BACHELOR OF COMMERCE [HONS] WITH COMPUTER APPLICATION (REGULATIONS 2021)

CURRICULUM & SYLLABUS

KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

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PROGRAMME: B.COM (HONS) WITH COMPUTER APPLICATION

VISION

To be a center of excellence in the development of Executives and Business leaders who uphold moral values guided by faith.

MISSION

To imparting knowledge, innovative practices and community service – offering socially responsive programs supportive of national and global development.

Program Educational Objectives (PEO)

The Commerce program aims to achieve the following objectives:

1. Will be capable of making a positive contribution to the accountancy in public practices,Govt commerce and industry.
2. Will be able to pursue research in their chosen field of marketing, finance and HR.
3. will be able to demonstrate team spirits, skills and values continue to learn and adapt to change throughout their professional career .

Program Outcomes (PEO)

The Commerce graduates should be able to:

1. **Accounting knowledge:** Apply the knowledge of mathematics, Social science, accounting fundamentals, and accounting specialization to the solution of complex accounting & management problems.
2. **Problem analysis:** Identify, formulate, research literature, and analyse socio – economic problems to arrive at substantiated conclusions using first principles of statistics, natural and social sciences.
3. **Design/development of solutions:** Design solutions for economic problems and design case study, processes to meet the specifications with consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems:** Use research – based knowledge including design of tools, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern statistical tools.

6. **The accountant and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional accounting practice.

7. **Environment and sustainability:** Understand the impact of the professional accounting solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.

8. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.

9. **Individual and team work:** Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.

10. **Communications:** Communicate effectively with the accounting professional community and with society at large. Be able to comprehend and write effective reports documentation. Make effective presentations, and give and receive clear instructions.

11. **Project management and finance:** Demonstrate knowledge and understanding of management principles and apply these to one's own work, as a member and leader in a team. Manage project in multidisciplinary environments.

12. **Life – long learning:** Recognize the need for and have the preparation and ability to engage in independent and life – long learning in the broadest context of technological change.

KALASALINGAM BUSINESS SCHOOL

DEPARTMENT OF COMMERCE

B.Com. (Honours with Computer Applications)
Course Scheme w.e.f Academic year 2021-2022

Semester	Course type	Course Code	Course Name	L	T	P	X	Credits	Hrs
I	Foundation Course	211ENG1302	English - 1	4	0	0	1	5	5
		211BCA1301	Digital Skills	3	0	2	3	5	8
		211ENG1304	Human Values	2	0	0	2	3	4
		211CHY1101	Environmental Studies	3	0	0	0	3	3
	Core -I	212COM2101	Financial Accounting - I	2	1	2	0	4	5
			Total					**20**	**25**
II	Foundation Course	211TAM1301	English - II /TAMIL	3	0	0	1	4	4
		211MAT1304	Basic Statistics	2	0	0	3	3	5
		211ENG1306	Communicative English	3	0	2	1	5	6
		211ENG1305	Professional Skills	1	0	0	3	2	4
	Core-II	212COM2102	Financial Accounting - II	3	1	2	0	5	6
			Total					**19**	**25**
III	Core-III	212COM2103	Corporate Accounting	3	1	0	1	5	5
	Core-IV	212COM2104	Company Law and Secretarial Practice	3	0	0	1	4	4
	Core-V	212CCA2105	C - Programming with lab	3	0	2	0	4	5
	Core- VI	212COM2106	Principles of Marketing	2	0	0	1	3	3
	E1	213CCA3101	Data Visualisation with Power BI	2	0	2	0	4	4
		213CCA3102	Desktop Publishing with Practical						
	E2	213COM3103	Entrepreneurial Development	3	0	0	1	4	4
		213COM3104	Financial Literacy						
			Total					**24**	**25**
IV	Core- VII	212COM2107	Business Organisation and Management	2	0	0	1	3	3
	Core- VIII	212CCA2108	Relational Database Management Systems (RDBMS)	3	0	2	0	4	5

			With Practical						
Core-IX	212CCA2109	Object Oriented Programming with C + +	2	0	2	0	4	4
Core-X	212COM2110	Digital Marketing	2	0	0	1	3	3
E3	213COM3105	Business Research Methods	5	0	0	0	5	5
	213COM3106	Human Resource Management						
E4	213COM3107	Computerized Accounting System (Tally ERP 9)	3	0	2	0	4	5
	213COM3108	Management Information System						
Experiential Elective	215COM4201	Internship					**4**	
			Total					**27**	**25**
Core-XI	212COM2111	Cost Accounting	4	1	0	0	5	5
Core-XII	212COM2112	Income Tax Law and Practice-I	4	0	0	1	5	5
Core-XIII	212CCA2113	Programming with JAVA	3	0	2	0	4	5
E5	213CCA3109	Web Designing using HTML with CSS	4	0	2	0	5	6
	213CCA3110	VB.Net Programming						
E6	213COM3111	Statistical Package for Social Science (SPSS) Theory With Practical	2	0	2	0	4	4
	213COM3112	Data Analytics in Business						
			Total					**23**	**25**
Core-XIV	212COM2114	Income Tax Law and Practice-II	4	0	0	2	5	6
Core-XV	212COM2115	Goods and Service Tax and Customs Act	3	0	0	2	4	5
Core-XVI	212COM2116	Management Accounting	4	1	0	0	5	5
Core- XVII	212COM2117	Banking Theory Law and Practice	2	0	0	2	3	4
E7	213CCA3113	PHP and MySQL	3	0	2	0	4	5
	213CCA3114	Multimedia						

Note: Section markers "V" and "VI" appear in the leftmost column for the respective semester blocks.

Experiential Elective	215COM4202	**Project**					6	
Total							27	25
Program Total							140	150

Category: Foundation Course	ENGLISH-I	L	T	P	X	Credits	H/W
Code: 211ENG1302		4	0	0	1	5	5

Course Description

This course aims at facilitating the student to understand the nuances of English Language through poetry, literary essays, biographies of eminent personalities, short stories of renowned writers and Grammar.

Course Outcomes

CO1: To understand the fundamentals of Grammar

CO2: To understand simple literary texts.

CO3: To apply the reading skills and practice it.

CO4: To develop the quality of practical application of Grammar

CO5: To apply the conversation practice in day to day life.

UNIT I   Poetry
   The Umbrella Man; Television -Roald Dahl
   La Belle Dame Sans Merci - John Keats
   Homecoming -R.Parthasarathy
   Ulysses - Alfred Tennyson

UNIT II Prose

   Bill Gates: A Biography - Michael B. Becraft
   I Dare! Kiran Bedi- Parmesh Dangwal
   My Autobiography- Charlie Chaplin
   Swami Vivekananda – Chicago Speech of 1893

UNIT III Short Stories

   The Ballad of Father Giligan -W.B.Yeats
   The Conjurer's Revenge-Stephen Leacock
   Little Girls Wiser than Men-Leo Tolstoy

UNIT IV Grammar
    Parts of the Speech
   Prefix, Suffix

7

Idioms and phrases
Sentence Pattern
Tenses

UNIT V Composition

Letter Writing,
Email Writing
Report Writing;
Cover Letter and Resume Writing

Text:
- Henderson, Archibald. George Bernard Shaw, His Life and Works: A Critical Biography; India:Wentworth Press (2016)
- Gupta, Prashant, *The Life and Times of Bill Gates*; Prabhat Prakashan Publications, 2020

Reference Book:
- Sparkles English For Communication. Board of Editors, Emerald Publishers, 2015

Category: Foundation Course	DIGITAL SKILLS	L	T	P	X	Credits	H/W
Code: 211BCA1301		3	0	2	3	5	8

PREREQUISITE: NIL

COURSE OBJECTIVE(S)

To make students aware of fundamentals of Computers, online file handling, various application areas of Computers.

COURSE OUTCOMES

At the end of the course the students will be able to

CO1: Understand the basics of computers and able to work well versed in files and folders and in Google Drive

CO2: Apply various formatting features in Word; apply the skills to gather knowledge from internet.

CO3: Apply and implement various Operations and techniques in Electronic Spread sheets

CO4: Apply and implement various Operations on Power point presentations and able to understand the concepts of Online banking and transactions.

CO5: Analyze the security issues in networks and how to beware of those issues.

MAPPING OF COURSE OUTCOME(S):

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M				S	
CO2		S				L
CO3			S	S	L	
CO4	L			M	S	
CO5		S	M			S

UNIT I

9

Introduction to Computer & Basic Concepts - What is Computer-Concept of Hardware and Software-**Basics of Operating System**- Operating System Simple Setting: Changing System Date and Time, Changing Display Properties, To Add or Remove a Windows Component, Keyboarding features - Changing Mouse Properties, Adding and removing Printers – **Drive File Organization**- Types of files, What is a file, Naming conventions, File Extensions, File Pathway, Windows Explorer, Viewing files, File property dialogue box, Explain file size (bytes, kilo, mega, giga , tera), Create a Folder, Move a file (multiple files)into a folder, Delete files and folders, Recovering deleted files, Renaming files, Searching for files, Creating and deleting shortcuts on desktop- How programs may save files in specific location by default- How to find where file is being saved – **Google Apps** – Drive, Docs, sheet, forms and Meet.

UNIT II

Digital communication - Digital Footprint Management, Online Communication and Collaboration, Public and Mass Communication **Various applications of Internet -** e-mail, information gathering, retailing etc - Methods of connecting to the Internet- Dial up, ISDN and broadband- Brief introduction to Internet addressing, Internet protocols (TCP/IP, FTP and HTTP,IPV4,IPV6) - Using Instant messaging, - Use of Social Networking Sites viz. Facebook, Twitter etc.. **Word Processing Basics**- Opening and closing Documents- Text Creation and manipulation- Formatting the Text - Formatting a document - Table Manipulation - Inserting Graphic Elements-Mail Merge.

UNIT III

Networking & Troubleshooting - Basic of Computer Networks- LAN, WAN, Wi-Fi, Broadband, Bluetooth-**Internet** -Concept of Internet, Applications of Internet, Connecting to the Internet, Troubleshooting- WWW, TCP/IP, DNS, ISP,URL (definitions alone), Search Engine - Key web browser features, Brief about switch, router, gateway - **Elements of Electronic Spread Sheet** - Manipulation of Cells - Formulas and Function. Including charts – pictures – sorting – find and replace. Definition of e-Governance - Infrastructure for eGovernance - eGovernance project life cycle, electronically delivery of services - Railway Reservation, Passport, eHospital. **Digital Rights -** Privacy Management, Intellectual Property Rights Management, Participatory Rights Management.

UNIT IV

Application of Digital Financial Services - Why savings are needed, Why save in a bank, Banking products-ATM card, Rupay Card, Banking Instruments-Cheque, Demand Draft (DD), Currency Notes, Banking Services Delivery Channels, Know Your Customer (KYC), Opening of bank account and documents required, Types of bank accounts, Bank's services including remittances, loan, mobile banking, Overdraft, Pension , NEFT, RTGS, IMPS etc., Types of Insurance, password security and ATM withdrawal - how digital signature works- **Basic Concepts of PowerPoint presentation** - Creation of Presentation - Preparation of Slides - Presentation of Slides- Slide Show. **Digital Emotional Intelligence -** Digital Empathy, Self-Awareness and Management, Relationship Management

UNIT V

Cyber Security -Basic concepts of threats, security policies- security mechanisms- Data Security and protection- concept, creating strong passwords- how to stay safe when surfing on internet - identifying secure website, clear cookies - **identifying a secure web site**- https, lock symbol- Security Considerations- Know about security threats from web sites like: viruses, worms, Trojan horses, spyware. Understand the term malware- Netiquettes- Be aware of the possibility of receiving fraudulent and unsolicited e-mail; phishing, Recognize attempted phishing -Basics of Software Licensing. **Digital Safety** - Behavioral Cyber-Risk Management, Content Cyber- Risk Management, Commercial and Community Cyber-Risk Management.

TEXT BOOKS:

1. Joan Lambert Curtis Frye, Microsoft Office 2016 Step by Step, Microsoft Press, 2015.
2. Alexis Leon & Mathews Leon**,** Fundamentals of Information Technology, 2nd Edition, Vikas Publishing, 2009.
3. Kutub Thakur, Al Sakib Khan Pathan, Cyber security Fundamentals A Real-World Perspective, CRC Press, 2020.
4. Priti Sinha, Pradeep Sinha, Computer Fundamentals, BPB Publications, 6th Edition, 2003.
5. e-Governance Policy Initiatives under Digital India - eBook , Department of Electronics and Information Technology, Ministry of Communications and Information Technology,

Government of India.

