah decided to raise funds from a financial institution.

Identify and explain the concept of Financial Management as advised by Mr. Seth in the above situation. State the four factors affecting the concept as identified in part (1) above which have been discussed between Mr. Shah and Mr. Seth.

Unit III	**[12Periods]**

Well-being Ltd. is a company engaged in production of organic foods. Presently, it sells its products through indirect channels of distribution. But, considering the sudden surge in the demand for organic products, the company is now inclined to start its online portal for direct marketing. The financial managers of the company are planning to use debt in order to take advantage of trading on equity. In order to finance its expansion plans, it is planning to „raise a debt capital of Rs. 40 lakhs through a loan @ 10% from an industrial bank. The present capital base of the company comprises of Rs. 9 lakh equity shares of Rs. 10 each. The rate of tax is 30%. In the context of the above case:

1. What are the two conditions necessary for taking advantage of trading one quity ?
2. Assuming the expected rate of return on investment to be same as it was for the current year.
3. 15%, do you think the financial managers will be able to meet their goal. Show your workings clearly.

Unit IV	**[12Periods]**
Wireworks Ltd. Is a company manufacturing different kinds of wires? Despite fierce competition in the industry, it has been able to maintain stability in its earnings and as a policy uses 30% of its profits to distribute dividends. The small investors are very happy with the company as it has been declaring high and stable dividend over past five years. In context of the above case: State any one reason because of which the company has been able to declare high dividend by quoting line from the paragraph. Why do you think small investors are happy with the company for declaring stable dividend?	
Unit V	**[12Periods]**
Abhishek Ltd" is manufacturing cotton clothes. It has been consistently earning good profits for many years. This year too, it has been able to generate enough profits. There is availability of enough cash in the company and good prospects for growth in future. It is a well-managed organization and believes in quality, equal employment opportunities and good remuneration practices. It has many shareholders who prefer to receive a regular income from their investments.It has taken a loan of Rs. 50 lakhs from ICICI Bank and is bound by certain restrictions on the payment of dividend according to the terms of the loan agreement. The above discussion about thecompany leads to various factors which decide how much of the profits should be retained and how much has to be distributed by the company. Quoting the lines from the above discussion, identify and explain any four such factors.	

Text Book

1. I. M. Pandey – Financial Management.

Reference Books

1. Khan and Jain - Financial Management – A Conceptual Approach
2. Sharma and Sashi Gupta, Financial Management, Kalyani Publication.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	**Program Outcome**							**PROGRAM SPECIFIC OUTCOMES**					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

BUSINESS LAW

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Business Law	**4**	**5**	**0**	**0**	**Theory**

Introduction:

Business law is a wide-ranging area of the law. When we talk about business law, we're talking about the laws that cover every aspect of starting, running and closing a business. This area of law includes contracts, employment law, intellectual property, real estate, bankruptcy and many other areas of the law.

Course Focus On: Skill Development

Course Outcome:

CO1	:	To familiarizes about the contract act.
CO2	:	To provide practical exposure in evaluation of breach of contract.
CO3	:	To analyze the partnership.
CO4	:	To introduce the students about the sales act in India.
CO5	:	To provide practical exposure on bailment, guarantees ad warranties.

Unit I **[12Periods]**

Law – Meaning – Law of Contract – Indian Contract Act-1872 – Formation -Essential elements of Valid and Void Contract – Terms of contract – Offer and Acceptance – Consideration

Unit II **[12Periods]**

Types of Contracts – Breach of Contract (Sub Headings)

Unit III **[12Periods]**

The Indian Partnership Act, 1932 with Amendments: General Nature of Partnership Deed–Rights and duties of partners–Registration and dissolution of a firm

Unit IV **[12Periods]**

Law of Sales – Sales of Goods Act 1930 – Sales Vs Agreement to Sell-Conditions and Warranties – Transfer of property – Finder of lost goods – Performance of Contract of Sale – Rights of an unpaid seller

Unit V **[12Periods]**

Special Contracts – Bailment – Guarantees – Contract of agency – Types – Rights – Duties of Principal and agent – Termination of Agency

Text Book

N.D Kapoor, "Business Law", Sultan Chand & Sons, New Delhi–2005.

Reference Books

1. R.S.N Pillai &Bhagavathi, "Business Law", New Delhi–2005.
2. M.R Sreenivasan, "Business Law", Margham Publications.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

BUSINESS LAW

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Business Law	**4**	**5**	**0**	**0**	**Practical**

Introduction:

Business law is a wide-ranging area of the law. When we talk about business law, we're talking about the laws that cover every aspect of starting, running and closing a business. This area of law includes contracts, employment law, intellectual property, real estate, bankruptcy and many other areas of the law.

Course Focus On: Skill Development

Course Outcome:

CO1	:	To familiarizes about the contract act.
CO2	:	To provide practical exposure in evaluation of breach of contract.
CO3	:	To analyze the partnership.
CO4	:	To introduce the students about the sales act in India.
CO5	:	To provide practical exposure on bailment, guarantees ad warranties.

Unit I **[12Periods]**

Case Study.

Unit II **[12Periods]**

Case Study.

Unit III **[12Periods]**

Case Study.

Unit IV **[12Periods]**

Case Study.

Unit V **[12Periods]**

Case Study.

Text Book

1. N.D Kapoor, "Business Law", Sultan Chand & Sons, New Delhi–2005.

Reference Books

1. R.S.N Pillai &Bhagavathi, "Business Law", New Delhi–2005.
2. M.R Sreenivasan, "Business Law", Margham Publications.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome								PROGRAM SPECIFIC OUTCOMES				
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

TAXATION

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Taxation	**4**	**5**	**0**	**0**	**Theory**

Introduction: An income tax is a tax imposed on individuals or entities (taxpayers) that varies with respective income or profits (taxable income). Many jurisdictions refer to income tax on business entitiesas companies‟ tax or corporate tax.

Course Focus On: Skill Development

Course Outcome:

CO1	:	To know about various basic concepts used in Income tax Act.
CO2	:	Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income.
CO3	:	Enable students to develop experience in identifying tax issues and applying the income tax Law to arrive at reasoned solutions to problems.
CO4	:	Described about the provisions of salary income, House property & business or profession and their computation
CO5	:	Exemplify professional judgments and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable.

Unit I **[12Periods]**

Income Tax – Introduction – Definition – Assessment year – Financial year – previous year – Gross total income – Net total income- Agricultural income- Tax Rate for Different Persons. - Permanent Account Number (PAN) - Residential status- Scope of total income on the basis of residential Status - Exempted income under section 10.

Unit II **[12Periods]**

Heads of Income: Income from salary - Income from house property.

Unit III **[12Periods]**

Income from Business or Profession - Capital gains.

Unit IV **[12Periods]**

Income from other Sources - Income of other persons included in assessed total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income - Tax liability of an individual and firm.

Unit V **[12Periods]**

Advance tax, Tax Deduction at source, Tax collection at source & Self-Assessment Tax, Filing of Tax Challan‟s, Preparation & Online filing of TDS Returns, Provisions for filing Return of Income & Self-Assessment-Preparation of Return of Income & filing.

Text Book

1. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.

Reference Books

1. Lal, B.B. Income Tax Law and Practice. Konark Publications,NewDelhi.
2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2018-19), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

TAXATION

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Taxation	**4**	**5**	**0**	**0**	**Practical**

Introduction: An income tax is a tax imposed on individuals or entities (taxpayers) that varies with respective income or profits (taxable income). Many jurisdictions refer to income tax on business entities as companies‟ tax or corporate tax.

Course Focus On: Skill Development

Course Outcome:

CO1	:	To know about various basic concepts used in Income tax Act.
CO2	:	Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income.
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CO4	:	Described about the provisions of salary income, House property & business or profession and their computation
CO5	:	Exemplify professional judgments and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable.

Unit I	**[12Periods]**

Case Study.

Unit II	**[12Periods]**

Case Study.

Unit III	**[12Periods]**

Case Study.

Unit IV	**[12Periods]**

Case Study.

Unit V	**[12Periods]**

Case Study.

Text Book

1. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.

Reference Books

1. Lal, B.B. Income Tax Law and Practice. Konark Publications,NewDelhi.
2. Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Practice (59th Edition A.Y 2018-19), Sahitya Bhawan Publications, Calcutta.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome								PROGRAM SPECIFIC OUTCOMES				
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

MERCHANT BANKING

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	MERCHANT BANKING	**4**	**5**	**0**	**0**	**Theory**

Introduction:

Students will get the knowledge of Merchant banks and know the use for forms of financing and better understanding of various regulations in the Merchant Banking Domain. It covers competencies related to the understanding of the financial structure in India and the importance of the different rules and regulations governing the Indian securities market. Also, provide the guideline for help corporations issue securities through private placement, which require less regulatory disclosure and are sold to sophisticated investors**.**

Course Focus On: Skill Development

Course Outcome:

CO1	:	Explain the regulatory environment in which the Merchant Bankers operates in India.
CO2	:	Examine the various merchant services and procedure of public issue management
CO3	:	Equipping the students with the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organizations
CO4	:	Apply the credit rating regulatory system and its methodology in various financial services.
CO5	:	Create strategies to promote financial products and services.

Unit I **[12Periods]**

Introduction – An Overview of Indian Financial System – Functions of Merchant Banking- Recent Developments and Challenges ahead – Institutional structure – Functions of Merchant Banking – Legal and Regulatory Frameworks.

Unit II **[12Periods]**

Recognized Stock Exchanges - Objectives and Functions - General Obligations-SEBI Regulations and Guidance lines on merchant bankers- Organization of Stock Exchanges- Online Trading- OTCEI (Over the Counter Exchange of India)-Benefits to Financial System. Credit Rating: Introduction – Instruments – Benefits - Rating methodology – Cautions - Typesofrating.

Unit III	[12Periods]

Capital Issues Management - Merchants Of Public Issue Management- Merchant Bankers Functions- Pricing Of The Issue (Preferential Issue Of Shares): Global Debt Instruments- Preparation Of Prospectus- Prospectus For Public Offer- General Obligations And Responsibilities Code Of Conduct For Register To An Issue And Share Transfer Agents.

Unit IV	[12Periods]

Underwriters - General Obligations and Responsibilities-Merchant Banking And Marketing of New Issues- Offer for Sale Method-, Private Placement and Bought out Deals. Initial Public Offer (IPO) Method- Rights Issue Method- Bonus Issues Method- Book Building Method- Methods of Issue - Public Issue, Offer for Sale, Private Placement and Bought out Deals.

Unit V	[12Periods]

Project Appraisal - Product life cycle- Evaluation-Social cost benefit anaysis- Capital cost and financial projections - Long term Finance & Working Capital Finance: Term loans- Working capital loans- Maximum permissible bank finance- Factoring and forfeiting.

Text Book

1. Khan M.Y. & Jain P.K: Financial Management; Text and problems, Tata Mc Graw Hill, New Delhi.

Reference Books

1. Gurusamy S: Merchant Banking And Financial Services; Tata Mc Graw Hill,NewDelhi.
2. Machiraju H.R: Merchant Banking, Principles And Practice; NewAgeInternational.

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Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

MERCHANT BANKING

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	MERCHANT BANKING	**4**	**5**	**0**	**0**	**Practical**

Introduction:

Students will get the knowledge of Merchant banks and know the use for forms of financing and better understanding of various regulations in the Merchant Banking Domain. It covers competencies related to the understanding of the financial structure in India and the importance of the different rules and regulations governing the Indian securities market.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Explain the regulatory environment in which the Merchant Bankers operates in India.
CO2	:	Examine the various merchant services and procedure of public issue management
CO3	:	Equipping the students with the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organizations
CO4	:	Apply the credit rating regulatory system and its methodology in various financial services.
CO5	:	Create strategies to promote financial products and services.

Unit I	**[12Periods]**
Case Study.	
Unit II	**[12Periods]**
Case Study.	
Unit III	**[12Periods]**
Case Study.	
Unit IV	**[12Periods]**
Case Study.	
Unit V	**[12Periods]**
Case Study.	

Text Book

1. Khan M.Y. & Jain P.K: Financial Management; Text and problems, Tata Mc Graw Hill, New Delhi.

Reference Books

2. Gurusamy S: Merchant Banking And Financial Services; Tata Mc Graw Hill,NewDelhi.
3. Machiraju H.R: Merchant Banking, Principles And Practice; NewAgeInternational.

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Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO 8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

INDIAN BANKING SYSTEMS

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Indian Banking Systems	**4**	**5**	**0**	**0**	**Practical**

Introduction:
Indian Banking system of a country is closely related to the economic development. There is drastic change in the functioning of financial system in this era of liberalization, privatization and globalization. The purpose of including Indian banking system as a subject is to give a clear understanding and knowledge of banking system in the present scenario.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Make the students to aware of the fundamentals of banking and knowledge of banking operations
CO2	:	Analysis the Role and organization structure of Indian banking system
CO3	:	Relate the Regulation of Indian Banking Act 1949 and their Progress & performance
CO4	:	Acquaint the students with Bank Nationalization Process and its effects
CO5	:	Apply the impart knowledge about functions, role and monitory policy of Reserve Bank of India

Unit I **[12Periods]**

Indian banking system: structure and organization of bank- Reserve Bank of India- Apex banking institution-Commercial banks- Regional rural banks- Local Area Banks- Co- Operative banks-Development banks.

Unit II **[12Periods]**

State Bank of India: Brief History; objectives; Functions; - Organization & Management of State Bank of India -Working and progress- Evolution of State Bank of India,-Subsidiary Banks to State Bank of India. Role of State Bank of India

Unit III **[12Periods]**

Banking Regulation Act, 1949-History; Social control- Banking Regulation Act as applicable to banking companies and public sector banks-Private sector Banks in India- Their Progress & performance after 1969. Foreign banks in India:-Their progress & performance, Regulation of Foreign bank in India.

Unit IV	[12Periods]

Nationalized Banks Social control over banks, Nationalization of banks - Arguments for & against Nationalization, Objectives of Mobilization, Create development & Priority sector Lending Lead Bank Scheme.

Unit V	[12Periods]

Reserve Bank of India: Objectives; Organization; Function and working; Monetary policy; Credit control measures and their effectiveness

Text Book

1. Basu A.K: Fundamentals of Banking- Theory and practice; A Mukerjee andCo.,Calcutta

Reference Books

1. Sayers R.S: Modern Banking; OxfordUniversityPress.
2. Panandikar S.G. and Mithani DM: Banking in India;OrientLongman.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome									PROGRAM SPECIFIC OUTCOMES			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO9	PSO1	PSO2	PSO3	PSO4
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

INDIAN BANKING SYSTEMS

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Indian Banking Systems	**4**	**5**	**0**	**0**	**Practical**

Introduction:
Indian Banking system of a country is closely related to the economic development. There is drastic change in the functioning of financial system in this era of liberalization, privatization and globalization. The purpose of including Indian banking system as a subject is to give a clear understanding and knowledge of banking system in the present scenario.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Make the students to aware of the fundamentals of banking and knowledge of banking operations
CO2	:	Analysis the Role and organization structure of Indian banking system
CO3	:	Relate the Regulation of Indian Banking Act 1949 and their Progress & performance
CO4	:	Acquaint the students with Bank Nationalization Process and its effects
CO5	:	Apply the impart knowledge about functions, role and monitory policy of Reserve Bank of India

Unit I	**[12Periods]**

Case Study.