PRACTICAL COMPONENT

1. Demo on Computer Components
2. Working with files and folders
3. Working with Browsers
4. Creating a Google E-mail
5. Working with E-mail
6. Create an Official Letter
7. Create a simple News Paper Article
8. Creating and Editing the Table
9. Creating Numbered Lists and Bulleted Lists
10. Printing Envelopes and Mail Merge
11. Create a Worksheet to Find the Sum of all Columns
12. Working with Charts
13. Create a new Power point Presentation
14. Working with PPT Templates for your Project Presentation
15. Animation effects to Text and Slides
16. Working with encryption and decryption

Note: based on our discussions the Highlighted content has to be removed.

Category: Foundation Course	HUMAN VALUES	L	T	P	X	Credits	Hrs.
Code: 211ENG1304		2	0	0	2	3	4

Course Objective(s):

1. To know about universal human values and understand the importance of values in individual, social circles, career path, and national life.

2. To learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualization.

3. To become conscious practitioners of human values.

4. To realise their potential as human beings and conduct themselves properly in the ways of the world.

Course Outcome(s):

After completing this course, the student will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.

2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualisation.

3. Become conscious practitioners of human values.

4. Realise their potential as human beings and conduct themselves properly in the ways of the world.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1								L				
CO2									M			
CO3										M		
CO4											H	
CO5										M		

H - High Correlation   M-Medium Correlation   L–Low Correlation

UNIT I

Values – Meaning and Definition – Types – Importance – Love & Compassion : Introduction – Meaning – Forms of Love – Love for self, Parents, Family, Friends, Spouse, Community, Nation, Humanity and other beings, both Living and Non living – Interrelation between Love &

Compassion – Empathy – Sympathy – Non Violence – Practicing and non Practicing of Love and Compassion.

UNIT II

Truth – Introduction – Meaning – Accuracy – Curiosity – discrement – Fairness – Fearlessness –honesty – honesty – integrity (unity of thought, word and deed) – Intution – Justice – Optimisim – Purity – Quest for knowledge – Reason - Self analysis – Sincerity – sprit of Enquiry – Synthesis – Trust – Truthfulness and determination – Practicing and Non Practicing of Truth.

UNIT III

Non Violence – Introduction – Meaning – Need of Non Violence – Prerequisites for Non Violence – Ahimsa (Non Violence and Non- killing) – Values related to Non Violenck (Pshychological and Social) – Practicing and Non Practicing of Non Violence

UNIT IV

Righteouseness – Introduction – Meaning – Righteouseness and dharma – Righteouseness and propriety – Values related to Righteouseness – Values related to Right Conduct or Righteouseness (Self help skills, Social skills and Ethical skills) – Practicing and Non Practicing of Righteouseness

UNIT V

Peace and Services – Introduction – Meaning - Need of Peace – Peace vs harmony and balance – Attention – Calmness – Equality – Equanimity – Faithfulness – Focus – Gratitude – Happiness - humanity – Inner Silence – optimism – Patience – Self confidence – Self Control – Self discipline – Self Esteem – Self respect – Self Control – tolerance and Understanding – Practicing and Non Practicing of Peace

Services – Introduction and Meaning – Forms of Services – Service for Self, Parents, Family, Friend, Spouse, Community, Nation, Humanity and other beings—Living and Non-living, Persons in Distress or Disaster – Practicing and Non Practicing of Services.

Renunciation - Introduction – Meaning – Renunciation and sacrifice – Self restrain and ways of overcoming greed – Practicing and Non Practicing of Renunciation

SUGGESTED READINGS:

1. Joshi Rokeach (1973). The Nature of Human Values. New York: The Free Press
2. R S Nagarazan (2006) A text book of professional ethics and Human values, New age international publishers.

Category: Foundation Course	**ENVIRONMENTAL STUDIES**	**L**	**T**	**P**	**X**	**Credits**	**Hrs**
Code: 211CHY1101		**3**	**0**	**0**	**0**	**3**	**3**

Course Objectives

Creating awareness among engineering students about the importance of environment, the effect of technology on the environment and ecological balance is the prime aim of the course.

Course Outcome(s)

CO1	To Know the importance of environmental studies and methods of conservation of natural resources.
CO2	Describe the structure and function of an ecosystem and explain the values and Conservation of bio-diversity.
CO3	Explain the sources, environmental effects and control measures of various types of pollutions.
CO4	Select the appropriate methods for waste management.
CO5	Recall social issues and legal provision and describe the necessities for environmental act.

Mapping of Course Outcome(s):

CO/PO	PO				
	1	**2**	**3**	**4**	**5**
CO1	S	L		S	
CO2	L		S		M
CO3	M	S		M	
CO4		M	M		L
CO5	S	M		L	

Unit-I: Natural Resources   **6 Hours**

Definition, scope, and importance of environmental sciences -Need for public awareness-Natural resources: Forest resources, Water resources, Land resources, Mineral resources, and Energy resources - Role of an individual in conservation of natural resources.

Unit-II: Ecosystem and Biodiversity **6 Hours**

Concept of an ecosystem - Structure and function of an ecosystem - Food chains, food webs and ecological pyramids - Biodiversity - Definition, value of biodiversity- Hot spots of biodiversity - Threats to biodiversity - Endangered and endemic species of India - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III: Environmental Pollution **6 Hours**

Sources, consequences and control measures of Air pollution, Water pollution, Soil pollution, Thermal pollution and nuclear pollution. Environmental threats - Acid rain, Climate change, Global warming (Greenhouse effect), Ozone layer depletion. Fireworks: current environmental issues.

Unit-IV: Management of Environmental Pollution **6 Hours**

Causes, effects, treatments methods and control measures of solid waste, municipal waste, biomedical waste - Waste minimization techniques - Cleaner technology-- Disaster management: floods, earthquake, cyclone, landslides and Tsunami.

Unit-V: Social Issues and the Environment **6 Hours**

Water conservation, rain water harvesting- Environmental impact assessment- Precautionary and polluters pay principle- environment protection act - air (prevention and control of pollution) act - water (prevention and control of pollution) act - Population explosion - Family Welfare Programmes - Environment and human health - Human Rights - Women and Child Welfare.

Text Books

1. E.R. Nagarajan and A. Murugan, Environmental Science, Wiley Publishers, New Delhi, 2017, pp. 1-196.
2. Dhameja, S. K., Environmental Engineering and Management, S. K. Kataria and sons, New Delhi, 1st edition 2015.
3. Anubha Kaushik and Kaushik C.P., Environmental Science & Engineering" New Age international Publishers, New Delhi, 2010.

Reference Books

1. Gilbert M. Masters, Introduction to Environmental Engineering and Science, Pearson Education Pvt., Ltd., 2nd edition, 2004.
2. Erach Bharucha, Textbook for Environmental Studies, UGC, New Delhi, 2004.

212COM2101 - FINANCIAL ACCOUNTING - I	L	T	P	X	Credit
	2	1	2	0	4

Pre-requisite: Basic knowledge in accounting at higher secondary level	Course Category	Program Core
	Course Type	Theory

Course Objectives

CO1	To understand the fundamental concepts and conventions of accounting
CO2	To make the students to know subsidiary books and rectification of errors
CO3	To understand the procedures used for preparing Bank Reconciliation Statement (BRS)
CO4	To have a clear idea of preparing final accounts of individuals
CO5	To acquire knowledge on various methods of depreciation

Course Outcomes

At the end of the course, students would be able to

CO1	Understand the fundamental concepts and conventions of accounting
CO2	Make the students to know subsidiary books and rectification of errors
CO3	Understand the procedures used for preparing Bank Reconciliation Statement (BRS)
CO4	Have a clear idea of preparing final accounts of individuals
CO5	Acquire knowledge on various methods of depreciation

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2				L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4			L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit – I

Introduction Definition of Book-keeping - Objects - Definition of Accounting - Functions of Accounting - Systems of accounting - Differences between book-keeping and accounting - Double entry system - Differences between double entry system and single entry system. Types of Accounts - Accounting Rules - Accounting concepts and conventions –Journal – Ledger - Trial balance - Objectives – Limitations. Accounting standards.

Unit – II

Subsidiary books – Types – Errors - Meaning of error - Types of errors –Rectification of errors - Suspense account.

Unit – III

Bank Reconciliation Statement - Meaning - Reasons for differences - cash book vs pass book – Problems on favorable and overdraft model.

Unit – IV

Final accounts - Meaning - Trading Account - Profit and loss account - Balance sheet - Treatment of simple adjustments.

Unit – V

Depreciation - Meaning - Causes - Need or Reasons for providing depreciation - Methods of providing depreciation – Straight Line – Diminishing balance method - Annuity method - Sinking Fund Method.

TEXT BOOK:
1.   T.S. Reddy & A. Murthy - Financial Accounting - Margham Publications, Chennai 2017.

REFERENCE BOOKS:
1.   R.S.N. Pillai & Bagavathi & S.Uma - Financial Accounting, Volume – I, S.Chand & Co.Ltd., New Delhi.
2.   N.Vinayakam, P.L.Mani, K.L.Nagarajan - Principles of Accountancy - S.Chand& Company Ltd.

LIST OF PRACTICALS;

The learners are required to:

1. Application of select accounting concepts and accounting conventions in recording of transactions.

2. Implementation of accounting standards (AS) in recording of transactions.

3. Collection of various subsidiary books from sole traders.

4. BRS preparation by using Excel; Opening up of savings account in any bank and submission of pass book details.

5. Collection of business transactions from any sole trader and preparation of final accounts.

6. Collection of any two assets details from any of the organization and calculation of depreciation using the data.

211TAM1301	Tamil	L	T	P	X	Hr	C
		3	0	0	1	4	4

Pre-requisite: Basic knowledge of Tamil at the higher secondary course level

Course Category: Foundation Course   **Course Type: Theo**

அலகு 1

மரபுக்கவிதை - சஞ்சீவிபர்வதத்தின் சாரல் – பாரதிதாசன்

அலகு 2

புதுக்கவிதை

1. பாரதியார்–முரசு

2. கவிமணி – பெண்கள் உரிமைகள்

3. கண்ணதாசன்–ஒன்று எங்கள் ஜாதியே

4. வைரமுத்து – தேசப்பாடகனுக்குத் தெருப்பாடகனின் அஞ்சலி

5. சிற்பி – அப்துல்கலாமின் வீணை

6. கல்யாண்ஜி – கண்டும் காணாமல்

7. தமிழச்சி தங்கபாண்டியன்–புன்னகையின்வன்முறை

8. அ. வெண்ணிலா – அம்மாக்குழந்தை

9. சல்மா – விலகிப்போகும் வாழ்க்கை

10. சுகிர்தராணி – அம்மா

11. சக்திஜோதி – மீன்களை வரைபவள்

12. ஷக்தி – சந்தேகமேயில்லை

அலகு 3

சிறுகதை

1. கு.அழகிரிசாமி–ராஜாவந்திருக்கிறார்

2. ச. தமிழ்ச்செல்வன்–வெயிலோடுபோய்

3. அம்பை–வாகனம்

4. ஜெயமோகன்–சோற்றுக்கணக்கு

5. புதுமைப்பித்தன்–காலனும் கிழவியும்

6. இரா. தமிழ்நேசன்–ஆதிமூதாதையரின் ஜீன்கள்

7. புதியமாதவி–ஒருபெரியாரிஸ்டின் தீபாவளி

8. சோ. தர்மன் - சோகவனம்

9. எஸ்.ராமகிருஷ்ணன்–தனிமையின் வீட்டிற்கு ஆயிரம் ஜன்னல்கள்

10. வண்ணதாசன்–ஒரு சிறு இசை

அலகு 4

நாவல் - கீதாரி – சு.தமிழ்ச்செல்வி

அலகு 5

நாடகம் - ஒளவை – இன்குலாப்

பாடநூல்கள்

1.சஞ்சீவிபர்வதத்தின்சாரல்–பாரதிதாசன்

(உரையாசிரியர்முனைவர்கமலாமுருகன்), சாரதாபதிப்பகம், சென்னை, 2012.

2. கீதாரி – சு.தமிழ்ச்செல்வி, நியுசெஞ்சுரிபுக்ஹவுஸ், சென்னை, 2008

3. ஒளவை–இன்குலாப், அன்னம்அகரம்பதிப்பகம், தஞ்சாவூர்.

211MAT1304	BASICS OF STATISTICS	L	T	P	X	C	H
		2	0	0	3	3	5

Pre-requisite: Basic knowledge of Statistics at the higher secondary course level

Course Category: Foundation Course   **Course Type: Theory**

Course Outcome

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

CO1: Gather Knowledge about Introduction to Statistics

CO2: Update knowledge in Probability

CO3: Gain Knowledge measures of Central tendency

CO4: Obtain the knowledge in Measures of Dispersion

CO5:　Gain knowledge Correlation and Regression

Mapping of Course Outcome(s):

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PO1 2	PS O 1	PS O 2	PS O 3	PS O 4
CO1	S	M						L	M	M		L	M	M	M	M
CO2	S	M						L		M		L	M	M	M	M
CO3	S	M	L	L		L	M	L	M	M		L	M	M	M	M
CO4	S	M	L	L		L	M	L	M	M		L	M	M	M	M
CO5	S	M				L	M	L	M	M		L	M	M	M	M

UNIT-II: Introduction to Statistics

Definition of Statistics – Scope and Limitations of Statistics – Statistical investigation – Stages in conducting survey – Primary data vs Secondary data – Classification, Tabulation and presentation of data diagram(Simple problems on the above topics)

UNIT-II: Introduction to Probability

Definitions of Probability – Axioms on probability – Conditional probability (Simple problems on the above topics)

UNIT-III: Measures of Central Tendencies

Measures of Central tendency definition; Types of averages, median, mode, Arithmetic mean, Geometric mean, Harmonic mean, Quadratic mean, Relation between mean, median and mode(Simple problems on the above topics)

UNIT-IV: Measures of Dispersion

Definition and properties of dispersion – Absolute vs relative measure of dispersion – Skewness, Kurtosis, Range, Quartile deviation, Mean deviation and Standard deviation(Simple problems on the above topics)

UNIT-V: Correlation and Regression

Introduction – Types of correlation – Coefficient of Correlation – Rank Correlation – Regression – Principles of least square techniques – Fitting a straight line – Fitting a second-degree parabola(Simple problems on the above topics)

TEXT BOOK(S)

1. Arumugam and Issac, *Statistics*, New Gamma Publishers, July 2013.
2. A.M. Goon. M.K.Gupta and B.Dasgupta – Fundamentals of Statistics. Vol. I & II.

REFERENCE BOOK(S)

1. S.C Gupta- Fundamental of statistics- Himalaya publishing house- 2014.

TEXT BOOK(S)

3. Arumugam and Issac, *Statistics*, New Gamma Publishers, July 2013.
4. A.M. Goon. M.K.Gupta and B.Dasgupta – Fundamentals of Statistics. Vol. I & II.

REFERENCE BOOK(S)

2. S.C Gupta- Fundamental of statistics- Himalaya publishing house- 2014.

Course Code	Course Name	L	T	P	X	C	H
211ENG1306	**COMMUNICATIVE ENGLISH**	3	0	2	1	5	6
Prerequisite	Basic Communication	**Syllabus Revision**					
Course Category	**Course Type**	**Course Level**					
Foundational Course	Theory	Level 1					

Course Description

This course aims to impart better writing skills by sensitizing the learners to the dynamics of effective writing. To build up the learners confidence in oral and interpersonal communication by reinforcing the basics of pronunciation specially focusing on interviews / corporate meetings / international business travels.

Course Outcomes

1. To improve and mould students interactive skills in different environments
2. To develop and improve students listening capacity
3. To enrich and understand students in speaking ability in different situations
4. To enhance students reading in through the text
5. To gain knowledge about written statements

Unit – I Language in Professional context

Conversation - types - face-to-face conversation - telephone conversation - situational conversation - advantages and disadvantages - etiquettes of conversation.

Unit – II – Listening

Listening - types - techniques of effective listening - barriers of listening - steps to effective listening - listening to the audio including lyrics, telephone calls, seminar - understanding the questions asked in seminar- listening to read the text - ask some questions.

Unit – III – Speaking

Speaking - types - importance of speaking skill - fluency - self-introduction - on the spot topic - story telling - narrate any incident -vote of thanks - presenting with Power Point Presentation-to describe any picture - group discussion - debate.

Unit – IV – Reading

What is reading - types - strategies of effective reading - skimming - scanning - reading the text - interpret the text - reading comprehension - story sequencing – cloze reading – reading through visual presentation.

Unit – V – Writing

Writing - types - process of writing skill - letter writing - curriculum vitae - minutes of meeting - welcome address - vote of thanks - mails -giving instructions.

Text Books

1. Cambridge English: BEC Preliminary with answers. Cambridge University Press, New Delhi 2016.
2. Aruna Koneru, Professional Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2008.

Reference Books

1. Dr. A. Vimala, *Career Preparation and Talent Management*, Oviya Publication, Coimbatore
2. V. Shasikumar and P V Dhanija, *Spoken English*. Pub. By: Tata Mcgraw Hill, New Delhi
3. Mohan ,Krishna&MeeraBannerji . *Developing Communication Skills*. Macmillan India Ltd., Chennai. 2001.
4. Raman, Meenakshi& Sharma, Sangeetha. *Technical Communication*. Oxford University Press, 2011.

Online References:

1. https://en.wikipedia.org/wiki/Listening

2. www.cambridgeenglish.org/learning-english

3. www.cambridgeenglishonline.com

4. www.writeandimprove.com

5. https://www.youtube.com/watch?v=qxFtn9pGaTI.

Course Code	Course Name	L	T	P	X	C	H
211ENG1305	**PROFESSIONAL SKILLS**	1	0	0	3	2	4
Prerequisite	**Nil**	**Syllabus Revision**					
Course Category	**Course Type**	**Course Level**					
Foundational Course	Theory	Level 1					

Course Description:

Professional skills are required for an individual to be gainfully employed for a successful and satisfied life. Professional skills are part of life skills. An individual should be able to demonstrate professional skills involving the use of intuitive, logical and critical thinking, communication and interpersonal skills, not limited to cognitive/creative skills. These skills, behavior and quality of output enhance employability.

Course Objectives:

CO1: To provide opportunity for realizing one's potential through practical experience.

CO2: To increase one's knowledge and awareness of emotional competency and emotional intelligence at place of study/work.

CO3: To develop interpersonal skills and adopt good leadership behavior for empowerment of self and others.

CO4: To set appropriate goals, manage stress and time effectively.

CO5: To manage competency- mix at all levels for achieving excellence with ethics.

Syllabus

Unit – I – Career Skills

Goal Setting – Critical Thinking- Self-esteem – Social skills– Interpersonal Skills —Public Speaking

Unit – II Team skills

Communication- Active Listening - Preparing resume/CV – Interview –

Unit – III Presentation Skills

Creative Thinking – Social Cultural Etiquettes – Presentation Skills – Body Language

Unit – IV Leadership Skills

Problem Solving – Strategic Thinking Skills – Creativity

Unit – V Management Skills

Decision Making –Stress Management – Tips to relieve from stress – Yoga - Meditation

Textbooks:

1. Kevin Retz. *The Professional Skills Handbook for Engineers and Technical Professionals*, CRC Press, Taylor and Francis Group, London, 2019.
2. Stephanie Lynn Slocum. *SHE Engineers.* Engineers Rising LLC; 1st edition, 2018. USA.
3. Sangeetha Sharma and Binod Mishra. *Communication Skills for Engineers and Scientists*. PHI Learning, New Delhi. 2010.
4. Wolfgang Linden. *Stress Management: From Basic Science to Best Practice.* Sage Publications, New Delhi. 2005.

212COM2102 - FINANCIAL ACCOUNTING – II	L	T	P	X	Credit
	3	1	2	0	5

Pre-requisite: Basic knowledge in accounting at higher secondary level	Course Category	Program core
	Course Type	Theory

Course Objectives

CO1	To understand the concept of single entry system
CO2	To know about the accounting procedures for non-trading organization
CO3	To provide knowledge on preparing accounts related to branch and departments
CO4	To specify the ledger accounts to be prepared under hire purchase system
CO5	To gain knowledge about the accounting procedures for insurance claims

Course Outcomes

At the end of the course, students would be able to

CO1	Understand the concept of single entry system
CO2	Know about the accounting procedures for non-trading organization
CO3	Provide knowledge on preparing accounts relates to branch and departments
CO4	Specify the ledger accounts to be prepared under hire purchase system
CO5	Gain knowledge about the accounting procedures for insurance claims

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4			L	L						S		S
CO5		L	L			L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit – I   Single entry

Single entry - Meaning - Features - Advantages - Disadvantages - double entry system vs. single entry system - Statement of affairs - Ascertainment of profit - Statement of affairs method - Conversion method.

Unit – II   Non-trading organization

Non-trading organization- Meaning - Capital expenditure - Revenue expenditure - Deferred Revenue Expenditure - Capital receipts - Revenue receipts -Final accounts of Non-trading concern – Preparation of income & expenditure account and Balance sheet - Receipts and payment a/c vs. Income and expenditure a/c - Special items and their treatment

Unit – III Branch and Departmental Accounting

Branch - meaning – Definition – Objects - Types - Methods of maintaining accounts - Debtors method - Cost price Method - Invoice price Method - Stock and Debtors System. Departmental Accounting – Meaning – Need – Advantages – Preparation of departmental trading and Profit & Loss account

Unit – IV Hire purchase

Hire purchase agreement – Meaning – Features - Installment system- Hire purchase system vs. installment system - Methods of calculating interest - default in payment - Full Repossession - Partial Repossession.

Unit – V Insurance

Insurance claims – Meaning - Loss of stock - Memorandum trading account- Ascertaining actual claim - Average clause- Loss of profits

TEXT BOOK:

T.S. Reddy & A. Murthy - Financial Accounting -Margham Publications, Chennai 2017

REFERENCE BOOKS:

1. V.Sudhakar, M.Anbalagan and K.Jeyalakshmi, Fundamentals of Financial Accounting – S. Chand & Sons 1st Edition, 2009

2. M. Arulanantham & Raman, Advanced Accountancy – Himalaya Publishing House – 5th Edition 2015

3. R. L. Gupta and M. Radhasamy, Advanced Accountancy – Sultan Chand & sons – 10th Edition, 2013.

LIST OF PRACTICALS;

The learners are required to:

1. Examine the single entry system of profit calculation by collecting necessary data from sole trade business.

2. Collection of data from any Non-profit organization and prepare Receipts & Payments Account, Income & Expenditure Account and Balance Sheet.

3. Visiting a departmental store to gain in-house knowledge on accounts keeping and submission of report.

4. Collection of process involved in Hire purchase and Installment system followed by various durable goods dealers.

5. Filling up of forms for enrolling an insurance policy of a business enterprise against loss of stock and loss of profit; Filling up of forms to claim against loss of stock and loss of profit.

212COM2103 - CORPORATE ACCOUNTING	L	T	P	X	Credit
	3	1	0	1	5

Pre-requisite: Basic knowledge on accounting at higher secondary level	**Course Category**	Program Core
	Course Type	Theory

Course Objectives

CO1	To provide knowledge about issue of shares
CO2	To teach the students about the procedures involved in redemption of preference shares
CO3	To understand the various methods of redemption of debentures and underwriting of shares
CO4	To know about the accounting treatment for valuation of goodwill and shares
CO5	To gain knowledge about profit prior to incorporation and preparation of Final Accounts of a company

Course Outcomes

At the end of the course, students would be able to

CO1	Provide knowledge about issue of shares
CO2	Teach the students about the procedures involved in redemption of preference shares
CO3	Understand the various methods of redemption of debentures and underwriting of shares
CO4	Know about the accounting treatment for valuation of goodwill and shares
CO5	Gain knowledge about profit prior to incorporation and preparation of Final Accounts of a company

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT – I

Equity Shares: Meaning-definition- Features- Issue at Par, at Premium and at Discount –Under Subscription, Over Subscription- call in arrears, call in advance-Forfeiture and Re-issue.

UNIT-II

Preference shares: Issue of preference shares - kinds of preference shares- advantages & Disadvantages of preference shares, provisions relating to redemption of preference shares, capital profits and revenue profits. Redemption out of Revenue Reserves and Fresh issue of Bonus shares.

UNIT – III

Debentures: Meaning- definition-classification- difference between shares and Debentures-Factors to be considered in relation to redemption of debentures- Various Methods of Redemption, Writing off discount on Redemption of debentures. Underwriting of Shares: Marked, Unmarked & Firm underwriting, Complete underwriting, partial underwriting.

UNIT - IV

Valuation of Goodwill and shares- meaning, Need for valuation-methods of valuation of shares. Net assets method- yield method-fair value method.

UNIT - V

Profits prior to Incorporation: Apportionment of expenses-various types-Pre -incorporation, Post incorporation - Preparation of Final accounts of companies. Company Balance Sheet - Computation of Managerial Remuneration.