Unit II	**[12Periods]**

Case Study.

Unit III	**[12Periods]**

Case Study.

Unit IV	**[12Periods]**

Case Study.

Unit V	**[12Periods]**

Case Study.

Text Book

1. Basu A.K: Fundamentals of Banking- Theory and practice; A Mukerjee andCo.,Calcutta

Reference Books

2. Sayers R.S: Modern Banking; OxfordUniversityPress.
3. Panandikar S.G. and Mithani DM: Banking in India;OrientLongman.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
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CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

ALLIED PAPER SYLLABUS

MANAGERIAL ECONOMICS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Managerial Economics	**4**	**5**	**0**	**0**	**Theory**

Introduction

This Subject provides enough insights on the concept of managerial economics. It also helps independent business person to take various decisions pertaining to price, quantity and market equilibrium.

Course Focus On: Skill Development

Course Outcome

CO1	Apply economic reasoning to the analysis of selected contemporary economic Problems
CO2	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed
CO3	Analyse the efficiency and equity implications of government interference in Markets
CO4	Evaluate the intent and outcomes of government stabilization policies designed to correct macroeconomic problems
CO5	Use economic problem-solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy

Unit- I	**[12 Periods]**
Meaning and Importance of Managerial Economics: Introduction – Meaning – Scope of Managerial Economics – Importance of the study of Managerial Economics – Two Major Functions of a Managerial Economist Demand Analysis: Introduction – Meaning and Law of Demand – Elasticity of Demand.	
Unit- II	**[12 Periods]**
Demand Forecasting- Introduction – Meaning and Forecasting– Level of Demand Forecasting – Criteria for Good Demand Forecasting – Methods or Techniques of Demand Forecasting – Survey Methods– Statistical Methods– Demand Forecasting for a New Products.	
Unit -III	**[12 Periods]**
Introduction – Meaning of Supply and Law of Supply – Exceptions to the Law of Supply– Changes or Shifts in Supply. Elasticity of supply – Factors Determining Elasticity of Supply – Practical Importance – Market Equilibrium and Changes in Market Equilibrium.	
Unit- IV	**[12 Periods]**
Introduction – Meaning of Production and Production Function – Cost of Production.	
Unit- V	**[12 Periods]**
Introduction – Meaning and Features – Theories of Business Cycles – Measures to Control Business Cycles – Business Cycles and Business Decisions Inflation and Deflation: Inflation - Meaning and Kinds – Measures to Control Inflation – Deflation.	

Textbook

1. Managerial Economics: Edwin Mansfield, Publisher: W. W. Norton & Company- 2004

Reference

1. Managerial Economics - Dean Joek Prentice Hall of India-2015
2. Dholakia R & Oth – Micro economics for management students – Oxford University

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

CONSUMER AFFAIRS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Consumer Affairs	4	5	0	0	Theory

Introduction

This paper familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an un of the procedure of redress of consumer complaints, and the role of different agencies in establishing pro service standards. The student should be able to comprehend the business firms' interface with consumer consumer related regulatory and business environment.

Course Focus On: Skill Development

Course Outcome

CO1	Apply economic reasoning to the analysis of selected contemporary economic problems
CO2	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed
CO3	Analyze the efficiency and equity implications of government interference in markets
CO4	Evaluate the intent and outcomes of government stabilization policies designed to correct macroeconomic problems
CO5	Use economic problem-solving skills to discuss the opportunities and challenges of the ncreasing globalization of the world economy.

Unit- I	**[12 Periods]**

An Introduction to History and Development of Consumer Affairs and Movement- Role of Non- Conceptual Framework: Consumer and Markets: Concept of Consumer - Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets - E-Commerce with reference to Indian Market - Concept of Price in Retail and Wholesale - Maximum Retail Price (MRP) - Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Unit -II	**[12 Periods]**

The Consumer Protection Law in India: Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies – Consumer Protection Councils at the Central - State and District Levels; Adjudicatory Bodies – District Forums - State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit -III	**[12 Periods]**

Grievance Redressal Mechanism under the Indian Consumer Protection Law : Who can file a complaint? Grounds of filing a complaint - Limitation period; Procedure for filing and hearing of a complaint - Disposal of cases, Relief/Remedy available -Temporary Injunction, Enforcement of order - Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit -IV	**[12 Periods]**
Role of Industry Regulators in Consumer Protection :Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Telecommunication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority.	
Unit- V	**[12 Periods]**
Contemporary Issues in Consumer Affairs :Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings	

Textbook

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs" (2007)

Reference Book

1. Pushpa (2002). Consumer Right for Everyone Penguin Books.
2. Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th Ed. Bharat Law House,

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

INDIAN ECONOMY						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Indian Economy	**4**	**5**	**0**	**0**	**Theory**

Introduction
To understand the present level of the Indian economy, it is important to understand the economic system of India during the British rule and post-independence economic development policies.
Course Focus On: Skill Development

Course Outcome	
CO1	To expose the students to different sectors and issues of the Indian Economy.
CO2	To Understood the nature and structure of Indian Economy
CO3	To gain skills in identifying different issues and examining them in the globalized era.
CO4	To understand the various economics models and tools required to run a business.
CO5	To know the structural changes of Indian economy.

Unit -I	**[12 Periods]**
Economy growth and Economic development - Features of a Developing Economy - Indicators of Economic Development	
Unit- II	**[12 Periods]**
National Income - Trends- Structural changes - Regional Development and Disparities.	
Unit- III	**[12 Periods]**
Agriculture - Contribution to economic development - Agricultural productivity - Green Revolution - Land reforms - Sources of farm credit - Food subsidy and Public distribution system.	
Unit- IV	**[12 Periods]**
Industry - Role of industries in economic development - Industrial development under the planning regime- New economic policy 1991 - Role of public sector and restructuring the public sector - Role of small scale industries in economic development - Information technology industry.	
Unit -V	**[12 Periods]**
Five year plans in India – Achievements and failures- Economic development under five year plants.	

Text Book

1. Gaurav Datt and Ashwani Mahajan C: (2014) Dattand Sundaram's Indian Economy, S.Chand, New Delhi.

Reference Books

1. Mishra and Puri, (2005) Indian Economy, Himalaya Publishing House, New Delhi.
2. Rangarajan, C. (1998): Indian Economy: Essays on Money and Finance, UBS, New Delhi

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

RESEARCH METHODOLOGY						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Research Methodology	**4**	**4**	**0**	**0**	**Theory**

Introduction

Research Methods introduces students to the nature, scope, and significance of research and research methodologies. Additionally, the course studies primary and secondary research methods with applications to specific problems, using qualitative and quantitative designs for individual investigation on current problems within a student's area of interest. Students will complete an individual research proposal based on a business topic of interest, using the course's textbooks and selected scholarly and peer reviewed sources.

Course Focus On: Skill Development

Course Outcome	
CO1	To know the basic of research and formation of problems
CO2	Understand and apply the major types of research designs and errors
CO3	Formulate clearly defined scaling techniques and report writing
CO4	Analyse and summarise the basic terms such as mean, medium and mode
CO5	To comprehend T-Test, Chi Square-Test

Unit-I	[12 Periods]
Business Research – Meaning – Scope and Significance – Utility of Business research – Qualities of good researcher – Types of research – Research Process-Research design– Identification, Selection and formulation of research problems- Setting objectives – literature review	
Unit -II	[12 Periods]
Sampling – Methods and techniques – Sample size – Sampling error – Field work and data collection- Tools of data collection- Secondary data sources and usage- online data sources- Primary data collection methods – Interview schedule- Questionnaire – Observation, interview and mailed questionnaire – online surveys -pilot study and final collection of data.	
Unit-III	[12 Periods]
Measurement and scaling techniques – Processing and analysis of data – Editing and coding – Transcription and Tabulation – Statistical tools used in research – Hypothesis -Measures of Central tendency – Mean – Median - Mode-Standard deviation – Correlation – simple & multiple correlations.	

Unit -IV	[12 Periods]
Test of significance – 't' Test - large sample, test of significance for attributes, analysis of variants - Chi-square test and ANOVA test – Ranking Concept & Methods	
Unit- V	[12 Periods]
Interpretations - Report writing– Types of Reports - contents and style of reports – Usage of Tables and Charts - Steps in drafting reports – Reference - Bibliography	

Textbook
1. Kothari - 4th Edition Business Research Methods

Reference
1. Emory Business Research Methods
2. Rummel & Ballaine -Business Research Methods

Note: The question paper shall cover 60% Theory 40% Problems Only.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

BUSINESS MATHEMATICS

Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Business Mathematics	**4**	**6**	**0**	**0**	**Theory**

Introduction
To enable the students to learn the Application of Mathematics with respect to business application.

Course Outcome

CO1	Recall the fundamental concepts of profit and loss
CO2	Explain the suitability of interest in business situation
CO3	Understand the fundamental concepts of stock exchange and its related problems
CO4	Apply the concept of matrix in system of linear equation
CO5	Understand the concept of LPP & construct the solution by using the graphical method.
CO6	Motivate students follow ethics in business transaction

Unit - I **[12 Periods]**

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

Unit - II **[12 Periods]**

Interest - Concept of present value, Simple Interest, Compound interest, Amount at the end of period, Equated Monthly Instalment (EMI) by reducing and flat interest system, problems.

Unit - III [12 Periods]

Shares - Concept of share, Stock Exchange, Face value, Market Value, Dividend, and Equity shares, Preference shares, Bonus shares, Examples.

Unit - IV **[12 Periods]**

Matrices and Determinants - Definition of a Matrix, Types of Matrix, Finding inverse of a matrix by Adjoint method. Solution of a system of linear equations having unique solution and involving not more than three variables problems.

Unit - V **[12 Periods]**

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

Recommended Text Books
1. Business Mathematics - V. K. Kapoor (S. Chand and Sons, Delhi)
2. Business Mathematics - Bari

Books for Reference
1. Problems in Operation Research - P. K. Gupta and ManMohan
2. Qualitative Methods and Operation Research - G. Gopi kuttan (Himalaya Publishing House)

Mapping of Course Outcomes with Program Outcomes

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CO1	2	3	3	1		3	1		3	3	1	2	1
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

BUSINESS STATISTICS

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Statistics	**4**	**6**	**1**	**0**	**Theory**

Introduction

To enable the students to learn the Application of Mathematics with respect to business application

Objective

To make the students learn the basic mathematics used for the business purposes

Course Outcome

CO1	To familiarizes the concept of statistics
CO2	To provide practical exposure on calculation of measures of average
CO3	To provide practical exposure on calculation of measures of correlation and irrigation
CO4	To introduce the students about the concept of provability
CO5	To provide practical exposure on calculation of trend analysis

Unit - I **[12 Periods]**

Meaning and Definition of Statistics – Collection of data — Primary and Secondary - Classification and Tabulation – Diagrammatic and Graphical presentation Measures of Central tendency – Mean, Median, Mode –simple problems.

Unit - II **[12 Periods]**

Measures of Dispersion – Range, Quartile Deviation, Standard Deviation and Co- efficient of Variation.

Unit - III **[12 Periods]**

Correlation –Meaning and Definition – Karl Pearson's co-efficient of Correlation, Spearman's Rank Correlation. Regression Analysis – Regression in two variables – Uses of Regression

Unit - IV **[12 Periods]**

Time Series – Meaning, Components and Models – Business forecasting –Methods of Estimating trend – Graphic, Semi-average, and Moving average – Seasonal Variation – Method of Simple average.

Unit - V **[12 Periods]**

Index Numbers – Meaning, Uses and Methods of construction – Un-weighted and Weighted index numbers – Tests of an Index number – Cost of living index number-Interpolation: Binomial, Newton's.

Textbook

1. Navanitham, P.A," Business Mathematics & Statistics" Jai Publishers, Trichy-21(2015)

Reference Books

1. Statistics by R.S.N. Pillai and V.Bagavathi
2. Statistics- Theory, Methods & Application of D.C.Sancheti andV.K.Kapoor.

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Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
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CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

ENTREPRENNEURIAL DEVELOPMENT						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Entrepreneurial Development	**4**	**5**	**0**	**0**	**Theory**

Introduction
To build the necessary competencies and creativity and prepare them to undertake entrepreneurship as a desirable and feasible career option.
Course Focus On: Skill Development

Course Outcome

CO1	To know about the role of the entrepreneur in India and around and the globe, understand the benefits and drawbacks of entrepreneurship and students has to avoid them; entrepreneurial failure
CO2	To develop student's ability to create, lead and coordinate projects within the textile and fashion sector. It also intends to provide tools and methods in order to make use of entrepreneurial thinking to develop a business project
CO3	Students will be able to define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses
CO4	To understand process of women entrepreneur and how faced their problems
CO5	To understand difference between Micro, small and medium Enterprises

Unit -I	**[12 Periods]**

Basics of Entrepreneurship- classification of Entrepreneurship- Importance of Entrepreneurship- difference between Entrepreneurship and employment – Entrepreneurial skills- current trends.

Unit- II	**[12 Periods]**

Business management skills - Internal skills - Financial management - Operating management - Manpower management - Material and Inventory management.

Unit- III	**[12 Periods]**

Business management skills- External skill – Marketing Management- Sales Management– Business opportunities – Market Survey and Strategy- investment and investors relations- Business Outreach and promotions.

Unit -IV	**[12 Periods]**

Schemes and Funding- Banking – Lending schemes – Government sponsored schemes- MSME credit – MUDRA loan- PMEGP scheme- CGTMSE Scheme- startup India- NRLM- TRYSEM- SIDCO- DIC s.

Unit- V	**[12 Periods]**

Business plan preparation: plan format- proposal preparation – business pitching – EDP- Feasibility Report- successful enterprises-case studies.

Text Book
1. C.B. Gupta and S.P. Srinivasan, Entrepreneurial Development.

Reference Books
1. S.S. Khanka, Entrepreneurial Development.
2. S. Anil Kumar, Entrepreneurship Development, New Age International, 2008.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRINCIPLES OF MANAGEMENT

Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Principles of Management	**4**	**4**	**0**	**0**	**Theory**

Introduction

Managers are required in all the activities of organizations: budgeting, designing, selling, creating, financing, accounting, and artistic presentation; the larger the organization, the more managers are needed. Everyone employed in an organization is affected by management principles, processes, policies, and practices as they are either a manager or a subordinate to a manager, and usually they are both.

Course Focus On: Skill Development

Course Outcome

CO1	Discuss and communicate the management evolution and how it will affect future Managers
CO2	Observe and evaluate the influence of historical forces on the current practice of Management
CO3	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues
CO4	Imbibe adaptations to an uncertain environment and identify techniques managers use to influence and control the internal environment
CO5	Practice the process of management's four functions: planning, organizing, leading, and controlling

Unit -I	**[12 Periods]**
Management: Meaning – Process of Managing – Features – Management as an art or a science or a profession – Scientific Management – Principles and Functions of Management.	
Unit- II	**[12 Periods]**
Planning: Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations. Decision making - steps.	
Unit -III	**[12 Periods]**
Organizing: Meaning – Principles and Types of Organization – Span of control- Delegation of Authority – Decentralization. Staffing: Recruitment – Meaning and Definition– Sources of recruitment and selection process – Training.	
Unit- IV	**[12 Periods]**
Directing: Nature and purpose of directing. Motivation: Meaning – Definition – Types of Motivation – Theories of Motivation (Maslow's theory, Herzberg theory, McGregor theory) Leadership: Meaning – Importance – Types of Leadership – Qualities of a good leader – Leadership theories.	
Unit -V	**[12 Periods]**
Controlling: Definition – Characteristics of control – Steps in controlling – Effective control – Control Techniques. Modern trends in management process.	

Text Book

1. Principles of Management - C. B. Gupta

Reference Books

1. Principles of Management – Dinkar Pagare
2. Essentials of Management - Harold Koontz and Heinz Weirich

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

SKILLED BASED SUBJECT SYLLABUS

BUSINESS CORRESPONDENCE						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Business Correspondence	**2**	**6**	**0**	**0**	**Theory**

Introduction

The exchange of information is a written format for the process of business activities. Business correspondence can take place between organizations, within organizations or between the customers and the organization. The correspondence refers to the written communication between persons.

Course Focus On: Employability

Course Outcome	
CO1	Understand Importance of Business communication
CO2	To Learning about the Dimensions of communication, Barriers to communication
CO3	To Learning Fundamental of Business writing, Format of Business
CO4	Students will be able to write the Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing
CO5	Students will be able to Spoken skills Conducting Presentation, Oral presentation, Debates Speeches, Interview

Unit -I	**[12 Periods]**
Communication - Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback.	
Unit -II	**[12 Periods]**
Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.	
Unit- III	**[12 Periods]**
Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Report Writing	
Unit- IV	**[12 Periods]**
Employment Messages Writing Resume, Application letter, writing the opening paragraph, writing the closing paragraph, summarizing.	
Unit -V	**[12 Periods]**
Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.	

Text Book

1. Business Correspondence and Report Writing Book by R.C. Sharma

Reference Book

1. Business Correspondence: A Guide to very day Writing(2nd Edition): 9780130897923: Business ... Lin Lougheed(Author).
2. Booher, Dianna. E-Writing: 21st Century Tools for Effective Communication. New York:

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Business Ethics &IPR

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Ethics &IPR	**2**	**6**	**0**	**0**	**Theory**

Introduction

This course introduces Business ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis and permission of ethical dilemmas on a workplace and managing ethics in Organizations

Course Focus On: Employability

Course Outcome	
CO1	To make the students to understand about the ethic prevailing in the business.
CO2	Identify the management of ethics and its performing in an organization.
CO3	Understanding the concept of social responsibility of business.
CO4	To know about the ethical cultures and values in management.
CO5	Understanding the relevance of values in management.

Unit -I	**[12 Periods]**
Business ethics, Definition and nature, Characteristics of ethical problems in management Ethical theories; Causes of unethical behavior; ethical abuses; Work ethic	
Unit -II	**[12 Periods]**
Management of Ethics - Ethics analysis [Hosmer model] – Steps / considerations in resolving ethical dilemma; Ethics in practices – Professional ethics for functional managers – Comparative ethical behaviour of managers – code of ethics – competitiveness, organizational size, profitability and ethics – Cost of ethics in corporate ethics evaluation.	
Unit- III	**[12 Periods]**
Social Responsibility of business – Big Business and society business and ecological environmental issuesin the Indian context...	
Unit- IV	**[12 Periods]**
Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual	

Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967,the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994.	
Unit -V	**[12 Periods]**
Nature of copy right, trade mark ,patents - ubject matter of copyright: original literary, dramatic, musical, artistic works -- Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter.	
Textbook: 1. Saroj kumar – Business Ethics **Reference Books:** **1.** Larue Tone Hosmer, Richard D.IrwinInc by " The Ethics of Management". **2.** Joseph A.Petrick and John F. Quinn, "Management Ethics – integrity at work".	

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

RETAIL ENVIRONMENT

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Retail Environment	**2**	**5**	**0**	**0**	**Theory**

Introduction:
To develop an understanding of the special characteristics of a retailer and marketing concepts applied to retailing.

Course Outcome:

CO1	:	To learn about the reason for studying retailing.
CO2	:	To develop the retail model and theories of retail development.
CO3	:	To learn about the Strategic planning in retailing.
CO4	:	To know about the factors affecting the success of a global retailing strategy.
CO5	:	To acquire knowledge on evolution and size of retail in India.

Unit I **[12Periods]**

Retail: Meaning – functions and special characteristics of a retailer- reasons for studying retailing- Marketing- Retailer Equation- Marketing concepts applied to retailing- Retailing as a career- Trends in Retailing.

Unit II **[12Periods]**

Retail model and theories of retail development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models.

Unit III **[12Periods]**

Strategic Planning in retailing: Situation Analysis- Objectives- Need for identifying consumer needs- Overall strategy, feedback and control- consumer decision- making process.

Unit IV **[12Periods]**

Retail in India: Evolution and Size of retail in India- Drivers of retail change in India- Foreign Direxct investment in retail challenges to retail developments in India.

Unit V **[12Periods]**

Global retail markets: Strategic planning process for global retailing- Challenges facing global retailers- Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

Text Book
Retail Management–Anusyaangadi

Retail Management – Gibson. G. Vedamani **Reference Books** Services Marketing –Himalaya publication House.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Services Marketing	**2**	**5**	**0**	**0**	**Theory**

Introduction:
To develop an understanding of the particular challenges, opportunities and strategies which are encountered by different types of service business.
Course Focus On: Skill Development

Course Outcome:

CO1	:	Demonstrate an extended understanding of the similarities and differences in services and tangible Products
CO2	:	Demonstrate knowledge of segmentation and approach to target market.
CO3	:	Develop strategies and positioning product/services in the market.
CO4	:	Specify and analyze the consumers" expectation in services
CO5	:	To acquire knowledge on emerging trends in service marketing.

Unit I **[12Periods]**

NATURE AND SCOPE OF SERVICES : Introduction, meaning of services, 7Ps of service marketing, 4 I"s characteristics of services, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.

Unit II **[12Periods]**

SEGMENTING AND TARGETING OF SERVICES: Introduction, Need for segmentation of services, bases of segmentation of services, segmentation strategies in service marketing, need for targeting, Approaches to Target Marketing.

Unit III **[12Periods]**

POSITIONING OF SERVICES: Positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning through Pricing Strategies, Positioning through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

Unit IV **[12Periods]**

CONSUMER EXPERIENCE IN SERVICES MARKETING: Introduction, Customer Expectations in Services, Service Costs Experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight.

Unit V **[12Periods]**

EMERGING ISSUES IN SERVICES MARKETING: Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in ServiceMarketing

Text Book

Services Marketing - Valarie Zeithaml, Mary Bitner – 6th Edition-TMH
Services Marketing – Rampal Gupta -GalgotiaPublications.

Reference Books

Services Marketing - Christopher Lovelock – PearsonPublications
Adrian Payne- The Essence of Service Marketing, Prentice- HallofIndia,

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Customer Relationship Management	**2**	**5**	**0**	**0**	**Theory**

Introduction:

This course introduces the various communication options available in a business context so that students can make appropriate choices in the workplace. Students will gain confidence in their ability to communicate by practicing and receiving feedback on business communication skills. An opportunity for improving academic and workplace language proficiency are embedded in the course also encourages the development of academic literacy which will enable students to become independent learners in the Master of Commerce program and to work efficiently and effectively in the workplace.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Understand the concepts of CRM and analyze the customer loyalty, optimizing the customer relationship management
CO2	:	Educate the students on the practical knowledge with customer services its application in marketing and apply basic marketing concepts to solving marketing challenges.
CO3	:	Develop insights to students about technological revolution and corporate culture in CRM.
CO4	:	Analyze the infrastructure, services and organizations involved in current and emerging CRM practices.
CO5	:	Determine the customer relationship management is developed to other business and its importance to the success of the business entity.

Unit I **[12Periods]**

CRM Concepts – Acquiring Customers – Customer Loyalty and Optimizing Customer Relationships – CRM Defined – Success Factors the Three Levels of Service/ Sales Profiling – Service Level Agreements (SLAS) - Creating and Managing Effective SLAS.

Unit II **[12Periods]**

CRM In Marketing – One-To-One Relationship Marketing – Cross Selling &Up Selling – Customer Retention – Behaviour Prediction – Customer Profitability &Value Modelling – Channel Optimization – Event-Based Marketing – CRM and Customer Service – The Call Centre, Call Scripting – Customer Satisfaction Measurement

Unit III **[12Periods]**

Sales Force Automation – Sales Process- Activity, Contact- Lead and Knowledge Management – Field Force Automation – CRM links in E-Business – E-Commerce and Customer Relationships on the Internet – Enterprise Resource Planning (ERP)– Supply Chain Management (SCM) – Supplier Relationship Management (SRM) – Partner Relationship Management (PRM)

Unit IV	**[12Periods]**
Analytical CRM – Managing and Sharing Customer Data – Customer Information Databases – Ethics and Legalities of Data Use – Data Warehousing and Data Mining Concepts – Data Analysis – Market Basket Analysis (MBA), Click Stream Analysis, Personalization and Collaborative Filtering.	
Unit V	**[12Periods]**
CRM Implementation – Defining Success Factors – Preparing a Business Plan Requirements- justification and processes – Choosing CRM tools – Defining functionalities – Home grown Versus out- Sourced Approaches – Managing Customer Relationships – Conflict Complacency- Resetting the CRM Strategy – Selling CRM Internally – CRM Development Team – Scoping and Prioritizing - Development and Delivery – Measurement.	

Text Book

V. Kumar & Werner J.,CRM, Willey India,2008

Bcrnd H Schmitt: CUSTOMER EXPERIENCE MANAGEMENT: A Revolutionary Approach to Connecting With YourCustomers.

Gordon S. Linoff, Michael J. A. Berry, MINING THE WEB: TRANSFORMING CUSTOMER DATA, Wiley Computer Publishing,Singapore.

Reference Books

Jagdish Seth, et al:CRM.

Jill Dyche: THE CRM HANDBOOK: A BUSINESS GUIDE TO CRM, Addison Wesley Information technologySeries.

Kristin L. Anderson & Carol J Kerr:CRM

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

CORPORATE FINANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Corporate Finance	**2**	**5**	**0**	**0**	**Theory**

Introduction:
Corporate finance making assumes greater importance in maximizing value of corporate entities. This course is designed to focus on the analysis of three crucial long term financial decisions- (1) Cash flow measurement, (2) Capitalbudgeting (3) Cost of capital and, (4) Capital Structure .Risk analysis of capital budgeting decision is added as a special topic.
Course Focus On: Skill Development

Course Outcome:

CO1	:	To equip students with necessary knowledge of corporate finance concepts.
CO2	:	To enable students analyse the leverage and dividend decisions based on theoretical and practical framework and selection of source under conditions of risk and un certainity.
CO3	:	To equip students with necessary skills to evaluate capital projects with a focus on Advanced capital budgeting techniques.
CO4	:	Understand the various financial ratios and Application of Ratio analysis in Financial Decision making in the corporate organizations.
CO5	:	Students to work out detailed case studies involving the application of variousCriteria for project selection including risk analysis of capital projects.

Unit I **[12Periods]**

Corporate Finance - Significance of Corporate Finance - Areas of Corporate Finance -Investment Decision, Financing Decision, Liquidity Decision, Dividend Decision – Corporate finance and Financial Market

Unit II **[12Periods]**

Longtermsourcesoffinance–Shorttermsourcesoffinance–CostofCapital–Determination of Cost of Capital– Weighted Average Cost of Capital (WACC) – Marginal cost of capital. Time Value of Money: Concept–Technique of compounding, Technique of Discounting– Net Present Value(NPV) Capital Budgeting ,evaluating project using NPV– Internal Rate of Return(IRR)–
Risk and Return in Corporate Finance

Unit III **[12Periods]**

Capitalstructure,CapitalStructureV/SCapitalization,OverCapitalization,UnderCapitalization, Optimal Capital Structure – EBIT-EPS analysis – Capital Structure theories – NetIncomeTheory,NetOperatingIncomeTheory,TraditionalTheory,ModiglianiMillerTheory (MMTheory)–
Leverage–FinancialLeverage,OperatingLeverage,CombinedLeverage.

Unit IV	[12Periods]
ApplicationofRatioanalysisinfinancialDecisionmaking.ProfitabilityRatio–Grossprofit ratio, Operating profit ratio, return on capital employed – Efficiency Ratio – Sales to capital employed, sales to fixed assets, Profit to Fixed assets, Stock turnover Ratio, Debtors turn over ratio, Creditors turnover ratio–Liquidity Ratio –Stability Ratio–Earning per Share –P/E Ratio – Dividend Yield.	
Unit V	**[12Periods]**
Business Risk and financial Risk – Debt v/s Equity – Hedging – Hedging with readily available contracts, forward and future contract, Options and other derivatives - Value at Risk(VAR)– Managing incentives.	
Text Book 1. I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 11th Edition, 2008. **Reference Books**. 1. Richard A.Brealey, StewatC.Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 8thEdition,2008 2. Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 1st Edition, 2008.	

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

PRINCIPLES OF AUDITING

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Principles of Auditing	**2**	**5**	**0**	**0**	**Theory**

Introduction:

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

Course Focus On: Skill Development

Course Outcome:

CO1	:	Articulate knowledge of fundamental audit concepts.
CO2	:	Apply critical thinking skills and solve auditing problems through the use of case studies.
CO3	:	Explain the legal framework under which Internal Control, Internal Check And Internal Audit.
CO4	:	Demonstrate the ability to undertake research on significant auditing issues and to keep up-to-date with developments in auditing voucher.
CO5	:	Outline the role of verification and valuation of assets.

Unit I **[12Periods]**

Introduction - Auditing: Meaning – Definition – Evolution – Objectives – Importance Types of Audit –Standards of Auditing – Procedure for issue of standards by AASB.

Unit II **[12Periods]**

Auditor and execution of audit - Appointment – Qualification and Disqualification – Qualities – Remuneration – Removal – Rights – Duties – Civil and Criminal Liabilities of Auditors – Commencement of Audit – Engagement Letter – Audit Program – Audit Note Book – Audit Workbook – Audit Markings.

Unit III **[12Periods]**

Internal control, internal check and internal audit: Meaning and Objectives of Internal Control – Internal Check and Internal Audit – Internal Check Vs. Internal Audit – Internal Control vs. Internal Audit.

Unit IV **[12Periods]**

Vouching: Meaning – Objectives – Types of Vouchers – Vouching of Trading Transactions – Vouching Cash Transaction – Auditing in an EDP Environment.

Unit V **[12Periods]**

Verification and valuation of assets: Meaning and Definition – Distinction – Verification and Valuation of various Assets and Liabilities – Audit Committee – Role of Audit Committee – Audit Reports.