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

TEXT BOOK:

1. Corporate Accounting- R. L.Gupta & Radhaswamy, S. Chand Publications, New Delhi.
2. Advanced Corporate Accounting – M. Sumathy, G.Sasikumar, Himalaya Publishing Pvt Ltd., Mumbai.
3. Corporate accounting - T.S.Reddy & A.Murthy-Margham Publications, Chennai.

REFEREFNCE BOOKS:

1. Advanced Accountancy- M.C.Shukla & T.S.Grewal, S.Chand Publishing Ltd, New Delhi.

2. Advanced Accounting - S.P. Jain & K.L. Narang, Kalyani Publications, New Delhi.

3. Advanced Accountancy, Part-I - Dr. M.A. Arulanandam, Dr. K.S. Raman, Himalaya Publications, New Delhi.

4. Corporate Accounting – R. Palaniappan, Vijay Nicole Imprints Pvt Ltd, Chennai-91.

5. Advanced Accountancy Vol. I & II – Maheshwari & Maheshwari, Vikash Publishing House Pvt. Ltd, New Delhi.

212COM2104 - COMPANY LAW AND SECRETARIAL PRACTICE	L	T	P	X	Credit
	3	0	0	1	4
Pre-requisite: Nil	**Course Category**				Program Core
	Course Type				Theory

Course Objectives

CO1	To gain the detailed knowledge about New Companies Act 2013.
CO2	To analyse duties and responsibilities of promoters and also stages in the formation of a company
CO3	To study the information included in memorandum and articles of association and also prospects.
CO4	To get a clear picture about company management and administration.
CO5	To know about the procedures of conducting the meeting and winding up of a company

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Gain the detailed knowledge about New Companies Act 2013.
CO2	Analyse duties and responsibilities of promoters and also stages in the formation of a company
CO3	Study the information included in memorandum and articles of association and also prospects.
CO4	Get a clear picture about company management and administration.
CO5	Know about the procedures of conducting the meeting and winding up of a company

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M		
CO3		M	L		M			M				L
CO4			L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT - I – New Companies Act 2013 – An Introduction

Salient Features of the New Companies Act, 2013 – Definitions of company – New Companies Act, 2013 Vs Old Companies Act, 1956 - Corporate Identity Number (CIN) – Features of a Company – Kinds of Companies (including One Person Company, Small Company, Producer Company and Dormant Company) – Company Vs Partnership – Public Company Vs Private Company – Types of Shares and Debentures – Shares Vs Debentures- Lifting of corporate veil.

UNIT - II – Incorporation of a Company

Promoters – Functions – Duties and Remuneration of Promoters – Stages in the formation of a Private and a Public Limited Company – Promotion – Incorporation – Capital Formation – Commencement of Business.

UNIT - III - Documents

Memorandum of Association – Contents – Articles of Association – Contents – Distinction between Memorandum and Articles of Association – Prospectus – Contents – Statement in lieu of Prospectus – Shelf Prospectus – Red Herring Prospectus -Private Placement- Doctrines of Constructive Notice and Indoor Management

UNIT - IV – Company Management and Administration

Directors – Woman Director – Number of Directorship – Independent Directors – Liability of Independent Directors – Director Identification Number (DIN) - Qualification and Disqualification of Directors – Appointment and Removal of Directors – Remuneration, Duties, Powers and Liabilities of Directors. Company Secretary – Appointment – Qualifications – Duties, Rights and Liabilities of a Company Secretary – Dismissal of a Secretary - Role of the company secretary before, during and after meetings.

UNIT - V – Company Meetings and Winding up

Statutory meeting – Statutory Report - Meaning of Annual General Meeting - Extra Ordinary General Meeting, Class meeting, Directors meeting – Who can convene the Extra Ordinary General Meeting – Quorum - Types of motions and Resolutions – Ordinary Vs Special Resolution - Voting and polls, Minutes, and Proxies. Winding up: Concept and modes of winding up, Liquidator, National Company Law Tribunal (NCLT).

TEXT BOOK

1. N.D. Kapoor, Elements of Company Law (Revised Edition, 2013) - Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS

1. M.C. Kuchhal, Secretarial Practice (Revised Edition 2009) - Vikas Publishing House Pvt. Ltd. Noida

2. M. M. Sulphey & Basheer, Law for Business (2nd Edition 2013) - PHT Learning Pvt Ltd. New Delhi.

212CCA2105 C –PROGRAMMING WITH LAB	L	T	P	X	Credit
	3	0	2	0	4

Pre-requisite: Provide the knowledge about fundamental concepts, control structure, arrays and pointers in C.	**Course Category**	Program Core
	Course Type	Theory with Practical

Course Objectives

CO1	To familiarize the students with the fundamental concepts of C
CO2	To enhance the knowledge about loops and arrays in C.
CO3	To obtain an execution pattern of control functions and structure and unions in C.
CO4	To gain the knowledge about Pointers in C
CO5	To obtain the knowledge about file processing in C.

Course Outcomes (COs)
   At the end of the course, students would be able to

CO1	Familiarize with the fundamental concepts of C.
CO2	Gain the idea about execution pattern of loops and arrays in C.
CO3	Enhance the knowledge about control functions and structure and unions in C.
CO4	Obtain the knowledge about Pointers in C
CO5	Develop the knowledge about file processing in C

UNIT-I

Introduction to 'C' Language: Character set-variables and Identifiers, Built-in Data Types-Variable definition, Arithmetic Operators and Expressions-Constants and Literals, Simple Assignment Statement-Basic Input/output Statement-Simple 'C' programs.

UNIT-II

Conditional Statements and Loops: Decision making within a program-Conditions, Relational Operators, Logical connectives-If statement, If-else statement-Loops: While loop, Do-while loop, For loop, Nested loops, Infinite loops-Switch Statement-Structured Programming.

Arrays: One Dimensional arrays-Array manipulation-Two Dimensional arrays.

UNIT-III

Functions: Top-down approach of problem solving-Modular programming and functions-Prototype function-Passing arguments to a function.

Structures and Unions: Structure variables-Nested structure-structures and functions-Structures and arrays-Union.

UNIT- IV

Pointers: Address operators-Pointer type declaration-Pointer assignment-Pointer initialization-Pointer arithmetic-Functions and Pointers-Arrays and Pointers-Pointer arrays.

UNIT- V

File Processing and Batch Processing: Concepts of Files-File opening in various modes and closing of a file-Reading from a file-Writing onto file- concepts of batch Processing.

TEXT BOOK

1. Ashok N. Kamthane, Programming with ANSI and Turbo C , Pearson Education, 2012.

REFERENCE BOOKS

1. H.Schildt, C: The Complete Reference, 4 th Edition, TMH Edition, 2000.
2. Kanetkar Y., Let us C, BPB Puplications, New Delhi, 2010.

C PROGRAMMING LAB

1. Create C- Programme to perform the   Arithmetic Operation.
2. Create C - Programme to find the Factorial number.
3. Create C - Programme to find the Fibonacci series.
4. Create C - Programme to the sum of the number
5. Create C - Programme to   the reverse of the number
6. Display a C - Programme to the Biggest among three numbers.
7. Check a C - Programme the given number is   palindrome or not.
8. Create a C - Programme to find the Armstrong number.
9. Find out the Ascending and Descending Order of the given number
10. Create a C – Programme to perform the string Manipulation function
11. Display Day in a month using function for C - Programme
12. Create a C - Programme to count   the words & characters using string
13. Display a C - Programme to calculate the students mark lists using structures.
14. Create a C - Programme to perform the file operation.
15. Find out the C - Programme inventory details using file.

212COM2106 - PRINCIPLES OF MARKETING	L	T	P	X	Credit
	2	0	0	1	3
Pre-requisite: Nil	**Course Category**			Program Core	
	Course Type			Theory	

Course Objectives

CO1	To acquire the knowledge in basic marketing concepts.
CO2	To exposes the students to fix the price for the products.
CO3	To gains the knowledge about various promotional activities in marketing.
CO4	To gain the knowledge about Methods of Pricing and channels of distribution.
CO5	To know the students about E-Marketing

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Acquire the knowledge in basic marketing concepts.
CO2	Exposes to fix the price for the products.
CO3	Gains the knowledge about various promotional activities in marketing.
CO4	Gain the knowledge about Methods of Pricing and channels of distribution.
CO5	Know about E- Marketing.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT - I MARKETING

Meaning –Definition- Nature and Scope – Evolution of Marketing – Approaches to the Study of Marketing – Role of Marketing in Economics Development – Marketing Mix – Market Segmentation.

UNIT – II PRODUCT & PRICING

Meaning – Features – Classification, New Product Planning and Development – Product Mix – Product Life Cycle – Buyer Behaviors – Buying Motive. Pricing -Meaning – Objectives – Factor affecting pricing – Methods and Types of Pricing.

UNIT - III PROMOTION

Meaning – Needs – Promotional Mix – Advertising – Sales Promotion – Personal Selling – Meaning – Advantages – Limitations.

UNIT – IV CHANNELS OF DISTRIBUTION

Meaning – Wholesalers and Retailers – Supply Chain Management – Retail Marketing – Meaning – Features- Green marketing

UNIT – VE- MARKETING

E- Marketing – Meaning- Features- Advantages and disadvantages – Institutions involved in online marketing - Future prospects – online marketing in India.

TEXT BOOK

1. R.S.N. Pillai & Bagavathi – Modern Marketing – S. Chand & Co., New Delhi, 2012.

REFERENCE BOOKS

1. Rajan Nair, N.Sanjith R. Nair – Marketing – Sultan Chand & Sons, New Delhi, 2012.
2. Philip Kotler – Marketing Management – Prentice Hall of India (pvt) Ltd., New Delhi.2016.

213CCA3101- DATA VISUALISATION WITH POWER BI	L	T	P	X	Credit
	2	0	2	0	4

Pre-requisite: Enable the students to learn the basic knowledge about computer	**Course Category**	Elective
	Course Type	Theory

Course Objectives

CO1	To gain the basic knowledge on Desktop Publishing.
CO2	To train up the students about Adobe Page Maker.
CO3	To update skills on Adobe Photoshop.
CO4	To understand about Adobe Photoshop Tools.
CO5	To train the students with Corel Draw.

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Gain the basic knowledge on Desktop Publishing.
CO2	Train up the students about Adobe Page Maker.
CO3	Update skills on Adobe Photoshop.
CO4	Understand about Adobe Photoshop Tools.
CO5	Train the students with Corel Draw.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT-1 INTRODUCTION TO POWER BI

Introduction to Power BI - Need, Importance- Power BI - Advantages and Scalable Options- History - Power View, Power Query, Power Pivot- Power BI Data Source Library and DW Files- Cloud Collaborations and Usage Scope- Business Analyst Tools, MS Cloud Tools- Power BI Installation and Cloud Account- Power BI Cloud and Power BI Service- Power BI Architecture and Data Access- On Premise Data Access and Microsoft On Drive- Power BI Desktop - Installation, Usage- Sample Reports and Visualization Controls- Power BI Cloud Account Configuration- Understanding Desktop & Mobile Editions- Report Rendering Options and End User Access- Power View and Power Map. Power BI Licenses- Course Plan - Power BI Online Training.

UNIT-2: CREATING POWER BI REPORTS, AUTO FILTERS

Report Design with Legacy & .DAT Files- Report Design with Database Tables- Understanding Power BI Report Designer- Report Canvas, Report Pages: Creation, Renames- Report Visuals, Fields and UI Options- Experimenting Visual Interactions, Advantages- Reports with Multiple Pages and Advantages- Pages with Multiple Visualizations. Data Access- PUBLISH Options and Report Verification in Cloud- "GET DATA" Options and Report Fields, Filters- Report View Options: Full, Fit Page, Width Scale- Report Design using Databases & Queries- Query Settings and Data Preloads. Navigation Options and Report Refresh- Stacked bar chart, Stacked column chart- Clustered bar chart, Clustered column chart- Adding Report Titles. Report Format Options- Focus Mode, Explore and Export Settings.