Text Book

Principles and Practice of Auditing: RG Saxena, HimalayaPublishingHouse

Reference Books

1. Auditing Principles, Practices & Problems: Jagdish Prakash,KalyaniPublishers.
2. Auditing and Assurance: Ainapure & Ainapure,PHILearning.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program Outcome							PROGRAM SPECIFIC OUTCOMES					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	**2**	**3**	**3**	**1**		**3**	**1**		**3**	**3**	**1**	**2**	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

COMMERCIAL BANK MANAGEMENT

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	COMMERCIAL BANK MANAGEMENT					**Theory**

Introduction:

This course will examine management problems and policies of banks. The material to be covered will include: balance sheet management (liquidity, liabilities, spread management, and investment management), capital adequacy, cost of funds, bank profitability, planning and management systems, and the regulatory environment.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	To understand the basic problems of bank management.
CO2	:	To analyze bank regulations and policies.
CO3	:	To understanding of the basic issues involved in value creation and risk management for banking firm.
CO4	:	To evaluate bank profitability and risk management.
CO5	:	To examine the international bank environment, deposits, liquidity and capital To examine the international bank environment, deposits, liquidity and capital.

Unit- I **[12Periods]**

Management principles in Banks: Managerial functions in banks; Hierarchy; individual and group behavior; Management of personnel -V functions of manager, inspector, local advisory committee, Recruitment; Selection; Training; Promotion; Control of staff.

Unit- II **[12Periods]**

Management of deposits and advances: Deposit mobilization; Classification and nature of deposits accounts; Advances; Lending practice; Types of advances; Principles of sound bank lending; preparation of reports; credit plans; planning customers; limits of credit; security.

Unit- III **[12Periods]**

Investment Management: Nature of bank investment; Liquidity and profitability; preparation of cheques; Bill of lading; Book debts; Securities -V government and commercial.

Unit- IV **[12Periods]**

Management of finance: Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; profit and loss account; balance sheet and statutory reports regarding cash revenue.

Unit -V **[12Periods]**

Banking Services - Recruitment system - Foreign Exchange Management

Text Book

1) Tannan ML: Banking- Law and practice in India; Indian Law House, New Delhi

Reference Books

1. Radhaswami M and Basudevan A: Textbook of banking; s. Chand & co. NewDelhi.
2. Panikar K.K Banking -V Theory & system: Chand & co. NewDelhi.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

DISCIPLINE SPECIFIC ELECTIVE

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Working Capital Management						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Working Capital Management	**4**	**4**	**0**	**0**	**Theory**

Introduction

Working capital management has gained the attention of industry and academia as an exclusive area of study after liberalization of Indian Economy. Management of working capital sometimes becomes more important than the management of long term funds because the day-to-day operations of any business largely depend upon this source of finance.

Course Focus On: Skill Development

Course Outcome	
CO1	Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CO2	Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.
CO3	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
CO4	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.
CO5	Formulate and integrate an extended treatment on international working capital topics.

Unit -I	**[12 Periods]**
Principles of Working capital: Introduction to Working capital- Concept of' Working Capital-Need for Working capital-Concepts and its determinants-estimation of working capital needs.	
Unit -II	**[12 Periods]**
Accounts Receivables Management and Factoring: Credit Policy-Nature and Goals- credit evaluation of individual accounts and its monitoring receivables-factoring: types and benefits.	
Unit- III	**[12 Periods]**
Inventory Management: Nature of Inventories- Need to hold inventories- objectives of inventory management- inventory Management techniques-inventory management process.	
Unit- IV	**[12 Periods]**

Cash Management: Facets of Cash Management- Motive for holding cash- managing cash collection and disbursements- investing surplus- cash in marketable securities-cash budgeting.

Unit- V	**[12 Periods]**
Working Capital Finance: Trade Credit- Bank Finance and Commercial Papers.	

Text Book

1. R.K. Gupta & Himanshu Gupta

Reference Books

1. I. M. Pandey - Financial Management - Vikas Publishing House Pvt. Ltd. - Ninth Edition 2020
2. M.Y. Khan and P.K. Jain, Financial management Vikas Publishing house ltd., New Delhi.

Mapping of Course Outcomes with Program Outcomes

Course Out comes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Business Finance						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Business Finance	**4**	**4**	**0**	**0**	**Theory**

Introduction

Money required for carrying out business activities is called business finance. Almost all business activities require some finance. Finance is needed to establish a business, to run it to modernize it to expand or diversify it. It is required for buying a variety of assets, which may be tangible like machinery, furniture, factories, build

Course Focus On: Skill Development

Course Outcome	
CO1	To introduce students to the world of Business Finance
CO2	To enrich student's understanding of the fundamental concepts of Business Finance
CO3	To equip students with the knowledge and skills necessary to become employable in the Business Finance Industry.
CO4	To differentiate between Financial and business Finance aspects.
CO5	To acquire an understanding of various concepts related to business finance.

Unit -I	**[12 Periods]**

Meaning of business finance-business finance v/s corporate finance- role of business finance in an organization- principles of business finance-meaning of financial planning- steps in financial planning- significance of financial planning- essential features of a good financial plan- types of financial plan.

Unit -II	**[12 Periods]**

Meaning of Capital- Classification of capital- factors determining capital requirements-meaning- features and sources of fixed capital- factors determining fixed capital requirements-importance of adequate fixed capital- meaning-features and sources of working capital.

Unit- III	**[12 Periods]**

Factors determining working capital requirements- significance of adequate Working capita-, types of working capital.

Unit- IV	**[12 Periods]**

Meaning of capitalization-Theories of capitalization- Cost theory v/s Earnings theory- over capitalization and under capitalization- meaning, causes- effects and remedies- over capitalization v/s under capitalization- balanced capitalization- meaning and importance.

Unit- V	**[12 Periods]**

Concept of capital structure- Meaning and importance of capital structure- factors affecting capital structure- concept of financial structure-capital gearing, meaning- types and advantages- trading on equity- meaning-types and advantages and limitations.

Text Book

1. Bimal Jaiswel & Leena S SHIMPI :Business Finance New Royal Book Company

Reference Books

1. S.K.Parasar :Business Finance – HJABA
2. Dr.F.C.Sharma and Anju Agarwal : Business Finance – SBPD Publications

Mapping of Course Outcomes with Program Outcomes

Course Out comes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

INTERNATIONAL FINANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Finance	**4**	**5**	**0**	**0**	**Theory**

Introduction:

International Finance will introduce students to global financial markets and operations of multinational firms. The course will be taught on-site students will benefit from their visits to some of the world's most important financial institutions. Background information will be provided prior to the Internet links and electronic correspondence. Topics to be discussed will include foreign exchange markets, international financial markets, international banking, currency derivative markets, euro markets, risk management, and investment decisions in the global marketplace.

Course Focus On: Skill Development.

Course Outcome:

CO1	Assess the environment of international finance and its implications on international business.
CO2	Define and measure foreign exchange risks and to identify risk management strategies.
CO3	Apply the Integrate global developments with the changing business environment in India.
CO4	Generalize the process and techniques used to make international investment decisions.
CO5	Analyses the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.

Unit -I **[12Periods]**

International Financial Environment- The Importance, Rewards & Risk of International Finance-Framework Overview of International Economic Institutions -Goals of MNC- International Business Methods – Exposure to International Risk- International Monetary System.

Unit- II **[12Periods]**

International Financial Market Rate Movements-Creation of Euro – Euro Currency Market – European Monetary System – Basic Concept of International Monetary Market – International Money Market Instruments – International Flow of Funds- Balance of Payments (BOP)- Fundamentals of BOP- Accounting Components of BOP- Factors Affecting International Trade and Capital Flows, Agencies That Facilitate International Flows- BOP, Equilibrium & Disequilibrium.

Unit- III **[12Periods]**

International Investment Decisions- International Investment Decisions - Foreign Direct Investment- International Portfolio Investment, International Capital Budgeting- Evaluation and Management of Political Risk- Foreign Exchange Market- Difference Between Fixed and Floating Rate – Exchange Spot, Forward, Futures Options and Swaps- Arbitrage and Speculation in Foreign Exchange Market.

Unit- IV **[12Periods]**

Forex Management Origin and Concept of Foreign Exchange –Word Bank Exchange Rate Mechanism – Factors Influence Exchange Rate – Purchasing Power Parity – Real Interest Parity – Parities Conditions and Managerial Implication – Time Sources Forecasting Model – International Fisher's Effect.

Unit -V **[12Periods]**

Foreign Exchange Exposure- Managing Transaction- Transaction and Operating Exposure Techniques for Covering the Foreign Exchange Risk-Internal and External Techniques of Risk- International Financial Market Instruments-International Equities- ADR And GDR- Foreign Bond and Euro –Bond- Short Term And Medium Term Instruments.

Text Book

1. Buckley Adrian Multinational finance – PHI, New Delhi

Reference Books

1. Shapiro A C, Multinational financial management – PHI, New Delhi
2. Levi D, Maurice, International finance –Routledge

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Mapping of Course Outcomes with Program Outcomes

Course Out comes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Goods & Service Tax						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Goods & Service Tax	**4**	**4**	**0**	**0**	**Theory**

Introduction

Goods and Services Tax (GST) is an indirect tax (or consumption tax) levied in India on the supply of Goods and services. GST is levied at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer.

Course Focus On: Skill Development

Course Outcome	
CO1	This course aims to build upon the principles of income tax law as covered in an introductory undergraduate income tax law subject
CO2	Demonstrate knowledge of the fundamental principles of tax law, including income tax, GST and fringe benefit tax law as it applies to a wide variety of different business types in Australia such as companies, trusts, partnerships and sole proprietors.
CO3	Evaluate and synthesis information and existing knowledge from a number of sources.
CO4	Communicate ideas effectively in informal group discussions
CO5	Demonstrate knowledge of some of the more topical taxation issues affecting businesses in Australia in today's economy.

Unit -I	**[12 Periods]**
Introduction to Indirect Tax: Meaning – Features - Types – Objectives – Principles - Cannon of Taxation - Tax system in India - Pros and Cons of Indirect tax - Contribution to government Revenues – Development of Indirect Taxation.	
Unit -II	**[12 Periods]**
Customs Law: Basic Concepts of Customs Law - Different types of Customs Duty – Abatement of Duty in damaged or deteriorated goods - Valuation-Customs procedure – Exemptions – Customs Duty Drawback - Duty Free Zones - Offense and Penalties	
Unit- III	**[12 Periods]**
Introduction to Goods and Services Tax (GST): Meaning of GST-Basic Concepts-Features of GST-Benefits of GST - GST working Mechanism - GST rate and taxes on GST – Goods and Service Tax Network (GSTN) - Constitutional Framework of GST - Model GST Law – Charge ability for GST - Composition Scheme..	
Unit- IV	**[12 Periods]**
Supply: Meaning and Scope - Types of Supply-Time of Supply-Provision relating to time of Supply-Place of supply-Provision relating to place of supply - Valuation mechanism – Input tax credit Mechanism - Payment mechanism -Registration under GST – Rules	
Unit- V	**[12 Periods]**

Registration under GST: Return Filing – Rules - Refund Provision in GST - E–commerce – Operators –TDS/TCS - Small scale exemption.

Text Books:

1.Datey, V.S. (2015).Indirect Taxes. Mumbai, Taxmann Publications Private Limited.

(2017). Simplified Approach to GST – A Ready Reference.

Reference Books :

1. Balachandran, V.(2006).Indirect Taxation. New Delhi, Sultan Chand and Sons.
2. 2. Mittal,J.K. (2015).

Law Practice and Procedures of Service Tax. New Delhi, Jain Book Agency.

Mapping of Course Outcomes with Program Outcomes

Course Out comes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Financial Markets and Institutions						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Financial Markets and Institutions	**4**	**4**	**0**	**0**	**Theory**

Introduction

Upon successful completion of Financial Management, the student will be able to: Demonstrate an understanding of the overall role and importance of the finance function. Demonstrate basic finance management knowledge. Communicate effectively using standard business terminology.

Course Focus On: Skill Development

Course Outcome	
CO1	To introduce students to the world of financial services
CO2	To enrich student's understanding of the fundamental concepts and working of financial service institutions
CO3	To equip students with the knowledge and skills necessary to become employable in the financial service industry.
CO4	To differentiate between fund based and fee based financial activities of the Indian financial system.
CO5	To acquire an understanding of various concepts related to leasing, hire purchase, factoring, bill discounting, VC and Merchant banking.

Unit -I	**[12 Periods]**
Introduction: Nature and role of financial system; Financial system and financial markets; Financial system and economic development; Indian financial system - an overview – Financial Regulations	
Unit -II	**[12 Periods]**
Money markets - Meaning, constituents, functions of money market; Money market instruments- call money market, treasury bills, market certificates of deposits, commercial bills, trade bills etc; Recent trends in Indian money market; Capital market - primary and secondary markets; Government securities market; Role of SEBI as a regulator and capacity- an overview; Recent developments.	
Unit- III	**[12 Periods]**
Reserve Bank of India: and Commercial Bank Organization, management and functions; Credit creation and credit control; monetary policy. Commercial Bank: Meanings, functions, management and investment policies of commercial banks, Present structure; E-banking and e trading; Recent developments in commercial banking. – State and National Level Financial Institutions -MFIs	

Unit- IV	**[12 Periods]**
Insurance Sector: Objectives, role, investment practices of LIC and GIC; Insurance Regulatory and Development Authority-role and functions.	

Unit- V	**[12 Periods]**
Non-Banking Financial Institutions: Concept and role of non-banking financial Institutions; source of finance; Functions of non-banking financial institutions; Investment policies of non-banking financial institutions in India.	

Text Book

1. E Gardon& K Natarajan: Financial Markets & Services, HPH, 7th Edition, Mumbai

Reference Books

1. V.A. Avadhani : Financial Services in India, HPH, 2009, 1st Edition.
2. Khan. M. Y., " Financial Services", 2010, 5th Edition, Tata Mc Graw Hill, Pvt. Ltd., New Delhi.

Mapping of Course Outcomes with Program Outcomes

Course Out comes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Micro Finance						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Micro Finance	**4**	**4**	**0**	**0**	**Theory**

Introduction

This course introduces microfinance as a tool for social and rural development. On completion of this course the students will be able to, recognize various credit lending models, identify role of microfinance institutions and assess the risk associated with microfinance.

Course Focus On: Skill Development

Course Outcome	
CO1	To introduce students to the world of Micro Finance
CO2	To enrich student's understanding of the fundamental concepts of Micro Finance
CO3	To equip students with the knowledge and skills necessary to become employable in the Micro Finance Industry.
CO4	To differentiate between Financial and micro Finance aspects.
CO5	To acquire an understanding of various concepts related to micro finance.