UNIT- 3: REPORT VISUALIZATIONS and PROPERTIES

Power BI Design: Canvas, Visualizations and Fields- Import Data Options with Power BI Model, Advantages- Direct Query Options and Real-time (LIVE) Data Access- Data Fields and Filters with Visualizations- Visualization Filters, Page Filters, Report Filters- Conditional Filters and Clearing. Testing Sets- Creating Customized Tables with Power BI Editor-General Properties, Sizing, Dimensions, and Positions- Alternate Text and Tiles. Header (Column, Row) Properties- Grid Properties (Vertical, Horizontal) and Styles- Table Styles & Alternate Row Colors - Static, Dynamic

Sparse, Flashy Rows, Condensed Table Reports. Focus Mode- Totals Computations, Background. Borders Properties- Column Headers, Column Formatting, Value Properties-

Conditional Formatting Options - Color Scale- Page Level Filters and Report Level Filters-Visual-Level Filters and Format Options- Report Fields, Formats and Analytics- Page-Level Filters and Column Formatting, Filters Background Properties, Borders and Lock Aspect.

UNIT- 4: CHART AND MAP REPORT PROPERTIES

Chart report types and properties- stacked bar chart, stacked column chart- clustered bar chart, clustered column chart- 100% stacked bar chart, 100% stacked column chart- line charts, area charts, stacked area charts- line and stacked row charts- line and stacked column charts- waterfall chart, scatter chart, pie chart- Field Properties: Axis, Legend, Value, Tooltip- Field Properties: Color Saturation, Filters Types Formats: Legend, Axis, Data Labels, Plot Area- Data Labels: Visibility, Color and Display Units Data Labels: Precision, Position, Text Options- Analytics: Constant Line, Position, Labels Working with Waterfall Charts and Default Values- Modifying Legends and Visual Filters – Options Map Reports: Working with Map Reports- Hierarchies: Grouping Multiple Report Fields- Hierarchy Levels and Usages in Visualizations- Preordered Attribute Collection – Advantages- Using Field Hierarchies with Chart Reports- Advanced Query Mode @ Connection Settings – Options- Direct Import and In-memory Loads, Advantages.

UNIT- 5: HIERARCHIES and DRILLDOWN REPORTS

Hierarchies and Drilldown Options- Hierarchy Levels and Drill Modes – Usage- Drill-thru Options with Tree Map and Pie Chart- Higher Levels and Next Level Navigation Options-Aggregates with Bottom/Up Navigations. Rules- Multi Field Aggregations and Hierarchies in Power BI- DRILLDOWN, SHOWNEXTLEVEL, and EXPANDTONEXTLEVEL- SEE DATA and SEE RECORDS Options. Differences - Toggle Options with Tabular Data. Filters-Drilldown Buttons and Mouse Hover Options @ Visuals- Dependant Aggregations, Independent Aggregations- Automated Records Selection with Tabular Data- Report Parameters: Creation and Data Type - Available Values and Default values. Member Values- Parameters for Column Data and Table / Query Filters- Parameters Creation - Query Mode, UI Option- Linking Parameters to Query Columns – Options- Edit Query Options and Parameter Manage Entries-Connection Parameters and Dynamic Data Sources- Synonyms - Creation and Usage Options.

Text Book:

1. Power BI from Rookie Rock Star Author: Reza red revised Edition 2017.

2. Learn Power BI: A beginner's guide to developing interactive business intelligence solutions using Microsoft Power BI Greg Deckler (Author)

Reference Book:

1. Beginning Power BI: A Practical Guide to Self-Service Data Analytics with Excel 2016 and Power BI Desktop 2nd ed. Edition Dan Clark (Author).

2. Microsoft Power BI Quick Start Guide: Build dashboards and visualizations to make your data come to life.

213CCA3102 - DESKTOP PUBLISHING WITH PRACTICAL	L	T	P	X	Credit
	2	0	2	0	4
Pre-requisite: Enable the students to learn the technical background on Desktop Publishing in computer system.	**Course Category**				Elective
	Course Type				Theory

Course Objectives

CO1: To gain the basic knowledge on Desktop Publishing.
CO2: To train up the students about Adobe Page Maker.
CO3: To update skills on Adobe Photoshop.
CO4: To understand about Adobe Photoshop Tools.
CO5: To train the students with Corel Draw.

Course Outcomes (COs)

At the end of the course, students would be able to
CO1: Gain the fundamental knowledge on Desktop Publishing.
CO2: Train up the students about Adobe Page Maker.
CO3: Update skills on Adobe Photoshop.
CO4: Understand about Adobe Photoshop Tools.
CO5: Train the students with Corel Draw.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT – I

Introduction to Computer: Hardware, Software – Components of the computer – Operating system – Introduction to DTP.

Desk Top Publishing: Introduction, terminology - Merit and demerit - Comparative analysis between DTP and traditional composing processes.

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UNIT - II

  Adobe PageMaker - Create Publication - Menu Bar – Toolbox - Explanations of Toolbox - The Pasteboard - Bullets and Numbering – Printing.

UNIT – III

  Adobe Photoshop: Setting Up Document - Page Size and Orientation – Resolution - Color Mode - Background Contents - Opening an Image from Disk.

UNIT - IV

  Toolbox - Details Of Photoshop Tools - Detailed Layout Of The Photoshop Tools - Edit Image With Adobe Photoshop - Correcting Scanned Image - Repair A Damaged Image - Remove An Object - Cropping And Resizing - Altering Images - Working With Layers.

UNIT – V

  CorelDraw - The CorelDraw Window - Tool Overview – Fly outs - Page Navigation With The Page Selector - The Property Bar - Color Palettes - Keyboard shortcuts.

TEXT BOOK:

1. Shirish Chavan, Rapidex DTP Course, Unicorn Books Pvt Ltd, 2003.

REFERENCE BOOKS:

1. Sharon Spencer, Desktop Publishing, Heinemann Educational Publishers.
2. Singh and Singh, The Professional Desktop, Online E-Books, David Pilling, 2000.

213COM3103 - **ENTREPRENEURIAL DEVELOPMENT**	**L**	**T**	**P**	**X**	**Credit**
	3	**0**	**0**	**1**	**4**
Pre-requisite: Nil	**Course Category**				Elective
	Course Type				Theory

Course Objectives

CO1	To obtain with the concept of entrepreneurship, and qualities of an entrepreneur
CO2	To obtain knowledge about the factors affecting entrepreneurial growth
CO3	To gather information about various financial assistance provide to the small scale entrepreneurs
CO4	To generate idea about preparation of project report
CO5	To demonstrate the concept of MSME

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Obtain with the concept of entrepreneurship, and qualities of an entrepreneur
CO2	Obtain knowledge about the factors affecting entrepreneurial growth
CO3	Gather information about various financial assistance provide to the small scale entrepreneurs
CO4	Generate idea about preparation of project report
CO5	Demonstrate the concept of MSME

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit – I

Entrepreneurship – meaning – importance – entrepreneur – types – qualities of entrepreneur – role of entrepreneurs in economic development –functions of entrepreneur

Unit – II

Factors affecting entrepreneurial growth – economic – social – cultural – personality – psychological and sociological factors – theory of need achievement

Unit – III

Institutional finance to entrepreneurs – SFCS – SIDCs – SIPOT – TIIC – Commercial Banks – SIDB- Institutional support to entrepreneurs – EDII – NAYE – NIESBUD – NISET – KVIC – DIC and Industrial Estates .Women entrepreneurs-role of women entrepreneur – functions of women entrepreneur-problems of an women entrepreneur

Unit – IV

Project report – meaning – contents – preparation of a project report.

Unit -V

MSME – service rendered by MSME- sectors reserved for MSME – MSME Board – Procedure to start MSME- Aadhar.

TEXT BOOK:

1. Entrepreneurial Development - S.S.Khanka, Revised Edition, 2013**,** S.Chand& Company Ltd, Ram Nagar, New Delhi-110 055.

REFERENCE BOOKS:

1. Entrepreneurial Development – Renu Arora, S.K.Sood Revised Edition, 2012, Kalyani Publishers, B-I/1292 Rajinder Naga

2. Entrepreneurship development, Moharanas and Dash C.R., RBSA Publishing House, Jaipure.

213COM3104 - FINANCIAL LITERACY	**L**	**T**	**P**	**X**	**Credit**
	3	**0**	**0**	**1**	**4**
Pre-requisite: Basic Knowledge on Finance	**Course Category**				Elective
	Course Type				Theory

Course Objectives

CO1	To describe the importance of financial literacy and list out the institutions providing financial services
CO2	To Prepare financial plan and budget and manage personal finances
CO3	To Open, avail, and manage/operate services offered by banks
CO4	To Open, avail, and manage/operate services offered by post offices
CO5	To Plan for life insurance and property insurance and Select instrument for investment in shares

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Describe the importance of financial literacy and list out the institutions providing financial services
CO2	Prepare financial plan and budget and manage personal finances
CO3	Open, avail, and manage/operate services offered by banks
CO4	Open, avail, and manage/operate services offered by post offices
CO5	Plan for life insurance and property insurance and Select instrument for investment in shares

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit 1: Introduction

Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services.

Unit 2: Financial Planning and Budgeting

Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal Budget, Family Budget, Business Budget and National Budget; Procedure for financial planning and preparing budget; Budget surplus and Budget deficit, avenues for savings from surplus, sources for meeting deficit.

Unit 3: Banking Services

Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc.; Formalities to open various types of bank accounts, PAN Card, Address proof, KYC norm; Various types of loans – short term, medium term, long term, micro finance, agricultural etc. and related interest rates offered by various nationalized banks and post office; Cashless banking, e-banking, Check Counterfeit Currency; CIBIL, ATM, Debit and Credit Card, and APP based Payment system; Banking complaints and Ombudsman.

Unit 4: Financial Services from Post Office

Post office Savings Schemes: Savings Bank, Recurring Deposit, Term Deposit, Monthly Income Scheme, Kishan Vikas Patra, NSC, PPF, Senior Citizen Savings Scheme (SCSS), Sukanya Samriddhi Yojana/Account (SSY/SSA); India Post Payments Bank (IPPB). Money Transfer: Money Order, E-Money order. Instant Money Order, collaboration with the Western Union Financial Services; MO Videsh, International Money Transfer Service, Electronic Clearance Services (ECS), Money gram International Money Transfer, Indian Postal Order (IPO).

Unit 5: Protection and Investment Related Financial Services

Insurance Services: Life Insurance Policies: Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Comparison of policies offered by various life insurance companies. Property Insurance: Policies offered by various general insurance companies. Post office life Insurance Schemes: Postal Life Insurance and Rural Postal Life Insurance (PLI/RPLI). Housing Loans: Institutions providing housing loans, Loans under Pradhanmantri Awas Yojana – Rural and Urban.

Investment avenues in Equity and Debt Instruments:

Portfolio Management: Meaning and importance; Share Market and Debt Market, Sensex and its significance; Investment in Shares – selection procedure for investment in shares; Risk element; Investment Management -Services from brokers and Institutions, and self-management; Mutual Fund.

Practical Exercises:
The learners are required to:

1. Visit banks, post offices, and insurance companies to collect information and required documents related to the services offered by these institutions and to know the procedure of availing of these services.

2. Fill up the forms to open accounts and to avail loans and shall attach photocopies of necessary documents.

3. Prepare personal and family budget for one/six/ twelve month on imaginary figures.

Reference Book

1. Avadhani, V. A. (2019). *Investment Management.* Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Chandra, P. (2012). *Investment Game: How to Win.* New Delhi: Tata McGraw Hill Education.

212COM2107- BUSINESS ORGANISATION AND MANAGEMENT	L	T	P	X	Credit
	2	0	0	1	3
Pre-requisite: The students should know the basic knowledge about the types of business.	**Course Category**				Program Core
	Course Type				Theory

Course objectives:

CO1	To understand the nature and scope of business activities
CO2	To understand the various forms of business organization
CO3	To identify the concepts and to know the starting of new business.
CO4	To know the management concepts and techniques
CO5	To identify the planning process for the development of strategies, policies and decision making.

Course outcomes:

CO1	Understand the nature and scope of business activities
CO2	Understand the various forms of business organization
CO3	Identify the concepts and to know the starting of new business.
CO4	Know the management concepts and techniques
CO5	Identify the planning process for the development of strategies, policies and decision making.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit 1: Introduction

Meaning and definition of business essentials & scope of business Classification of Business Activities-Meaning-Definition-Characteristics and objectives of Business Organisation- Evolution of Business Organisation - Modern Business- Business &Profession.

Unit 2: Forms of business organization

Introduction - Sole Proprietorship-advantages and disadvantages – Partnership- advantages and disadvantages -Joint Stock Companies - advantages and disadvantages and Co-operative.

Unit 3: Business unit

Business Unit- Establishing a new business unit- Meaning of Promotion-Features for business- Plant location- Plant Layout & size of business unit.