Unit -I	**[12 Periods]**
Poverty, Rural Credit and Financial Inclusion, Microfinance - An Introduction - Microfinance – Lessons from international exposure	
Unit -II	**[12 Periods]**
Models of Microfinance across the world - Microfinance delivery methodologies - Legal and regulatory framework.	
Unit- III	**[12 Periods]**
Evolution and Characteristics of Microfinance in India - Financial Inclusion - Impact of microfinance.	
Unit- IV	**[12 Periods]**
Financial products and services, financial accounting and reporting - Revenue models of Microfinance - Risk management - Basics of banking - Compliance to various regulations	
Unit- V	**[12 Periods]**

Recent developments of Microfinance in India - Microfinance and Disaster – Cases on Women SHGs - Linkage Buildsing and Successful Micro Entrepreneurs

Text Book

1. Dr.V.Rengarajan : Microfinance-Principles and Approaches – Notion Press,2013

Reference Books

1. Pradeep Kumar Mishra: Microfinance Management – Cengage Learning India Pvt. Ltd,2019.
2. Sigfried Silverman : Microfinance-Create space Independent Publishing Platform,2021

Mapping of Course Outcomes with Program Outcomes

Course Out comes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	3	3	3	1	3		2	1
CO2		3	2	3	1	3	2	3	2		2		
CO3	3	3	3		3		3	3		1		3	
CO4	3	3			1	3	3		3		3		2
CO5	3	2	2	1	3		3		3	1	2		1

Merchant Banking

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Merchant Banking					

Introduction:

This course defines about the merchant banks are the financial institutions which provides specialist services which generally include acceptance of bills of exchange, corporate finance, portfolio management and other banking services.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	To know the Regulators and the Regulatory Framework of the Merchant Banking in India.
CO2	:	To understand the merchant banking in Indian context.
CO3	:	To know the various activities undertaken by the merchant bankers in India
CO4	:	To understand the eligibility criteria for registering as a Merchant Banker
CO5	:	To understand the Code of Conduct prescribed for Merchant Bankers

Unit -I **[12Periods]**

Merchant Banking: Functions; Scope; Merchant banking in India; SEBI guidelines for merchant bankers.

Unit -II **[12Periods]**

Credit Rating: Introduction; Instruments; Benefits; Rating methodology; Cautions; Types of rating.

Unit- III **[12Periods]**

Project Appraisal: Product life cycle; Evaluation; Social cost benefit analysis

Unit- IV **[12Periods]**

Capital cost and financial projections.

Unit- V **[12Periods]**

Long term Finance & Working Capital Finance: Term loans; Working capital loans; Maximum permissible bank finance; Factoring and forfeiting.

Text Book

1. Khan M.Y. & Jain P.K: Financial Management; Text and problems, Tata Mc Graw Hill, New Delhi.

Reference Book

1. Pandey I.M: Financial Management; Vikas Publishing house, New Delhi.
2. Verma J.C: A Manual of merchant Banking; Bharat Law House, New Delhi

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	2		3	1	3	3	3	1	1	3		1	3
CO3	2	2		3	1	3	3	3	1		2		3
CO4	3	1	2	2		3	1	3	3	3	1		3
CO5	3	1	2		3	1	3	3	3	1	1	2	1

COMMERCIAL BANK MANAGEMENT

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	COMMERCIAL BANK MANAGEMENT					Theory

Introduction:
This course will examine management problems and policies of banks. The material to be covered will include: balance sheet management (liquidity, liabilities, spread management, and investment management), capital adequacy, cost of funds, bank profitability, planning and management systems, and the regulatory environment.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	To understand the basic problems of bank management.
CO2	:	To analyze bank regulations and policies.
CO3	:	To understanding of the basic issues involved in value creation and risk management for banking firm.
CO4	:	To evaluate bank profitability and risk management.
CO5	:	To examine the international bank environment, deposits, liquidity and capital To examine the international bank environment, deposits, liquidity and capital.

Unit- I	**[12Periods]**

Management principles in Banks: Managerial functions in banks; Hierarchy; individual and group behavior; Management of personnel -V functions of manager, inspector, local advisory committee, Recruitment; Selection; Training; Promotion; Control of staff.

Unit- II	**[12Periods]**

Management of deposits and advances: Deposit mobilization; Classification and nature of deposits accounts; Advances; Lending practice; Types of advances; Principles of sound bank lending; preparation of reports; credit plans; planning customers; limits of credit; security.

Unit- III	**[12Periods]**

Investment Management: Nature of bank investment; Liquidity and profitability; preparation of cheques; Bill of lading; Book debts; Securities -V government and commercial.

Unit- IV	**[12Periods]**

Management of finance: Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; profit and loss account; balance sheet and statutory reports regarding cash revenue.

Unit -V	**[12Periods]**
Banking Services - Recruitment system - Foreign Exchange Management	

Text Book

1) Tannan ML: Banking- Law and practice in India; Indian Law House, New Delhi

Reference Books

3. Radhaswami M and Basudevan A: Textbook of banking; s. Chand & co. NewDelhi.
4. Panikar K.K Banking -V Theory & system: Chand & co. NewDelhi.

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	**Program outcome**									**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Principles and Practices of Banking

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Principles and Practices of Banking					**Theory**

Introduction:
This course is designed to quaint students with the basic principle procedure and practice of banks. Throughout this course emphasis will be given to r elation ship between Banker and customer negotiable (credit) instruments Banking industry and formulation of bank loan policy specially opening and crossing of accounts and rule of negotiable instrument s are given detail discussion so as to equipment students with the necessary regulation of bank for such instrument and accounts.
Course Focus On: Skill Development.

Course Outcome:

CO1	:	To make the students understand various principles , provisions that govern the banking system.
CO2	:	To make the aware of various banking innovations after the nationalization.
CO3	:	To make the students understand various services offered and various risks faced by banks.
CO4	:	To know the regulations and compliance of banking company.
CO5	:	To disseminate knowledge among the students inculcate with the theoretical structures about banking sector in India.

Unit -I **[12Periods]**

Indian Financial System – An Overview - Banking Regulation - Retail Banking, Wholesale and International Banking - Role Of Money Markets, Debt Markets & Forex Market - Role and Functions of Capital Markets, SEBI

Unit- II **[12Periods]**

Mutual Funds & Insurance Companies, Bancassurance & IRDA - Factoring, Forfaiting Services and Off-Balance Sheet items - Risk Management, Basel Accords - CIBIL, Fair Practices Code for Debt Collection, BCSBI - Recent Developments in the Financial System

Unit- III **[12Periods]**

Banker Customer Relationship - KYC/ AML / CFT norms - Bankers' Special Relationship-
Consumer Protection - COPRA, Banking Ombudsman Scheme

Unit- IV	**[12Periods]**
Payment and Collection of Cheques and Other Negotiable Instruments - Opening accounts of various types of customers - Ancillary Services- Cash Operations - Principles of lending, Working Capital Assessment and Credit Monitoring	
Unit- V	**[12Periods]**
Agricultural Finance- Micro, Small and Medium Enterprises- Government Sponsored Schemes- Self Help Groups- Credit Cards, Home Loans, Personal Loans, Consumer Loans	

Text Book

1) Indian Institute of Banking and Finance, Principles and Practices of Banking, Macmillan Education; 3rd EDN edition, 2015

Reference Books

1) NS.Toor, Arundeep Toor,, Principles & Practices Of Banking, Skylark Publications, , 14ed.. 2019
2) Abineshkumar Mandilwar, Principles & Practices Of Banking, Ramesh Publishing House 2019.

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	**Program outcome**									**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Digital Banking

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Digital Banking					**Theory**

Introduction:
A digital bank represents a virtual process that includes online banking and beyond. As an end-to-end platform, digital banking must encompass the front end that consumers see, the back end that bankers see through their servers and admin control panels.
Course Focus On: Skill Development.

Course Outcome:

CO1	:	To acquire knowledge of various digital products in banking sector & different payment system in India.
CO2	:	To appreciate & understand the leverage of Digital banking for enhancing the profitability of banks. .
CO3	:	To understand the implementation of digital banking products & use of various social platforms for having a competitive edge in the market
CO4	:	To acquire the knowledge about the need of customer education and awareness for digital products such as cards, ATM's , POS terminals.
CO5	:	To understand the digital disruptions and its concepts in banking.

Unit I	**[12Periods]**
Banking System in India - Nationalisation of Banks - Types of Banks	
Unit- II	**[12Periods]**
Development Banks - Reserve Bank of India - Digital Banking Products	
Unit- III	**[12Periods]**
Automated Teller Machine-ATM - Point-of-Sale (POS) Terminals - Internet Banking -Mobile Banking	
Unit- IV	**[12Periods]**
Cash Deposit Machine - Branchless Banking	
Unit- V	**[12Periods]**

Digital Payment System - Emerging Concepts in Digital Banking

Text Book

1. Indian Institute of Banking and Finance, Digital Banking, Taxmann, 2019

Reference Book

1. Dr. M. Ganesan, Dr. A. Saravanakumar DIGITAL BANKING., Shanlax Press, Tamil Nadu, India 2021
2. Verma J.C: Banking; Bharat Law House, New Delhi.

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	**Program outcome**									**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	2		3	1	3	3	3	1	1	3		1	3
CO3	2	2		3	1	3	3	3	1		2		3
CO4	3	1	2	2		3	1	3	3	3	1		3
CO5	3	1	2		3	1	3	3	3	1	1	2	1

MARINE INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Marine Insurance	**4**	**5**	**0**	**0**	**Theory**

Introduction:

The course covers all aspects of marine insurance claims, from the history and developments through legislative changes to different aspects of handling a claim. By breaking down the fundamentals of process into bite sized chunks, it will leave the student with a good understanding of this subject as a whole.

Course Focus On: Employability.

Course Outcome:

CO1	:	To Understand the history, framework, practice, evolution and legal understanding of International Marine Insurance.
CO2	:	Enrich their knowledge on key areas relating to the students familiar with the necessity of marine insurance contract, warranties and policies
CO3	:	To make them understand the important part cargo insurance plays in shipping as well as having a general knowledge of individual covers and the terminology Used
CO4	:	To acquire a better understanding and practical knowledge in the field of marine insurance market measurement, operations and claims handling
CO5	:	To respond effectively in emergency cases, prevent or mitigate claims through risk analysis and claims management

Unit - I	**[12Periods]**
Marine Insurance - Basic Concepts - Fundamental Principles	
Unit - II	**[12Periods]**
Underwriting - Cargo Insurance Coverages	

Unit - III	**[12Periods]**
Type of Covers - Hull Insurance	
Unit - IV	**[12Periods]**
Marine Claims – Recoveries - Role of Banker in Marine Insurance	
Unit - V	**[12Periods]**
Loss Prevention, Reinsurance and Maritime Frauds	

Text Book

1. Marine Insurance Law, Ozlem Gurses, Routledge, 2015, 1st Edition.
https://ambitiousbaba.com/wp-content/uploads/2019/01/IC-67-marine-insurance.pdf

Reference Books

1. Controlling Cargo theft A Handbook of Transportation Security, Tyska Fennely,LouisA. Tyska, Lawrence J. Fennelly,Butterworth,2011.
2. The Principles of marine Insurance, A Primer by Harold Turner, Stone & CoxLimited,2007.

https://www.insuranceinstituteofindia.com/web/guest/e-book1#

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

HEALTH INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Health Insurance	**4**	**5**	**0**	**0**	**Theory**

Introduction:
This course will cover the whole or a part of the risk of a person incurring medical expenses, spreading the risk. Students can acquire the knowledge about overall risk of health care and health system expenses over the risk pool, also know the develop of a routine finance structure, such as a monthly premium or payroll tax, Claims to provide the money to pay for the health care benefits specified in the document of insurance agreement.
Course Focus On:Employability.

Course Outcome:

CO1	:	Criticize the principles of healthcare and provide an overview of health Insurance Industry in India and the marketing global set-up
CO2	:	Create a strong foundation of the fundamentals of Insurance documentation concepts, prospectus, conditions and warranties of health insurance
CO3	:	Give an in-depth understanding of the products, IRDA regulations and operational policies of health insurance
CO4	:	Apply the practical knowledge and Skills in the field of health insurance schemes
CO5	:	Determine the types of claims and challenges in health insurance management.

Unit- I	**[12Periods]**
Introduction to Health Insurance and the Health system in India - Health Financing Models and Health Financing in India.	
Unit- II	**[12Periods]**
Health Insurance Products in India - Health Insurance Underwriting.	
Unit- III	**[12Periods]**
Health Insurance Policy Forms and Clauses - Health Insurance Data, Pricing & Reserving.	
Unit- IV	**[12Periods]**

Regulatory and legal aspects of health insurance - Customer service in health insurance	
Unit - V	**[12Periods]**
Health Insurance fraud - Reinsurance	

Text Book

1. Uma Narang, Insurance Industry in India: Features, Reforms & Outlook, New Century Publications, 1st edition, 2013.

Reference Books

1. Dr. L. P. GUPTA, India Insurance Guide, Times of India & Asia InsuranceReview,2014.
2. Risk Analysis, Insurance and Retirement Planning, Indian Institute of Banking& Finance, Taxmann Publications Pvt.Ltd.2017.

Mapping of Course Outcomes with Program Outcomes													
Course Outcome	**Program outcome**									**Program Specific Outcomes**			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

FIRE AND CONSEQUENTIAL LOSS INSURANCE

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Fire & Consequential Loss Insurance	**4**	**5**	**0**	**0**	**Theory**

Introduction:

In this course of Fire Insurance to learn about various features of fire insurance, characteristics of fire insurance, terms & conditions applied in fire insurance, on what all aspects fire insurance can be claimed, areas covered under fire insurance, what all benefits are covered under fire insurance, tax exemption policies, various other benefits attached to fire insurance are covered.

Course Focus On: Employability

Course Outcome:

CO1	:	Understand the risks covered under fire insurance policy and to enlist the characteristics of fire insurance contract.
CO2	:	Examine the conceptual basis of each type of fire insurance policy and to comprehend important terms and methods.
CO3	:	Evaluate the fire hazards and the prevention measures of various industries learn escape routes and emergency plans and understand the fire rules and regulations.
CO4	:	Relate the properties those are covered under the claim to know the crucial aspects of survey and to understand the doctrine of proximate cause.
CO5	:	Create the awareness of consequential loss insurance premium rate and to understand the specification of turnover basis.

Unit -I	**[12Periods]**
Basic Principles and the Fire Policy - Add On Covers and Special Policies	
Unit- II	**[12Periods]**
Fire Hazards and Fire Prevention - Erstwhile Tariff – Rules and Rating	
Unit- III	**[12Periods]**
Documents - Underwriting	
Unit- IV	**[12Periods]**

Claims – Legal Aspects - Claims – Procedural Aspects	
Unit -V	**[12Periods]**
Consequential Loss Insurance - Specialised Policies and Overseas Practice	

Text Book

1. P. K. Ray, Agricultural Insurance, 1st Edition, Pergamon Press,

Reference Books

1. Parimal Kumar Ray, Agricultural Insurance: Theory and Practice and Application to Developing Countries, Pergamon Press,
2. Hueth, Darrell L., Furtan, William H,Economics of Agricultural Crop Insurance: Theory and Evidence, Springer Science, Business Media New York

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	AGRICULTURAL INSURANCE	**4**	**5**	**0**	**0**	**Theory**

Introduction:

Risks in agriculture arise from a variety of sources. There are several risk management options that can be used to either mitigate, transfer or cope with risks in agriculture. Choosing the most appropriate tool depends on various factors such as type of risk, tools availability, and level of responsibility. This course focuses on what can be done at the farm, local area/community, and national levels to manage risks in agriculture.

Course Focus On: Employability.