Unit 4: Management

Meaning- definition – functions of management- Management Vs administration – Management is art or science – evolution of management – Management theories- MBO

Unit 5: Planning

Nature and purpose of planning -Planning process -Types of plans –Objectives -Managing by objective (MBO) Strategies -Types of strategies -Policies Decision Making -Types of decision - Decision Making Process -Rational Decision Making

TEXT BOOK

1. Kaul, V.K., Business Organisation and Management, Pearson Education, 2006,New Delhi

REFERENCE BOOKS:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition, 2003.
2. B.P. Singh and A.K.Singh, Essentials of Management, 2004.Excel Books.

212CCA2108 - (RDBMS) RELATIONAL DATABASE MANAGEMENT SYSTEM WITH PRACTICAL	L	T	P	X	Credit
	3	0	2	0	4

Pre-requisite: Make the students to learn the basic concepts about database system, query language, relational database design and some advanced topics in database.	**Course Category**	**Program Core**
	Course Type	**Theory with Practical**

Course Objectives

CO1	To gain the knowledge about various database models and database architecture
CO2	To understand the concept regarding SQL and QBE
CO3	To learn the various query processing and optimization techniques used in RDBMS
CO4	To study the various storage strategies adopted in RDBMS.
CO5	To enable the students to analyze the design and implement a database.

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Gain a good understanding of the data base architecture and functioning of Database Management Systems
CO2	Obtain the knowledge regarding Relational Query Language, SQL and QBE
CO3	Familiarize with the various query processing and optimization techniques used in RDBMS
CO4	Provide the information regarding various storage strategies adopted in RDBMS
CO5	Able to analyze the design and implement a database.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M		M		L		L	S		M
CO2	L		L		M		M	M		M	S	
CO3		M		L		M		M			S	L
CO4	L		L	L	S		L			S		S
CO5		L		L		L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit - I

Database System Architecture – Data Abstraction, Data Independence, Data Definitions and Data Manipulation Languages. Data models – Entity Relationship (ER), Mapping ER Model to Relational Mode, Network. Relational and Object Oriented Data Models, Integrity Constraints and Data Manipulation Operations.

Unit -II

Relation Query Languages, Relational Algebra, Tuple and Domain Relational Calculus, SQL and QBE. Relational Database Design: Domain and Data dependency, Armstrong's Axioms, Normal Forms, Dependency Preservation, Lossless design, Comparison of Oracle and DB2.

Unit -III

Query Processing and Optimization: Types of Evaluation of Relational Algebra Expressions, Query Equivalence, Join strategies, Query Optimization Algorithms.

Unit -IV

Storage Strategies: Indices, B-Trees, Hashing, Transaction processing: Recovery and Concurrency - Control, Locking and Timestamp based Schedulers, Multiversion and Optimistic Concurrency Control Schemes.

Unit - V

Advanced Topics: Object-Oriented and Object Relational databases. Logical Databases, Web Databases, Distributed Databases, Data Warehouse and Data Mining- data dialing- cobit technology.

TEXT BOOK

1. Database System Concepts by Sudarshan, Korth (McGraw-Hill Education)5th edition 2005

REFERENCES BOOKS

1. Database System: concept, Design & Application by S.K.Singh (Pearson Education)
2. Database Modeling and Design: Logical Design by Toby J. Teorey, Sam S. Lightstone, and Tom

RDBMS LAB

1. Create a table "Student Mark List" having the following fields.

Name, Reg_no, Mark1, Mark2, Mark3, Total, Average, Result.

    a.   Insert minimum 10 records.

    b.   Query to find the total, average and result.

2. Create a table "Electricity Bill" having the following fields.

Customer Name, Customer Number, Previous meter reading, Current meter reading, Units consumed, Type, Amount.

    a.   Insert minimum 10 records.

    b.   Query to find the units consumed.

    c.   Query to find the amount where Type = „House" Rs.5 per unit

Type = „Office" Rs.8 per unit

Type = „Factory" Rs.12 per unit.

3. Create a table "Simple Interest" having the following fields.

Principal amount, No. of Years, Rate of Interest, Interest amount.

    a.   Insert minimum 10 records.

    b.   Query to find the interest amount.

4. Create a table "Compound Interest" using sequence with the following fields.

Principal amount, No. of Years, Rate of Interest, Interest amount.

    a.   Insert minimum 10 records.

    b.   Principal amount varies from 5000 to 10000 in steps of 500

    c.   Rate_of_interest = 12% & No. of Years = 5

    d.   Calculate the compound interest

5. Create a table „Personal Details" having the following fields.

Name, Age, Sex, Qualification, Designation, Date_of_Birth, Basic Pay.

    a.   Insert minimum 10 records.

    b.   Query to select the records having names starting with the letter S.

    c.   Sort the table in the ascending order of names.

    d.   Display the records where the qualification is MCA.

    e.   Display the records where the basic pay between 15000 and 25000.

6. Create a table "Course Details" having the following fields.

Student name, Course name, Duration, Date_of_Joining, Course fees, Institute.

    a. Insert minimum 10 records.

    b. Convert the first letter of the student name in capital.

    c. Count the number of students studied in each institute.

    d. Display the last date of the month in Date_of_Joining filed.

    e. Display the Course name of duration two months.

    f. Display the first two characters from course name where the institute is Aptech.

    g. Display the course name where the course fee is greater than 5000 excluding duplication.

    h. Display only the three characters from the fourth character in the institute filed.

7. Create a table "Employee Details" having the following fields.

Employee number, Employee name, Department id, Basic pay, HRA, Deductions, Tax.

    a. Insert minimum 5 records.

    b. Get the number of employees in the department „D1".

    c. Find the total pay for all the employees in the department „D1".

    d. Find the department-wise average pay of the employees.

    e. Find the name of the employee who gets the maximum basic pay.

8. PL/SQL program to calculate Depreciation using Straight Line and Written Down Value methods.

9. PL/SQL for No data found and Zero divide exception.

10. PL/SQL program using triggers.

11. PL/SQL program to find the factorial of a given number.

12. PL/SQL program to generate Fibonacci series.

13. PL/SQL program to check whether the given number is Prime or not.

14. PL/SQL program to fetch data using cursors.

15. PL/SQL program to insert records into the item table.

	L	T	P	X	Credit
212CCA2109 - OBJECT ORIENTED PROGRAMMING WITH C + +	2	0	2	0	4
	Course Category			**Program Core**	
Pre-requisite: Enable the students to learn the technical background on programming language.	**Course Type**			**Theory**	

COURSE OBJECTIVES: To make the students

CO1	To understand the concept of OOPS with C++
CO2	To familiarize on the classes, objects, pointers
CO3	To comprehend on the working with the files
CO4	To critically analyze and write appropriate programme with use of classes, objects and pointers
CO5	To develop programming based on the need.

COURSE OUTCOMES:

CO1	To understand the concept of OOPS with C++
CO2	To familiarize on the classes, objects, pointers
CO3	To comprehend on the working with the files
CO4	To critically analyse and write appropriate programme with use of classes, objects and pointers
CO5	To develop programming based on the need.

Unit I: Principles of Object-Oriented Programming:

Basic Concepts of Object Oriented-Programming – Benefits of OOP – Object-Oriented Languages – Applications of OOP. Beginning with C++: What is C++ – A simple C++ Program – Structure of C++ Program. Tokens, Expressions and Control Structures: Reference Variables – Scope Resolution Operator – Member Dereferencing Operators – Memory Management Operators – Type Cast Operator. Functions in C++.

Unit II: Classes and Objects:

Introduction – Specifying a Class – Defining Member Functions – Making an outside Function Inline – Nesting Of Member Functions – Private Member Functions – Array within a Class – Memory Allocation for Objects – Static Data Members – Static Member Functions – Arrays Of Objects – Objects as Function Arguments – Friendly Functions. Constructors and Destructors:

Introduction – Constructors – Parameterized Constructors – Multiple Constructors in a class – Constructors with Default Arguments – Dynamic Initialization of Objects – Destructors.

Unit III: Operator Overloading and Type Conversions:

Introduction – Defining Operator Overloading – Overloading Binary Operators – Rules for Overloading Operators. Inheritance-Extending Classes: Introduction – Defining Derived Classes – Single Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – virtual base classes.

Unit IV: Pointers, Virtual Functions and Polymorphism:

Introduction – Pointers – Pointers to Objects – this Pointer – Pointers to Derived Classes – Virtual Function. Templates: Introduction – Class Templates – Class Templates with Multiple Parameters – Function Templates – Function Templates with Multiple Parameters.

Unit V: Working with Files:

Introduction – Classes for File Stream Operations – Opening and Closing a File – Detecting End-of-File– Error Handling during File operations. Exception Handling: Introduction – Basics of Exception Handling – Exception Handling Mechanism – Throwing Mechanism – Catching Mechanism – Rethrowing an Exception – Specifying Exceptions. Introduction to the Standard Template Library: Introduction – Components of STL – Containers – Algorithms – Iterators. Manipulating Strings: Introduction – Creating (String) Objects – Manipulating String Objects.

SUGGESTED READINGS:

1. E Balagurusamy (2017), "Object Oriented Programming with C++", 7th edition, McGraw Hill, New Delhi.
2. YashavantKanetkar, (2018), Understanding Pointers in C & C++ 5th revised edition, BPB Publications
3. Bjarne Stroustrup (2014), Programming: Principles and Practice Using C++, 2nd edition, Addison Wesley.
4. Herbert Scheldt (2017), C++: The Complete Reference, 4th Edition, 4th edition, McGraw Hill, New Delhi. 5. Mike McGrath (2017), C++ Programming In Easy Steps, 5th edition, BPB Publications; New Delhi.

212COM2110 - DIGITAL MARKETING	L	T	P	X	Credit
	2	0	0	1	3

Pre-requisite: To know the basic knowledge about concepts, principles, tools and techniques of Digital marketing.	**Course Category**	Program Core
	Course Type	Theory

Course Objectives:

CO1	To Understand the Concept of Digital marketing using social media
CO2	To design the website using word press
CO3	To design a digital marketing campaign in basic social media
CO4	To analyse using the Search engine optimization tools
CO5	To create online reputation management reports and formulate suitable decisions using the metrics.

Course Outcomes:

CO1	Understand the Concept of Digital marketing using social media
CO2	Design the website using word press
CO3	Design a digital marketing campaign in basic social media
CO4	Analyse using the Search engine optimization tools
CO5	Create online reputation management reports and formulate suitable decisions using the metrics.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		L	M			M	L		L	S	M	M
CO2	L			L	M		M			M		
CO3	L	M	L		M			M			S	L
CO4				L	S	L				S		S
CO5		L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT I Introduction of the digital marketing

Digital vs. Real Marketing - Digital Marketing Channel, Creating initial digital marketing plan – Content management - SWOT analysis - Target group analysis-What is Digital Marketing? Benefits of Digital Marketing. Digital marketing platforms and strategies. Comparing digital with traditional marketing.

UNIT II Website

What is website? What is domain name? Types of domains. Register a domain name. Web hosting concepts. Types of websites – HTML, CSS and Java Script. Popular CMS. Website designing with Word Press: What is Word Press? Benefits of using WP.

UNIT III Social media Marketing Tools – Basic Tools

Creating a Face book page - Visual identity of a Face book page - Types of publications - Face book Ads - Creating Face book Ads - Ads Visibility Business opportunities and Instagram options - Optimization of Instagram profiles – Integrating Instagram with a Web Site and other social networks - Keeping up with posts Business tools on LinkedIn - Creating campaigns on LinkedIn - Analyzing visitation on LinkedIn Creating business accounts on YouTube - YouTube Advertising - YouTube Analytics E-mail marketing - E-mail marketing plan - E-mail marketing campaign analysis.

UNIT IV Advanced Tools: SEO and SEM

On-Site SEO: Optimize UX & Design, Off-Site SEO: Link-building, SEO Audit & Future of SEO Ad words & Keyword Selection, Create Text Ads, CPC Bidding, Navigate Ad Words, SEM Metrics & Optimization

UNIT V Online Reputation Management

Merging digital and social marketing and data analytics. What is ORM and why we need ORM? Examples of ORM. Areas to analyze in ORM. Generate a ORM report. Things to do in ORM – Monitor search results, complaint sites, reviews, sites and blogs, and social media. Analytics and its importance for business.

TEXT BOOK:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.

2. Puneet Singh Bhatia (2017), Fundamentals of Digital Marketing, Pearson Education, New Delhi.

3. Abhishek Das (2018), Applications of Digital Marketing for Success in Business, 1st edition, BPB Publications, New Delhi

4. Dishek J. J. Mankad (2018), Understanding digital marketing, BPB Publications

REFERENCE BOOK:

1. Vandana Ahuja (2015), Digital Marketing, Oxford University Press, New Delhi.

2. Sarah McHarry (2013), Word press to Go, Create space Independent Publication.

213COM3105 - BUSINESS RESEARCH METHODS	L	T	P	X	Credit
	5	0	0	0	5

Pre-requisite: Basic knowledge in banking at higher secondary level	**Course Category**	Elective
	Course Type	Theory

Course Objectives

CO1. To knows the Types of Research, the Research Process: An overview.
CO2. To understand the Research Design Process
CO3. To gain the knowledge about Questionnaire, Reliability Validity of Questionnaire
CO4. To know the Steps in Designing the Sample
CO5. To understands the Computerized Statistical Packages.

COURSE OUTCOMES:

CO1. Know the Types of Research, the Research Process: An overview.
CO2. Understand the Research Design Process
CO3. Gain the knowledge about Questionnaire, Reliability Validity of Questionnaire
CO4. Know the Steps in Designing the Sample
CO5. Understand and the Computerized Statistical Packages.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2				L	M		M			M	S	
CO3	L	M						M			S	L
CO4	L				S	L				S		
CO5		L	L								S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT 1: INTRODUCTION TO BUSINESS RESEARCH METHOD

Concept of BRM, Nature of BRM, Scope BRM, Need and Role of Business, Research, Characteristic of Research, Types of Research, the Research Process: An overview.

UNIT 2: RESEARCH DESIGN

Concept of Research Design, Types of Research Design, Including Exploratory, Descriptive and Experimental, Research Design Process.

UNIT 3: QUESTIONNAIRE DESIGN AND SCHEDULE

Concept of Questionnaire and Schedule, Principles of Designing Questionnaire and Schedule, Limitations of Questionnaire, Reliability Validity of Questionnaire.

UNIT 4: SAMPLING THEORY

Concept, Need and Importance of Sampling, Types of Sampling Methods, Sampling and Non-Sampling Errors, Sample Design, Determinants of Sample Size, Steps in Designing the Sample.

UNIT 5: DATA ANALYSIS

Tabulation and Processing of Data, Basic Aspects of Statistical Inference Theory and Hypothesis Testing, Type I and Type II Errors, Applications of T-Test, Z-Test, F-Test, Chi-square Test and ANOVA, Introduction to Computerized Statistical Packages.

Text Book
1. William G. Zikmund: Business Research Methods, 2011-12
2. Cooper and Schindler: Business Research Methods, Tata Mc Graw-Hill, 2011

Reference Book
1. Mark Saunders: Research Methods for Business: Pearson Education, 2010
2. Cooper and Schindler: Business Research Methods, 10th edition, New Delhi
3. C.R. Kothari, (2004): Research Methodology – Methods, 2nd edition. New Age Publications.

	L	T	P	X	Credit
213COM3106 - HUMAN RESOURCE MANAGEMENT	5	0	0	0	5
Pre-requisite: Basic knowledge in banking at higher secondary level	**Course Category**				Elective
	Course Type				Theory

Course Objectives

CO1. To know the Essential elements of HRM
CO2. To understand the Recruitment and Selection Process
CO3. To gain the knowledge about objectives and advantages
CO4. To know the Traditional and Modern methods of Performance Appraisal
CO5. To understands the Compensation Management

COURSE OUTCOMES:

CO1. Know the Essential elements of HRM
CO2. Understand the Recruitment and Selection Process
CO3. Gain the knowledge about objectives and advantages
CO4. Know the Traditional and Modern methods of Performance Appraisal
CO5. Understands the Compensation Management

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit-I: Human Resource Management

Meaning, objectives, functions, significance of Human resource management. Difference between HRM and Personnel Management and Human Resource Development. Essential elements of HRM. HRM Planning.

Unit-II: Recruitment, Selection, Placement & Induction

Recruitment: meaning, Factors influencing recruitment. Selection: Meaning, factors influencing the process of selection. Steps in selection process. Placement and Induction: Meaning and importance.

Unit-III: Training

 Meaning, objectives, types of training, advantages of training.

Unit-IV: Performance Appraisal

 Performance appraisal: meaning, need, objectives and steps in performance appraisal-Methods-Traditional and Modern methods

Unit-V: Compensation Management

 Meaning, objectives, components of compensation, need for sound salary administration.

Text Book

Pattanayak-Human Resource Management, PHI Learning P ltd, New Delhi 2009 3rd Edition

Reference Books

Snail & Holden: Human Resource & Personnel Management, McMillan India, Ltd., New Delhi.

Ashwathappa: Human Resource & Personnel Management, TMH,

213COM3107- COMPUTERISED ACCOUNTING SYSTEM (Tally ERP 9)	L	T	P	X	Credit
	3	0	2	0	4

Pre-requisite: Enable the students to acquire basic knowledge in the computerized accounting system and its applications in the area of business.	**Course Category**	Elective
	Course Type	Theory with Practical

COURSE OBJECTIVES:

CO1. To understand fundamentals of Tally
CO2. To know Tally features and its importance in supporting accounting activity.
CO3. To communicate orally and in written form the Features of Tally in capturing accounting procedures.
CO4. To gain lifelong knowledge of Tally features and integration of accounting and computer for Effective decision making.
CO5. To be familiar with the incorporation of GST standards into accounting and computerized Accounting process.

COURSE OUTCOMES:

CO1: Understand the fundamentals of Tally
CO2: Comprehend on the knowledge of Tally, its features and its importance.
CO3: Communicate orally and in written form the Features of Tally in capturing accounting procedures.
CO4: Gain lifelong knowledge of Tally features and integration of accounting and computer for effective decision making.
CO5: Familiarize on the incorporation of GST standards into accounting and computerized accounting process.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L		M		M		L		L	S		M
CO2			L		M		M	L		M		
CO3	L	M		L		M		M			S	L
CO4	L		L		S		L			S		S
CO5		L		L					L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT-I

User Interface and Company Management - Introduction to Tally ERP9, Gateway of Tally and User Interface - Masters – Ledgers - Understanding Ledgers - Masters – Groups - Understanding Groups - Masters – Bill wise Debtors and Creditors Ledgers - Payment Voucher - Understanding Default Vouchers. Day Book - Understanding Day Book Reports - Altering and Deleting Transactions - Pre-Allocation of Bills - Receipt Voucher - Understanding Receipt Vouchers - Contra Vouchers - Cheque Printing - CTS Cheque Printing System - Debit and Credit Notes - Debit Note Returns - Bank Reconciliation -Understanding BRS Process.

UNIT-II

Inventory Understanding Inventory - Integrating Accounts and Inventory - Manual Stock Valuation without Inventory. Billing Features - Purchase Order Processing - Sales Order Processing - Stock Transfers - Understanding Stock Transfers - Manufacturing Vouchers - Batch Wise Details - Re-Order Level.

UNIT-III

TDS, Payroll, Finalization Process - Multi Language – Export – Import -Backup and Restore - Tax Deducted at Source (TDS) - Payroll Accounting - Finalization Process - Depreciation Entries - Creating General Reserves - Provision for Taxation - Bad Debt Reserves - Partnership Firm - Transferring Profits - Outstanding Expenses and Accrued Income - Changing Financial Year, Voucher Types and Class, Point of Sales, Scenarios and Optional Vouchers.

UNIT-IV

Goods and Services Tax (GST)- About Goods and Services Tax (GST) - Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level, GST Taxes & Invoices Understanding SGST, CGST & IGST. Purchase Voucher with GST: Updating GST Number for Suppliers. Sales Voucher with GST: Updating GST Number for Suppliers.

UNIT-V

Budgets and Reporting - Budgets and Controls - Budget Masters and Configurations - Cost Centre and Cost Categories - Understanding Cost Centers - Understanding Profit - Customer and Supplier Balance Checking-Customer and Supplier Bill Wise Checking- Overdue Payables and Receivables - Outstanding Reports and Printing - Confirmation of Accounts - Negative Ledgers Report. Purchase and Sales Reporting - Stock Analysis and Reports - Cash and Bank Reports – Search - Filter and Sorting - Financial Reports - Data Security - Tally Audit- Tally Synchronization – Multi Currency - Printing Reports.

TEXT BOOK:

1. Tally education, (2018), Official Guide to Financial Accounting Using Tally. ERP 9 with GST (Release

   6.4), 4th revised and updated edition, BPB Publications; New Delhi

2. Asok K. Nadhani (2018), Tally ERP Training Guide – 4thedition, BPB Publications; New Delhi

3. Sajee Kurian, (2017) Learning Tally ERP 9 with GST, 1st edition, Blessings Inc, Mumbai.

REFERENCE BOOK:

1. Ajay Maheshwari and Shubham Maheshwari (2017), Implementing GST in Tally.ERP 9, 1st edition, Tally E-Learning.

2. Shraddha Singh, Navneet Mehra (2014), Tally ERP 9 (Power of Simplicity): Software for Business and Accounts, V&S Publishers, New Delhi.

3. Tally 9 Nellai Kannan, Revised Edition 2009, Nels Publications, Thirunelvelli

4. Implementing Tally 9 A. K. Nadhani, K. K. Nadhani, BPB Publications Publication, Edition 2007.

213COM3108 –MANAGEMENT INFORMATION SYSTEM	L	T	P	X	Credit
	3	0	2	0	4
Pre-requisite: Enable the students to learn the theoretical background on management information system	**Course Category**				Elective
	Course Type				Theory

Course Objectives

CO1	To gain the knowledge on knowledge management
CO2	To train up the students about groupware.
CO3	To update skills on computer based user machine system.
CO4	To understand about operating elements.
CO5	To train the students with data representation

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Gain the knowledge on knowledge management
CO2	Train up the students about groupware.
CO3	Update skills on computer based user machine system.
CO4	Understand about operating elements.
CO5	Train the students with data representation

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2				L	M		M			M		
CO3	L	M	L					M			S	L
CO4	L		L		S	L				S		S
CO5		L				L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT - I Knowledge society-from data to information to knowledge- Drivers of knowledge management Intellectual capital- KM and learning organizations- case studies. Strategic alignment- creating awareness- articulation- Evaluation and strategic alignment Infrastructural development and deployment- Leadership, measurement and refinement- Role of CKO

UNIT – II Analyzing business environment-knowledge audit and analysis – designing KM team – creating KM system blue print- implementation- capture –store and sharing. Technology components- Intranet and Groupware solutions- tools for collaborative intelligence package choices- implementing security.

UNIT – III Definition – Computer based user machine system – Integrated system – Need for a database – Utilization of models – Evolution – Subsystems – Organizational subsystems – Activities subsystems.

UNIT - IV Operating elements – Physical components – Processing functions – Outputs – MIS support for decision making – Structured programmable decisions – Unstructured non-programmable decisions – MIS structure based on management activity and organizational functions – Synthesis of MIS structure

UNIT – V Data representation – Communication network – Distributed systems – Logical data concepts – Physical storage devices – File organizations – Data base organization – Transaction processing - DEVELOPMENT AND MANAGEMENT : A contingency approach to choosing an application – Developing strategy – Lifecycle definition stage – Lifecycle development stage – Lifecycle installation and operation stage – Project management

TEXT BOOK:

E.Wainright Martin, Carol V. Brown, Danial W. DeHayes, Jeffrey A. Hoffer, William C. Perkins, "Managing Information Technology" 3rd Edition, Prentice Hall International edition 2013.

REFERENCE BOOKS

1. Harold Koontz, Heinz Weihrich, "Essentials of Management", 5th Edition, Tata McGraw Hill 2013.
2. Ratnajagogula, 'Knowledge management', A new dawn- ICFAI-2015.

212COM2111 - COST ACCOUNTING	L	T	P	X	Credit
	4	1	0	0	5

Pre-requisite: Basic knowledge on accounting at higher secondary	**Course Category**	Program Core
	Course Type	Theory

Course Objectives

CO1	To provide knowledge regarding crucial concept in cost accounting
CO2	To study the cost accounting technique applied in materials and labour
CO3	To provide knowledge about the allocation and allocation of overhead
CO4	To enable the students to develop the skill relating to overhead cost, job costing, contract costing
CO5	To understand the idea about procedure for reconciliation of cost and financial accounting

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Provide knowledge regarding crucial concept in cost accounting
CO2	Study the cost accounting technique applied in materials and labour
CO3	Provide knowledge about the allocation and allocation of overhead
CO4	Enable the students to develop the skill relating to overhead cost, job costing, contract costing
CO5	Understand the idea about procedure for reconciliation of cost and financial accounting

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2				L	M		M			M	S	
CO3	L	M	L		M			M			S	
CO4			L			L				S		S
CO5		L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT – I

Cost Accounting: Meaning – Objectives – Importance – Advantage – Cost accounting vs. Financial accounting - Cost accounting vs. Management accounting – Classification and elements of cost – Components of total cost – Preparation of cost sheet.