Course Outcome:

CO1	:	To acquire knowledge on the concept of risk management as it applies to farmers and their business, and to offer an understanding of the various forms of insurance designed for this market.
CO2	:	To understand the many ways that various farm property insurance products can protect the assets of traditional farming operations and determine which coverages can eliminate which coverage gaps.
CO3	:	Give an in depth understanding of the products, IRDA regulations and operational policies agricultural insurance.
CO4	:	To understand how agricultural insurance help the farmers to adopt progressive farming practices, high value in-puts and higher technology in Agriculture
CO5	:	To acquire practical knowledge in the field of agricultural insurance regarding procedure for approval and settlement of claim under agricultural insurance scheme.

Unit- I	**[12Periods]**
Glossary of Terms for Agricultural Insurance - Introduction to Indian Agriculture - Risks in Agriculture - History of Crop Insurance in India	
Unit -II	**[12Periods]**
Crop Insurance Design Considerations - Crop Insurance (Yield Index Based) – Underwriting and Claims - Weather Based Crop Insurance	
Unit- III	**[12Periods]**
Traditional Crop Insurance: Underwriting and Claims - Agriculture Insurance in Other Countries - Livestock / Cattle Wealth in Indian Rural Economy	

Unit- IV	**[12Periods]**
Types of Cattle and Buffaloes - Cattle Insurance in India - Poultry Insurance in India	
Unit- V	**[12Periods]**
Miscellaneous Agriculture Insurance Schemes - Agriculture Reinsurance	

Text Book

1. Insurance Principles and Practice, M.N. Mishra, S.B. Mishra, S.Chand (G/L) & CompanyLtd,2007.

Reference Books

1. Sudhir kumar jain, Practical aspects of fire insurance, JaybeeSofttech,2012.
2. Lester William Zartman, Fire Insurance, Nabu Press, 2010

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		2	3	3	1	
CO2	1	2	3	3	1			2	3	3	1	1	3
CO3	2	3	3	1		3		2	3	3	1		3
CO4	3	1	2	3	3	1			3		3		3
CO5	3	1		2		3	1	2	3	3	1		1

International Shipping and Legislation

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Shipping and Legislation					**Theory**

Introduction:

Regulations concerning shipping are developed at the global level. Because shipping is inherently international, it is vital that shipping is subject to uniform regulations on matters such as construction standards, navigational rules and standards of crew competence.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	To understand and learn about the Indian Contract Act
CO2	:	To apply the Carriage of Goods by Sea Act (COGSA)
CO3	:	To analyse the International Regulations for Vessels and International Agencies
CO4	:	To evaluate the Regulations relating to cargoes, dangerous and Hazardous cargoes, and packaging of cargoes and Live cargo
CO5	:	To create the Quotations, Orders, Regulations, Credits, Invoicing, Filing, Archiving and Understanding Terms in Logistics

Unit- I **[12Periods]**

Indian Contract Act – Meaning and Definition of Contract – Essential Elements – Types of Contracts – Offer and Acceptance – Void and Illegal Agreements – Performance and discharge of Contracts – Remedies for Breach of contract – Quasi contracts – Bailment and Pledge and Law of Agency- The Customs Act,

Unit- II **[12Periods]**

Regional Laws-The Carriage of Goods by Sea Act (COGSA), and related laws rules and regulations. Marine Insurance related laws, Labour Laws

Unit- III **[12Periods]**

International Regulations for Vessels-International Agencies -regulations relating to ship construction - ship maintenance - ship navigation - ship breaking - pollution caused by ship's effluents

Unit- IV **[12Periods]**

Regulations relating to cargoes, dangerous and Hazardous cargoes, and packaging of cargoes, Live cargo - Hague - Visby Rules – Hamburg Rules – International carriage of goods by Road (CMR), 1956 - Institute Cargo Clauses (A,B,C) – General Conditions of Marine Insurance on Goods (GCMI 1988)	
Unit- V	**[12Periods]**
Quotations – Orders – Regulations - Credits – Invoicing – Filing – Archiving - Understanding Terms in Logistics –Freight forwarding contracts – General conditions of freight forwarding – Conditions of Contract - Documents - (Air Way Bill (AWB), Bill of Lading (B/L)) - Contract of transportation – Contracts with customers	

Text Book:

1. Legal Principles in Shipping Business 2010-2011 by Institute of Chartered Shipbrokers (Witherby Seamanship International Ltd)

REFERENCE BOOK:

2. Shipping Law by Simon Baughen (Routledge-Cavendish)
3. Maritime Security and the Law of the Sea by Natalie Klein (Oxford University Press)

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

International Business Strategy

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Business Strategy					**Theory**

Introduction:

International business strategy refers to plans that guide commercial transactions taking place between entities in different countries. Typically, international business strategy refers to the plans and actions of private companies rather than governments; as such, the goal is increased profit.

Course Focus On: Employability.

Course Outcome:

CO1	:	To understand the World of International Business and its challenges
CO2	:	To apply the International Politics and Economic Integration and International Culture International Trade
CO3	:	To analyse the International Business Strategy and its Global Strategic Planning
CO4	:	To create the International Business Strategies in Action
CO5	:	To evaluate the International Business Horizons

Unit- I **[12Periods]**

World of International Business- Challenges of International Business.-Multinational Enterprises-Triad and International Business.

Unit- II **[12Periods]**

World of International Business- Challenges of International Business.-Multinational Enterprises-Triad and International Business.

Unit- III **[12Periods]**

International Business Strategy- Global Strategic Planning- Organizing Strategy Production strategy-Global sourcing –Global supply management and technology transfer - Marketing strategy- Human Resource Management Strategy- Political Risk and Negotiation Strategy- International Financial Management.

Unit- IV **[12Periods]**

International Business Strategies in Action - Corporate Strategy and National Competitiveness - Doing Business in European Community- Doing Business In Japan Doing Business in North America -Doing

Business in Non-Trial Nations .

Unit- V **[12Periods]**

International Business Horizons - International Joint Ventures - Future Challenges of International Business.

Text Book

1. Rungman. A.M and Hodgetts. R.M., International Business; A Strategic Management Approach, McGrawhill,.Inc, New Delhi- 1999-2000.

References Book

1. Keealas. A.G., Global Business Strategy, South –Western, 1999-2000,
2. Garland .J. and Farmer. R.N., International Dimension of Business Policy and Strategy, PWS-KENT 1999-2000,

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

International Trade Procedures and Documentation

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	International Trade Procedures and Documentation					**Theory**

Introduction:

International trade is an economical activity between countries/companies. As you know, every country has own business culture, currency and economical system. This system requires some documents. These documents may change based on the country, regulations and means of transportation. Trade agreements between importer and supplier or between countries require documents to protect both sides' rights during trade.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	To understand the International Market Research
CO2	:	To apply the Export and Import Policy and Procedures
CO3	:	To create the Pre-requisites PAN Number, IEC Number, Application & Related documents for IEC
CO4	:	To analyse the Exchange Control Regulations
CO5	:	To evaluate the Export Order, Letter of Credit, Export Declaration Forms

Unit- I	**[12Periods]**

International Market Research – Strategies, Product Planning, Cost estimation, sales Forecast, Different Registers, Significance of Documentation & Related procedures, Export management, Organisation Structure

Unit -II	**[12Periods]**

Export and Import Policy and Procedures, Preliminary information, Export sales Quotation, Different Incoterms: FOB/C & F, CIF etc. Methods of payments, Shipping & distribution, after sales service – Customer complaint and conflict resolution.

Unit- III	**[12Periods]**

Pre-requisites: PAN Number, IEC Number, Application & Related documents for IEC, Role of DGFT, Export Promotion Councils, RCMC, other related procedures of registration, Import Policy and Procedures, licensing rules, Conditions and Obligations of Importers, Different Custom Duties (Import), Customs administration and procedures – Clearance of Import cargo, Indian case, Import Finance.

Unit- IV **[12Periods]**

Exchange Control Regulations: RBI Guide Lines, Authorised Dealers, FERA/FEMA, Permitted Currencies, ACU, Export Realization, Procedure & Related documents. Trends in India's Export & Import.

Unit- V **[12Periods]**

International Business Export Documents: Export Order, Letter of Credit, Export Declaration Forms, Bill of Lading/Airway Bill, Bill of Exchange, Shipping Bill, Certificate of Origin, Invoice, Packing list, GSP Certificate, Legalization of documents, Bank Certificate of Export & Realization.-Horizons - International Joint Ventures - Future Challenges of International Business.

Text Book:

1. Ministry of Commerce and Industry, Hand Book of Procedures, Volume I and II GOI, New Delhi – 2000.

References:

2. Mahajan, Guide to Export Policy, Procedures and Documentation 2000-2001
3. Ballu. R. H. – Business Logistics Management, PHI, Inc 1999- 2000.

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

Enterprise Resource Planning

Subject Code	Subject Title	Lecture	Tutorial	Practical	Credit	Type
	Enterprise Resource Planning					**Theory**

Introduction:

This subject covers in details about Enterprise Resource Planning; It includes benefits, Modules, and processing of integration, Various Technologies.

Course Focus On: Skill Development.

Course Outcome:

CO1	:	Understand the basic concepts of ERP and how its derived and Developed from various resources
CO2	:	Easily accessing with the help of knowing the benefits of Enterprise Resource planning.
CO3	:	Inscribe the various Modules processing in the ERP
CO4	:	Exercise the Evaluation of ERP and accessing the ERP related Technologies.
CO5	:	Exercise the other related Technologies of ERP.

Unit- I **[12Periods]**

Evolution of ERP- Overview of ERP - What is ERP? - The Ideal ERP System - Implementation of an ERP System - Reasons for Growth of ERP - Benefits of ERP - Failure of ERP Implementation - Integrated Data Model - Integrated Management Information - Business Modeling.

Unit -II **[12Periods]**

Benefits of ERP - Reduction in Cycle Time - Reduction of Lead Time - Reduction in Cost - Improved Resource Utilization Improved Supplier Performance - Increased Flexibility - Improved Information Accuracy and Decision-making Capabilities - Better Customer Satisfaction - On-time Shipment.

Unit- III **[12Periods]**

Modules of ERP - Functional Modules of ERP Software - Manufacturing and Logistics Modules - Finance Module Controlling -Plant Maintenance- Quality Management - Production Planning and Material Management - Inventory Management and Warehouse Management - Production Planning.

Unit- IV	**[12Periods]**

Evaluation of ERP- Variation of Modules – Advantage of ERP – An Overview of Enterprise - ERP and Related Technologies.

Unit -V	**[12Periods]**

ERP Market- other related technologies of ERP - E-procurement - E-Logistics - Internet Auctions - E-markets - Electronic business process optimization – Business objects in SCM -E commerce.

Textbook:

1. "Concepts in Enterprise Resource Planning" Third Edition Author - Ellen F. Monk University of Delaware Bret J. Wagner Western Michigan University.
   http://chettinadtech.ac.in/storage/14-08-28/14-08-28-10-50-00-2827-anuprathibha.pdf

Reference:

1. Enterprise Resource Planning
   http://ebooks.lpude.in/management/mba/term_3/DCAP302_DCAP514_ENTERPRISE_RESOU
   RCE
   PLANNING.pdf

Mapping of Course Outcomes with Program Outcomes

Course Outcome	Program outcome									Program Specific Outcomes			
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		2		3	1	3	3	3	1	2	1

MANAGEMENT INFORMATION SYSTEM

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Management Information System	**4**	**5**	**0**	**0**	**Theory**

Introduction

To a programmer it is nothing but files structures and file processing. However, it involves much more complexity. The three components of MIS provide a more complete and focused definition, where System suggests integration and holistic view, Information stands for processed data, and Management is the ultimate user, the decision makers

Course Outcome

CO1	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
CO2	Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives.
CO3	Effectively communicate strategic alternatives to facilitate decision making.
CO4	Identify the major management challenges to building and using information systems in organizations.
CO5	Identify managerial risks related to information system organization processing and utilizing.

Unit- I **[12 Periods]**

An Overview of Management Information Systems (MIS): Concept & Definition of MIS - MIS Vs. Data Processing - MIS & Decision Support Systems - MIS & Information Resources Management - End User Computing – MIS Structure - Managerial View of IS – Functions of Management - Management Role - Levels of Management.

Unit -II **[12 Periods]**

Foundation of Information Systems: Introduction to Information System in Business - Fundamentals of Information Systems - Solving Business Problems with Information Systems - Types of Information Systems, Effectiveness and Efficiency Criteria in Information System - Frame Work For IS - Sequence of Development of IS.

Unit -III **[12 Periods]**

Concept of Planning & Control: Concept of Organizational Planning - Planning Process - Computational Support for Planning - Characteristics of Control Process - Nature of Control in an Organization. IS Planning – Determination of Information Requirements - Business Systems Planning - End Means Analysis - Organizing the Plan

Unit- IV **[12 Periods]**

Business Applications of Information Technology: Internet & Electronic Commerce – Intranet - Extranet & Enterprise Solutions - Information System for Business Operations - Information System for Managerial Decision Support - Information System for Strategic Advantage.

Unit- V **[12 Periods]**

Advanced Concepts in Information Systems: Enterprise Resource Planning - Supply Chain Management - Customer Relationship Management and Procurement Management - Systems Analysis and Design – System Development Life Cycle – Prototyping – Sad - Project Management - Cost Benefit Analysis - Detailed Design - Implementation.

Textbook

1. Management Information System: CVS. Murthy, HPH.

Reference

1. Information System: Gordon B.Davis & Margrethe H.Olson,TMH.

1. Information System for Modern Management: Murdick, PHI

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

E-COMMERCE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	E-Commerce	**4**	**5**	**0**	**0**	**Theory**

Introduction

E-Commerce is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

Course Focus On: Skill Development.

Course Outcome

CO1	To Identify and understand Business models and strategy of e-commerce
CO2	To Acquire knowledge in Computers
CO3	To Know more about Network service and payment system in e-commerce
CO4	To Understand the E- On line banking and various delivery channels
CO5	To Know about E-commerce technology and security issues

Unit -I	**[12 Periods]**
Electronic commerce – Introduction – Business Models of e-Commerce - B2B e- commerce and EDI – Business Applications of e-commerce. Infrastructure for e-commerce – Communication networks for e-commerce.	
Unit -II	**[12 Periods]**
Introduction to computers- Importance of Computers- Computer Applications in various- Areas of Business- General Application of Computers in Various Fields. Fundamentals of Computers: Classification of Computers- Basic Principles of operation of Digital Computer- Computer system- computer virus- Development of computers and Computer Generation- Computer Number System.	
Unit- III	**[12 Periods]**
Network services – secure messaging – payment systems in e-commerce – Structured electronic documents.	
Unit- IV	**[12 Periods]**
E-online Banking: Introduction Concepts and Meaning-Need for computerization- Electronic delivery channels-Automated Teller Machine (ATM)-Electronic Fund Transfer(EFT)- uses- computerization in clearing houses- Tele banking- Electronic Money Transfer(EMT) – Paytm - E-Cheque - Financial Transactions Terminals - MICR Cheques- e-Banking in India.	
Unit- V	**[12 Periods]**
E-Commerce Technology – Security Issues in e-Commerce – Legal and Ethical Issues - Role of social media in e-Commerce Industry-M-Commerce and WAP - Mobile Commerce Risk, Security and Payment Methods - Mobile money-infrastructure and fraud prevention for M-payment - Current Trends in electronic world – e-Waste – e-Surveillance – e-Governance - e- Care.	

Text Book

1. R.Saravana Kumar R.ParameswaranT.Jayalakshmi ., Information Technology S.Chand 2015 Revised Edition

Reference Book

1. Dr.C.S.Rayudu e-Commerce e-Business Himalaya publishing house 2015 Revised Edition

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes									Program Specific Outcomes			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

CYBER LAW

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Cyber Law	**4**	**5**	**0**	**0**	**Theory**

Introduction

Cyber law is the part of the overall legal system that deals with the internet, cyberspace and their respective legal issues. Cyber law covers a fairly broad area, encompassing several subtopics including freedom of expression, access to and usage of the internet, and online privacy.

Course Focus On: Skill Development.

Course Outcome

CO 1	To know the basic concepts which lead to the formation and execution of electronic contracts
CO 2	To enlighten the students' knowledge on the basic application of Cyber Law in e-Commerce in India
CO 3	To growing awareness on privacy is another upcoming trend
CO 4	To improve cyber security professionals' skills and citizen sensitization and Awareness

Unit – I **[12 Periods]**

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

Unit – II **[12 Periods]**

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

Unit – III **[12 Periods]**

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

Unit – IV	**[12 Periods]**
Global Trends- Legal frame work for Electronic Data Interchange: EDI Mechanism-Electronic Data Interchange Scenario in India	
Unit – V	**[12 Periods]**
The Information Technology Act 2000-Definitions-Authentication Of Electronic Records-Electronic Governance-Digital Signature Certificates.	

Text Book

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

Reference Book:

1. Investigating Cyber Law and Cyber Ethics: Issues, Impacts and Practices" by Alfreda Dudley and James Braman
2. "Cyber Law: A Legal Arsenal for Online Business" by BrettTrou

Note: Distribution of marks 100% Theory.

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Consumer Behaviour						
Subject Code	**Subject Title**	**Credit**	**Lecture**	**Tutorial**	**Practical**	**Type**
	Consumer Behaviour	**4**	**5**	**0**	**0**	**Theory**

Introduction

Consumer Behaviour is to understand the Market and its segments and analysis the evolution of consumer behaviour and the business strategy.

Course Focus On: Skill Development.

Course Outcome

CO 1	To acquire knowledge on concept caller buyer and buyer's behaviour
CO 2	To study about the motivation
CO 3	To gain knowledge on customers personality
CO 4	To know about the consumers perception
CO 5	To gain knowledge about consumer attitudes

Unit – I	**[12 Periods]**
Introduction - Consumer Behaviour and Consumer Research – Introduction - Consumer Behaviour – Definition - Consumer and Customers - Buyers and Users - Organisations as Buyers-Development of Marketing Concept.	
Unit – II	**[12 Periods]**
Consumer Motivation – Introduction - Needs and Goals - motivational Conflict - Defence Mechanisms - Motive Arousal - Motivational Theories - Maslow’s hierarchy of needs - Motivation Research	
Unit – III	**[12 Periods]**
Consumer Personality – Introduction - Self-concept - personality Theories - Brand Personality – emotions.	

Unit – IV	**[12 Periods]**
Consumer Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions.	
Unit – V	**[12 Periods]**
Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies.	

Text Book

1. Hawkins, Best, Coney, Consumer Behaviour, 8/e, TMH, New Delhi, 2oo2.

Reference Books:

1. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, PearsonEducation, New Delhi,2003

2. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour,Second Edition, Bizttantra, New Delhi,2003.

Mapping of Course Outcomes with Program Outcom

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CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Supply Chain Management

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Supply Chain Management	**4**	**5**	**0**	**0**	**Theory**

Introduction

The paper aims to educate students on stages of supply chain management and new opportunities in SCM.
Course Focus On: Skill Development.

Course Outcome

CO1	Demonstrate to difference between Product and Brands
CO2	Evaluate the pros and cons of brand extension
CO3	To know the brand equity and Positioning & Repositioning of brands
CO4	To equip with buyer behaviour concepts and to formulate and justify Buying DecisionBehaviour
CO5	Analyse the buyer problem, buyer decision making process and Post-purchase Behaviour

Unit I **[12 Periods]**

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation.

Unit II **[12 Periods]**

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence

Unit III **[12 Periods]**

Purchasing and Supply Management-Introduction-importance Objectives purchasing process- purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases- Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

Unit IV **[12 Periods]**

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit V **[12 Periods]**

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement Parameters choosing suppliers.

Textbook:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna NewDelhi, 2003.

Reference Book:

1. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co.Ltd, New Delhi, 2004
2. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., NewDelhi, 2005.

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CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

BRAND MANAGEMENT

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	BRAND MANAGEMENT	**4**	**5**	**0**	**0**	**Theory**

Introduction

To develop knowledge of branding frameworks, strategies and brandings role within business and know the value of a brand to an organisation.

Course Focus On: Skill Development.

Course Outcome

CO1	Demonstrate to difference between Product and Brands
CO2	Evaluate the pros and cons of brand extension
CO3	To know the brand equity and Positioning & Repositioning of brands
CO4	To equip with buyer behaviour concepts and to formulate and justify Buying Decision Behaviour
CO5	Analyse the buyer problem, buyer decision making process and Post-purchase Behaviour

Unit - I **[12 Periods]**

INTRODUCTION TO BRAND MANAGEMENT: Concept of Branding, Significance of Branding, Brand – Types, Difference between Product and Brand; Branding Challenges; Overcoming Branding Challenges; E-Branding

Unit - II **[12 Periods]**

BRAND EXTENSION: Concept of Brand Extensions, Types of Brand Extensions, Need for Brand Extensions, Pros and Cons of Brand Extensions, Category – related Extensions, Image – related Extensions, Unrelated Extensions

Unit - III **[12 Periods]**

BRAND EQUITY: The concept of Brand Awareness, Brand Identity, Brand Image, Brand Personality Brand Equity; Creating brands in a competitive market; Brand Positioning & Repositioning, Brand Associations, Using Brand Elements to create brand equity- to create brand equity.

Unit - IV **[12 Periods]**

INTRODUCTION TO BUYER BEHAVIOUR: Understanding the Basics of Buyer Behavior, Types of Buying Decision Behavior, Black – Box Model of Consumer Behavior.

Unit - V **[12 Periods]**

BUYER DECISION PROCESS: Buyer Decision Making: Problem Identification, Information search, Sources of Information, evaluation of alternatives, purchase decision, Post-purchase Behaviour.

Textbook:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna NewDelhi, 2003.

Reference:

1. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co.Ltd, New Delhi, 2004
2. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., NewDelhi, 2005.

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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Strategic Management

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Strategic Management	**4**	**5**	**0**	**0**	**Theory**

Introduction

In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.

Course Focus On: Skill Development..

Course Outcome

CO1	Allocate resources to align with goals. Setting strategic priorities naturally filters budgetand manpower
CO2	Increase efficiency of the financial objective could be to increase resources
CO3	To analysis an organization's resources in order to achieve its goals
CO4	To enlarge policies and plans to achieve those allocating resources to implement the plans.
CO5	To achieve the action goals in the competitive environment.

Unit I **[12 Periods]**

Introduction- Fundamentals of Strategy- Conceptual Evolution of Strategy- Scope and Importance of Strategies- Purpose of Business- Difference between Goals and Objectives of Business- Core Competencies of Business

Unit II **[12 Periods]**

Strategic Management-Need- scope- features and importance of strategic management-Role of Strategists in Decision Making-Types of Strategies, Limitations of Strategic Management

Unit III **[12 Periods]**

Strategy Formulation- Process in Strategy Formulation-Strategy Implementation and its Stages- Reasons for Strategy Failure and Methods to Overcome- Strategy Leadership and Strategy Implementation- Strategic Business Units (SBUs)

Unit IV **[12 Periods]**

Introduction- Business Plan and Business Venture-Business Investment Strategies-Impact of Ethical Conduct, Corporate Social Responsibilities (CSR)

Unit V **[12 Periods]**

Strategic- Culture and its Significance, Organizational Development and Change-Change Management-Leadership Styles and its Roles- Strategic management in a new globalized economy

Textbook:

1. Strategic Management 4th Edition, Kindle Edition, by Azhar Kazmi -2017

Reference:

1. Strategic Management and Business Policy: Globalization, Innovation and Sustainabilityby Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman.

2. Strategic Management: Formulation, Implementation, and Control by John A Pearce and Richard Braden Robinson

Mapping of Course Outcomes with Program Outcomes

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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

ABILITY ENHANCEMENT COURSES

Subject Code	Subject Title	Cr	Lecture	Tutorial	Practical	Type
	Environmental Studies	2	1	1	0	Theory
Unit I						
A Multidisciplinary Subject – Natural Resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.						
Unit II						
Ecosystem – Concepts of Ecosystem – Characteristics – Food Chains – Food Web – Ecological Pyramids – Energy Flow in an Ecosystem – Nutrient Cycling – Primary Production – Ecosystem Regulation – Ecological Succession – Major Ecosystem Types.						
Unit III						
Biodiversity and its Conservation – Diversity – Biogeographically Classification of India – Value of Biodiversity – Global Biodiversity – Biodiversity: National, Regional or Local – Hot Spots of Bio-Diversity – Threats to Biodiversity – Loss of Habitat – Poaching – Man-wildlife Conflicts – Endangered Species of India – Endemic Species of India – Conservation of Biodiversity.						
Unit IV						
Environmental Pollution – Air pollution – Noise Pollution – Water Pollution – Thermal Pollution – Marine Pollution – Soil Pollution – Nuclear Hazards – Solid Waste Management – Role of an Individual in Prevention of Pollution – disaster Management.						
Unit V						
Social Issues and the Environment – From unsustainable to sustainable development – Urban problems related to energy – Water Conservation – Rainwater Harvesting – Watershed Management – Resettlement and Rehabilitation Issues – Environmental Ethics – Climate change – Global Warming – Acid Rain – Ozone Layer Depletion – Environmental Legislation.						
Text Book: 1. Perspectives in Environmental Studies – Aubha Kaushik, C. P. Kaushik, New Age International Publishers, Second Edition,2004. **Reference books:** Basics of Environmental Science – Michael Allaby, Routledge – London, 2nd Edition,1996. 3. Principles of Environmental Science and Technology – K. Saravanan, S. Ramachandran and R.Baskar, New Age International Publishers,2005						

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Women Studies	2	1	1	0	Theory

Unit- I

Laws, Legal Systems and Change
Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context – Constitutional and Legal Framework.

Unit -II

Politics of land and gender in India
Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities – Women's Claims to Land – Right to Property - Case Studies.

Unit -III

Women's Rights: Access to Justice
Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape – Loopholes in Practice – Law Enforcement Agency.

Unit- IV

Women's Rights
Violence Against Women – Domestic Violence - The Protection of Women from Domestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriage Act, 1856 – The Dowry Prohibition Act, 1961

Unit- V

Special Women Welfare Laws
Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecedent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

Text Book:
1.Nitya Rao "Good Women do not Inherit Land" Social Science Press and Orient Blackswan2008

Reference books:
1.International Solidarity Network "Knowing Our Rights" An imprint of Kali for Women2006
P.D.Kaushik "Women Rights" Bookwell Publication2007

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Constitution Of India	2	1	1	0	Theory
Unit -I						
Making of Constitution - Constituent Assembly - Dr. Rajendra Prasath - Dr. B.R. Ambedkar – Salient features - Fundamental Rights.						
Unit -II						
Union Executive - President of India - Vice-President - Prime Minister - Cabinet - Functions						
Unit -III						
Union Legislature – Rajiya Sabha – Lok Sabha - Functions and Powers						
Unit -IV						
Union Judiciary - Supreme Court - Functions - Rule of law						
Unit -V						
State - Executive - Legislature - Judiciary						
Text Book: Agharwal.R.C. - National Moment and Constitutional Development – New Delhi,1977 **Reference books** Chapra B.R., Constitution of India, New Delhi,1970 Rao B.V., Modern Indian Constitution, Hyderabad, 1975. Nani Palkhivala - Constitution of India, New Delhi,1970 Krishna Iyer, V.R., Law and Justice, New Delhi,2009						

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Human Rights	2	1	1	0	Theory

Unit I	**[12 Periods]**
Concept of Human Values, Value Education Towards Personal Development - Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructively, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision.	
Unit II	**[12 Periods]**
Value Education towards National and Global Development - National and International Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self-control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.	
Unit III	**[12 Periods]**
Impact of Global Development on Ethics and Values - Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.	
Unit IV	**[12 Periods]**
Introduction – Law – Functioning of Court – Hierarchy of Courts – seeking Justice –Dragged into the Net – Help thy Neighbor – You snooze, You Lose - Crime & Punishment –Introduction to Criminal Law – Encounter with Criminal Law – Limitation and other restrictions for prosecution – Major offences and punishments - Guardianship and Minority – Civil Marriage –Compulsory Registration of Marriages – Relief through Family Court – Writing a Will.	
Unit V	**[12 Periods]**
Protection of Women under Civil Law – Protection of Women under Criminal law –Protection of Child under Civil and Criminal Law - Protection of Workmen - Consumer Protection –Consumer friendly forums – Defective and Hazardous Good – Deficiency in Service – Unfair and Restrictive trade practices – Quality of Goods – Right to Information Act – Cyber Crimes – E-Commerce.	

Textbook:
1.Value Education – Human Rights – Learning Material, Bharathiar University,2009.

Reference Book

1.Introduction to Human Rights and Duties - Dr.T. S.N.Sastry, University of Pune,2011
2.Human Rights Education for Begineers - KWIRC , NHRC,2005.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	YOGA	2	1	1	0	Theory

Unit I **[12 Periods]**

Yoga and Physical Health
Physical Structure - Three bodies – Five limitations
1.2. Simplified Physical Exercises - Hand Exercises -Leg Exercises – Breathing Exercises – Eye Exercises –Kapalapathi
Maharasanas 1-2 - Massages - Acu-puncture –Relaxation
Yogasanas - Padmasana- Vajrasanas - Chakrasanas . (Side)- Viruchasanas- Yoga muthra- Patchimothasanas – Ustrasanas - Vakkarasanas -Salabasanas

Unit II **[12 Periods]**

Art of Nurturing the life force and Mind
Maintaining the youthfulness - Postponing the ageing process
Sex and Spirituality - Significance of sexual vital fluid - Married life -Chastity
Ten stages of Mind
2.4 Mental frequency - Methods for concentration

Unit III **[12 Periods]**

Sublimation
Purpose and Philosophy of life
Introspection - Analysis of Thought
Moralization of Desires
Neutralization of Anger

Unit IV **[12 Periods]**

Human Resources Development
Eradication of worries
Benefits of Blessings
Greatness of Friendship
Individual Peace and World Peace

Unit V **[12 Periods]**

Law of Nature
Unified force- Cause and Effect system
Purity of Thought and Deed and Genetic Centre
Love and Compassion and
Cultural Education – Five-fold Culture

Text Book
1. Textbook of Yoga Paperback, Yogeswar, Kindle Edition, 2004.

Reference Book
1. The Complete Book of Yoga, Swami Vivekananda, August2019.
2. Yoga for Everyone, B.K.S. Iyengar, July2018.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Communicative English	2	1	1	0	Theory

Unit- I

Vocabulary building - Puzzle

Unit- II

Common error in English - Role Play

Unit- III

Advertising - Newspaper Reading

Unit- IV

Write the missing Verbs - Question Framing

Unit- V

Description - Letter writing

Text Book

1. Communicative English, Dr. Anuradha & Dr. Meenal Batra, Nirmal Publication, January 2016.

Reference Book

Communicative English, S. Padmasami Kannan, MJP Publishers, 2012.
Communicative English, Dr. Shalini Bhargava, Dr. Prerna Vanjani, Sharad Khandelwal, Neelkanth Publishers Pvt. Ltd.,2015.

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Quantitative Aptitude	2	1	1	0	Theory

Unit I

Unit I	**[12 Periods]**
Introduction: Competitive Exams – Types- Eligibility and Criteria - Public and Private sectors.	
Unit II	**[12 Periods]**
Number Series – Simplifications – Average – Percentage - Profit and Loss - Partnership	
Unit III	**[12 Periods]**
Time and Work - Time and Distance - Permutations and Combinations - Probability	
Unit IV	**[12 Periods]**
Problems on Ages - Coding and Decoding - Blood Relation	
Unit V	**[12 Periods]**
Direction Sense test - Sitting Arrangements – Syllogism	

Text Book

Quantitative Aptitude for Competitive Examinations, Dr. R.S. Aggarwal, S.Chand Publication,2017.

Reference Books

Essential Quantitative Aptitude for Competitive Exams, Rajat Vijay Jain, Kindle Edition,2019.
Wiley Quantitative Aptitude, P.A. Anand, Kindle Edition,2015.

VALUE ADDED COURSE

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Career Guidance in Banking	2	1	1	0	Theory

Introduction

Banking today is a niche career for enthusiasts in the field of commerce and accounts. For the beginners, it is the first step towards understanding the global economy, discovering the challenges of the marketplace and identifying themselves with a career that provides them with tremendous opportunities, both within the country and abroad. Banking Programs introduced by various government and private organizations aim at equipping students with concept, tools and techniques in the banking sector.

Course Outcome

CO1	:	To know about the history of banking, asset handling, methods, accounting, advances or loans, investments and trust activities.
CO2	:	To analyse the standards of banking exchanges and the different services that are provided by a bank
CO3	:	To know about the banking administrations, services and monetary organizations.
CO4	:	To give an exposure to the techniques & application of contemporary banking
CO5	:	To understands the functions of the Federal Reserve

Unit -I	**[12 Periods]**
Introduction about banking- eligibility criteria- Who can apply? -Opportunities and challenges for Careers in Banking- Mode of applying application form-How to fill the application form.	
Unit -II	**[12 Periods]**
Position Applied for banking -Recruitment Procedures -Skills required to Banking Sector-Tips and Tricks for preparation of preliminary exam and Interview- Which course is best for bank job.	
Unit- III	**[12 Periods]**
Preliminary Exam- Quantitative Aptitude-Reasoning Ability and Numerical Aptitude-English Language-Computers-Current Affairs- Banking- Question Paper Pattern and time management- Suggested Books.	
Unit- IV	**[12 Periods]**
Interview-Methods- Procedures- Questions- Skills Required for attending the interview	
Unit -V	**[12 Periods]**
Latest bank jobs- awareness of IBPS Exam, CET exam and others– Top Companies-International - Focus- Various Websites related to job offer.	

Text Book

1. Career Opportunities in Banking, Finance and Insurance-Thomosfiteh

Reference Books:

1. Investment banking Careers-The Dinna Khalife FormerJ.P
2. Career Rules –Harper Collins India-Sonya Dutta Choundhury

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CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Leadership	2	1	1	0	Theory

Introduction

The course broadens students' knowledge allowing them to understand psychological and social-psychological contexts of organization life. The main line of the course is formed by the topic of leadership. The course is focused on individual, group and organization factors associated with leadership. Students will be acquainted with the development of the conception of leadership up to the present and will be informed about the methods of research in this field. Seminars within this course will be dedicated to a deeper understanding of individual topics, their relations and acquisition of critical thinking and skills regarding work with people and their leadership.

Course Outcome

CO1	:	Understand core competencies of effective leadership
CO2	:	Evaluate the importance of motivation, power, and team dynamics for effective leadership.
CO3	:	Analyze roles of decision-making and delegation in developing leadership style
CO4	:	Apply recognize situational demands for specific leadership styles, including the development of skills for leading in asymmetric or uncertain contexts
CO5	:	Develop self-analyze leadership strengths and weaknesses in order to set personal leadership goals.

Unit I	**[12 Periods]**
Introduction to Leadership and Leadership Effectiveness -Basic definition of the concept and components of leadership- Trait approach in theories of leadership. Personal characteristics that support effective leadership. The significance of self-knowledge for the role of leader.	
Unit II	**[12 Periods]**
Power and Authority- Leader and values -Basic Leadership Skills- Strategic Leadership- Decision making and Support system	
Unit III	**[12 Periods]**
Motivation in the context of personality, sources of motivation. Motivation and performance, performance motivation, aspirations, work satisfaction. Specific theories of motivation, stimulation tools, motivation program in organization.	
Unit IV	**[12 Periods]**
Emotions and self-management, emotional intelligence and its significance in the role of leader. Handling emotions and stress. Personal risk of leader: personal traits endangering effective leadership. Competency and behavior approaches to leadership -Couching and mentoring.	
Unit V	**[12 Periods]**
Creative leadership. Influence on the creative potential of work groups and teams; formation of innovative climate in organizations -Leadership and power. Sources of power in organizations- Leadership and organization culture.	

Text Book

Leadership and Self-Deception--**By Arbinger Institute (Berrett-Koehler Publishers, 2002). A Leadership Fable**

Reference Books

The Five Dysfunctions of a Team:-By Patrick M. Lencioni

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CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Business Strategy	2	1	1	0	Theory

Introduction

This course includes a study of strategic planning including mission statement development, analysis of the external environment and internal organizational factors, development of strategic alternatives, selection of appropriate alternatives, implementation of strategies, and competitive strategies and dynamics. Special emphases are given to the integration and coordination of the functional areas within the enterprise. The case method will be used to provide practical experience in analysis and decision making in the solution of business problems.

Course Outcome:

CO1	:	Understand the nature of competition and industries at an advanced level
CO2	:	Understand how external forces such as social, political/legal, economic, and technological, influence strategic decision-making and firm performance
CO3	:	Understand the sophisticated relationships among the functional areas of an organization and how effective strategic planning requires a concerted effort among all functional areas
CO4	:	Understand strategy research, including extensive use of the internet as a research tool.
CO5	:	Apply the strategic management model to the analysis of an ongoing enterprise

Unit- I	**[12 Periods]**
Introduction - Case Analysis Information & Suggestions - Fundamentals of Strategic Management - Industry Competition	
Unit- II	**[12 Periods]**
External Environment: Political & Legal Forces - External Environment: Social & Technological Forces	
Unit -III	**[12 Periods]**
Managerial Ethics and Corporate Social Responsibility	
Unit- IV	**[12 Periods]**
Corporate-Level Strategies - Business Unit Strategies - Functional Strategies	
Unit -V	**[12 Periods]**
Strategy Formulation - Strategy Execution: Organizational Structure - Strategy Execution: Culture and Leadership - Strategic Control	

Text Book

1. Business Strategy: A guide to effective decision making, Jeremy Kourdi, Kindle Edition, 2015.

Reference Books

1. Business Strategy, Brain Tracy, Manjul Publishing House Pvt., Ltd.,

Mapping of Course Outcomes with Program Outcomes

Mapping of Course Outcomes with Program Outcomes:													
Course Outcomes	**Program Outcomes**									**Program Specific Outcomes**			
	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Entrepreneurship	2	1	1	0	Theory

Introduction

This course is a dynamic process responsive to the society and reflecting the needs and aspiration of its learners Fast changing society deserves changes in educational curriculum particularly to establish relevance to emerging socio-economic environment; to ensure equity of opportunity and participation and finally promoting concern for excellence. In this context the course on entrepreneurship aims at instilling and stimulating human urge for excellence by realizing individual potential for generating and putting to use the inputs, relevant to social prosperity and thereby ensure decent means of living for every individual.

Course Outcome

CO1	:	To understanding basic concepts in the area of entrepreneurship
CO2	:	To understanding the role and importance of entrepreneurship for economic development
CO3	:	To developing personal creativity and entrepreneurial initiative
CO4	:	To adopting of the key steps in the elaboration of business idea
CO5	:	To understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures

Unit -I	[12 Periods]
General concepts – creative process - An entrepreneur, an idea – Teams - First financing	
Unit- II	**[12 Periods]**
Business Model and Value Proposition - Customers and Value Proposition - Channels, Revenue Streams and Customer Relationships - Key Resources, Key Activities, Key Partners, Cost Structure - Value Proposition	
Unit-III	**[12 Periods]**
Customer Discovery - Lean Startup – Metrics - Customer Validation - Minimum Viable Product and early adopters	
Unit- IV	**[12 Periods]**
Definition, Goals and Structure - Executive Summary, Strategic Plan and SWOT - Marketing Plan - Organisational Plan – Production Plan – Economic Plan – Legal Plan – Business Plan	
Unit- V	**[12 Periods]**
Private Capital - Public Funding – Funding	

Text Book

1. 1. Entrepreneurship for Everyone: A Student Textbook, Robert Hisrich, Michael Peters and Dean Shepherd, McGraw Hill Publication, 2020

Reference Book

1. Entrepreneurial Small Business, Jerome Katz and Richard Green, 6th Edition, McGraw Hill Publication,2021

Mapping of Program Outcome with Course Outcome

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	P01	P02	P03	P04	P05	P06	P07	P08	P09	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	1		3	1		3	3	1	2	1
CO2	1	1	3	1	2	1		1	1	3		1	3
CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	Fundamentals of Management	2	1	1	0	Theory

Introduction

This course explores the basic concepts and processes of management. Students will examine the fundamental roles and processes of planning, leading, organizing and controlling that comprise the managers' role This course examines the logic and working of organization. Management Principles, Skills and Competencies is a comprehensive introductory course on the management process from a manager's perspective, with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization

Course Outcome

CO1	:	Analyze and evaluate the influence of historical forces on the current practice of management
CO2	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues
CO3	:	Develop the process of management's four functions: planning, organizing, leading, and controlling
CO4	:	Evaluate leadership styles to anticipate the consequences of each leadership style
CO5	:	Identify the areas to control and selecting the Appropriate controlling methods/Techniques

Unit -I	**[12 Periods]**
Introduction to Management: Definition, Nature and Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills, Challenges of Management; Evolution of Management- Classical Approach-Scientific and Administrative Management; The Behavioral approach; The Quantitative approach; The Systems Approach; Contingency Approach, IT Approach.	
Unit -II	**[12 Periods]**
Planning and Decision Making: General Framework for Planning - Planning Process, Types of Plans, Management by Objectives; Development of Business Strategy. Decision making and Problem Solving - Programmed and Non Programmed Decisions, Steps in Problem Solving and Decision Making; Bounded Rationality and Influences on Decision Making; Group Problem Solving and Decision Making, Creativity and Innovation in Managerial Work.	
Unit- III	**[12 Periods]**
Organization and HRM: Principles of Organization: Organizational Design & Organizational Structures; Departmentalization, Delegation; Empowerment, Centralization, Decentralization, Recentralization; Organizational Culture; Organizational Climate and Organizational Change. Human Resource Management & Business Strategy: Talent Management, Talent Management Models and Strategic Human Resource Planning; Recruitment and Selection; Training and Development; Performance Appraisal.	
Unit -IV	**[12 Periods]**
Leading and Motivation: Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills, Leader as Mentor and Coach, Leadership during adversity and Crisis; Handling Employee and Customer Complaints, Team Motivation - Types of Motivation; Relationship between Motivation, Performance and Engagement, Content Motivational Theories - Needs Hierarchy Theory, Two Factor Theory, Theory X and Theory Y.	

Unit -V	**[12 Periods]**
Controlling: Control, Types and Strategies for Control, Steps in Control Process, Budgetary and Non-Budgetary Controls. Characteristics of Effective Controls, Establishing control systems, Control frequency, and Methods.	

Text Book

1 Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.

References Books

1. Fundamentals of Management, Stephen P. Robbins, Pearson Education,2009:
2. Essentials of Management, Koontz Kleihrich, Tata McGrawHill.

Mapping of Course Outcomes with Program Outcomes

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Course Outcomes	Program Outcomes									Program Specific Outcomes			
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1

Subject Code	Subject Title	Credit	Lecture	Tutorial	Practical	Type
	International Marketing	2	1	1	0	Theory

Introduction

This course explores all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations. Topics include an overview of international marketing; social, cultural, political, and legal environments; international market-entry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning.

Course Outcome

CO1	:	Apply the key terms, definitions, and concepts used in marketing with an international perspective.
CO2	:	Evaluate different cultural, political, and legal environments influencing international trade
CO3	:	Explain the impact of global and regional influences on products and services for consumers and businesses
CO4	:	Apply basic internationally oriented marketing strategies
CO5	:	Develop creative international market entry strategies and understand the importance of the Internet for global business

Unit- I **[12 Periods]**

International Marketing – Definition and Scope – Reasons and Motivations – Global Vs Domestic Marketing – Concepts related to the management of international marketing function – World Trade and India's foreign trade: an overview – Institutional framework for exports in India.

Unit- II **[12 Periods]**

International Trade Theories- Absolute cost-comparative Cost- H-O Theorem- New Trade Theories- Porter's Diamond Theory- Managerial Implications Global marketing environment – cultural Environment Political and Legal Environment Economic Environment.- Modes of entry in to foreign business - Import policy – procedure and Documentation - INCO terms - balance of trade and payments

Unit- III **[12 Periods]**

International Product Policy and Planning – Need for product planning, Product adaptation, Product Standardization, Cross country segmentation, Product life cycle in International Marketing, International Packaging, International Market selection – International Marketing Research– International marketing Planning and control.

Unit- IV **[12 Periods]**

International Pricing and Promotion decisions- International pricing decisions-International promotional decisions-Evaluation of international marketing performance- coordination of international marketing performance

Unit- V **[12 Periods]**

International distribution strategy: International Channels – Channel alternatives – Importance of Channel decision – Factors influencing the Channel decision – Channel Selection decision – International Retailing – Role of Logistics

Text Book

2. International Marketing, Rajendra Nargundkar, Excel Books,2008

Reference Books

1. Marketing International, Subhash C Jain, McGraw-HillEducation.
Cateora, P. R., Gilly, M. C., Graham, J. L., & Money, R. B. (2016). International Marketing (17th ed.). New York, NY: McGraw-HillEducation.

Mapping of Course Outcomes with Program Outcomes

1

Mapping of Course Outcomes with Program Outcomes:													
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CO3	1		3		1	3		1	1		2		3
CO4	3	1		2		3	1		3		3		3
CO5	3	1		3		3	1	3	3	3	1	2	1