UNIT –II

Material: Purchase procedure – Store keeping – Different levels of stock – Material issues procedure – Pricing of material.

Labour: Methods of Remuneration and Incentive wage plans – Control of Labour cost.

UNIT – III

Overhead: Meaning – Classification – Allocation – Apportionment and Absorption

UNIT – IV

Methods of Costing: Contract costing – Process costing – Normal and Abnormal losses – Equivalent production.

UNIT – V

Reconciliation statement: Reconciliation of Cost and Financial Accounting–Reasons–Procedure for reconciliation

Note: The questions should be asked in the ratio of 80% for problems and 20% for theory.

TEXT BOOK

1. Cost accounting – R.S.N.Pillai & Bhagavathi, S.Chand & Company Ltd(2013) Ram Nagar, New Delhi-110 055

REFERENCE BOOKS

1. Cost Accounting **-** Jain &Narang Revised Edition 2013, Kalyani Publishers, and Ludhiana.
2. Cost Accounting **-** M.N. Arora Revised edition- 2014. Vikas Publishing House Pvt. Ltd. Noida, New Delhi.

212COM2112 - INCOME TAX LAW AND PRACTICE –I	L	T	P	X	Credit
	4	0	0	1	5
Pre-requisite: Basic knowledge in Income Tax	**Course Category**			Program Core	
	Course Type			Theory	

Course Objectives

CO1	To provide the knowledge about fundamental concepts of Indian income tax law
CO2	To make the students to understand various exempted incomes
CO3	To compute taxable income under the head Salary and House Property.
CO4	To compute taxable income under the head Business and Profession
CO5	To compute taxable income under the heads Capital Gains and Income from other sources

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	To provide the knowledge about fundamental concepts of Indian income tax law
CO2	To make the students to understand various exempted incomes
CO3	To compute taxable income under the head Salary and House Property.
CO4	To compute taxable income under the head Business and Profession
CO5	To compute taxable income under the heads Capital Gains and Income from other sources

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2				L	M		M			M	S	
CO3		M			M			M				L
CO4	L		L		S					S		S
CO5		L				L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

Unit – I
Income Tax Act, 1961: Introduction- Definitions – Income, Assessment, Assessment year, Previous year, Person, Assessee – Residential status of an Assessee- Resident , Resident but not ordinarily resident , Non-resident - Deemed income – Capital receipts and Revenue receipts – Capital expenditure and Revenue expenditure.

Unit – II
Exempted incomes: Incidence of Tax- incomes exempted U/s 10.

Unit – III
Salary –Meaning –Allowances –Perquisites - Profits in lieu of Salary - Deductions against Salary - Incomes Exempt from Tax. House Property - Chargeability - Owner of house property - Determination of Annual Value -Deduction from Net Annual Value - Unrealized Rent – Exemptions - Computation of Income from House Property..

Unit – IV
Computation of Income from Profits and Gains from Business and Profession - Profits and Gains from Business and Profession - Business and Profession – An Overview – Chargeability - Profits and Losses of Speculation Business - Deductions Allowable - Expenses Disallowed - Deemed Profits u/s 41 - Maintenance of Accounts..

Unit – V
Capital Gain: Chargeability - Capital Gains- Capital Assets & Transfer - Types of Capital Gains - Mode of Computation of Capital Gains -Exemptions and Deduction.-Computation of Income from other sources.

Note: The questions should be asked in the ratio of 70% for problems and 30% for theory.

TEXT BOOK:
1. Income Tax Law & Accounts – Dr. H.C.Mehrotra, Revised Edition (as per latest AY)
Sahitya Bhawan Publications, Hospital Road, Agra – 282 003.

REFERENCE BOOKS:
1. Income Tax Law & Practice – V.P.Gaur, D.B.Narang, Revised edition (as per latest AY)
Kalyani Publications B-1/1292, Rajinder Nagar, Ludhiana-141 008
2. Income Tax Law & Practice – T.S.Reddy and Murthy, Revised edition (as per latest AY)
Margham Publications, Chennai-17.

212CCA2113 - PROGRAMMING WITH JAVA	L	T	P	X	Credit
	3	0	2	0	4
Pre-requisite: Know about the usage of the Java programming language for various programming technologies	**Course Category**			Program Core	
	Course Type			Theory with Practical	

COURSE OBJECTIVES:

CO1	To understand of fundamental programming constructs and concepts
CO2	To comprehend on the object-oriented programming concepts of Class and Object
CO3	To gain knowledge on the packages and interface and its applications
CO4	To obtain the application of Multi thread models in programming
CO5	know about the applet class and its application

COURSE OUTCOMES:

CO1	Obtain programming skills in the Java programming language
CO2	Gain knowledge of object-oriented paradigm in the Java programming language
CO3	Know about the usage of the Java programming language for various Programming technologies
CO4	Understand to usage tools to design webpage using the java programming and realize the usage of Standard and third-party Java's API's when writing applications
CO5	Exhibit the communication skills to convey the output of the programme

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M		M		L		L	S		M
CO2			L		M		M			M	S	
CO3	L	M		L		M		M			S	L
CO4			L					L		S		S
CO5		L		L		L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT- I

An overview of Java: Object Oriented Programming – Java Features – Java Environment - Data Types, Variables and Arrays. Operators- Expressions – Control Statements: Branching Statements – Iteration Statements - Jump Statements – Sample Java Program.

UNIT-II

Classes: Objects – Methods – Constructors – This keyword – Finalize () Method – Overloading Methods - Returning Objects – Recursion – Static – Final – Nested Inner Classes – Command line Arguments - Inheritance.

UNIT-III

Packages and Interfaces: Packages – Access Protection – Importing Packages – Interfaces: Exception Handling - Fundamentals – Exception Types – Try and Catch – Multiple Catch – Nested Try – Throw – Throws Finally – Build in Exception.

UNIT-IV

Multithread Programming: Thread Model –Life Cycle of Thread – Creating Thread - Multiple Threads – Thread Priorities – Synchronization – Inter Thread Communication – Suspending, Resuming and Stopping Threads – I/O Applets, and Other Topics.

UNIT- V

The Applet Class: Basics- Building Applet Code – Applet Life Cycle – Creating an Executable Applet - Designing a Web Page – Running the Applet – Getting Input from the user – Graphics Programming: The Graphic Class – Lines and Rectangles – Circle and Ellipses – Using Control Loops in Applets – Drawing Bar Charts.

TEXT BOOK:

1. Balagurusamy (2019), Programming with Java, 6th edition, McGraw Hill Education; New Delhi.

2. Yashavant Kanetkar (2017), Let us JAVA - 3rd Edition, BPB Publication, New Delhi.

3. Herbert Scheldt (2017), Java - A Beginner's Guide, 7th edition, McGraw Hill Education, New Delhi.

REFERENCE BOOK:

1. Barry A. Burd (2020), Beginning Programming with Java for Dummies, 5th edition, Wiley, New Delhi.

2. Joshua Bloch (2019), Effective Java 2nd Edition, Pearson education, New Delhi.

3. K. Somasundaram (2018) Introduction to Java Programming Kindle 1ST Edition by ,Jaico Publishing House; 1 edition.

213CCA3109 - WEB DESIGNING USING HTML WITH CSS	L	T	P	X	Credit
	4	0	2	0	5
Pre-requisite: Basic knowledge on computer	Course Category				Elective
	Course Type				Theory with Practical

Course Objectives

CO1	To understand the concept of Web
CO2	To gain the working knowledge about HTML
CO3	To gain the basic knowledge about CSS.
CO4	To gain working knowledge about CSS.
CO5	To design web pages using HTML and CSS

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	**To** understand the concept of Web
CO2	To gain the working knowledge about HTML
CO3	To gain the basic knowledge about CSS.
CO4	To gain working knowledge about CSS.
CO5	To design web pages using HTML and CSS

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		L	M			M	L		L	S	M	M
CO2	L			L	M		M			M		
CO3	L	M	L					M				L
CO4	L		L		S	L				S		S
CO5		L					L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT I

Getting Started: Introducing HTML5- Addressing web pages- Defining document structure creating an HTML5 document- validating documents-Employing an HTML editor. **Providing page information:** Bestowing a title- Specifying a character set- Refreshing the page describing the document-Incorporating scripts-Incorporating style sheets-Linking more resources.

UNIT II

Creating Body Content: Working the body- Inserting paragraphs- Including quotations Emphasizing text- Reading the small print- Keeping preformatted text – Modifying text Displaying code in text- giving tooltip advice- adding images- Directing languages.

Inserting hyperlinks: Creating hyperlinks- Accessing links via keys- Linking to page fragments- linking to protocols- using images as hyperlinks- Producing image map links Generating popup

UNIT III

Arranging content sections: Proclaiming headings- Grouping headings – Providing navigation- Writing articles- Standing aside- footing the page- Denying anonymity- Positioning content.

Writing lists and tables: Creating Unordered, ordered, definition lists- Producing a simple table- Spanning cells over rows, across columns- Adding header and footer- Aligning cell content- Grouping columns- Setting column widths

UNIT IV

Embedding media content: Embedding objects, with parameters, in frames, plug in movies, audio and video.

Building input forms: Submitting forms-Gathering text input- providing text areas- Check boxes- Choosing radio buttons- Selecting options- utilizing hidden data- Pushing buttons- Using images for submission- Adding logos to buttons- Labeling form controls- uploading files.

UNIT V

Painting on Canvas: Generating a canvas- Painting shapes- Stroking borders- Filling options writing text- Drawing lines- Skewing Curves- Translating coordinates- Transforming shapes animating the canvas

Performing web magic: creating vector graphics: Applying vector options- Employing a vector.

editor- interacting with vectors- Animating vector graphics- Manipulating bitmap pixels dragging and dropping objects- Storing user data- Editing live content- Cross-document messaging- Pin pointing the user.

TEXT BOOK

Thomas Powell (2017) HTML & CSS: The Complete Reference, McGraw Hill Education, Fifth Edition

REFERENCE BOOK

1.	DT Editorial Service (2016), HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP and query, Dramatic Press, Second Edition

2.	Laura Lemay, RafeColburn, Jennifer Kyrnin, (2016), Mastering HTML, CSS & JavaScript Web Publishing, BPB Publications, First Edition

WEB DESIGNING (PRACTICAL)

1. Create a simple web page using basic html tags

2. Create a neat Bio-Data using formatting and pre-formatting tags and attributes of HTML

3. Create a web page of listing your college features and courses using HTML tags.

4. Create a web page of displaying a table of information using HTML table tags.

5. Create attractive web pages with hyperlinks and images using HTML tags.

6. Create a map of information in a single image using use map tags in HTML.

7. Using HTML frames and CSS to create web pages displaying corporate information.

8. Create a web page of Application form for the college admission using HTML tags.

9. Draw on the Canvas using script in HTML.

10. Create a vector graphics by animating vector graphics.

11. Create a tribute page using HTML and CSS.

12. Create a Survey form using HTML and CSS.

13. Build a Product Landing page using HTML and CSS.

14. Build a Technical Documentation Page using HTML and CSS.

15. Build a Personal Portfolio WebPages using HTML and CSS.

16. Create a Google.Com Page using HTML and CSS.

17. Create a Google.Com Search Result Page.

213CCA3110 - VB.NET PROGRAMMING	L	T	P	X	Credit
	4	0	2	0	5
Pre-requisite: Basic knowledge on computer	**Course Category**				Elective
	Course Type				Theory with Practical

Course Objectives:

CO1	To understand NET framework
CO2	To know about Visual Studio Interface
CO3	To develop simple windows applications
CO4	To develop simple web applications
CO5	To develop applications with database access

Course Outcomes:

CO1	Understand NET framework
CO2	Know about Visual Studio Interface
CO3	Develop simple windows applications
CO4	Develop simple web applications
CO5	Develop applications with database access

UNIT I

Understanding the .NET Framework - Key Components of the .NET Framework. The Visual Studio Interface - Exploring Visual Basic .NET - Working with Forms - Adding Controls to Windows Forms – Arranging Controls in Windows Forms – Variables – Arrays.

UNIT II

Working with controls: Textboxes- Buttons – Labels – List and Combo boxes –– Radio buttons and Check boxes – Menu and Toolbar– Progress bar – Timer – Picture box control -

UNIT III

If. Then. Else statement – Select. Case statement. Loop Structures: While. End While statement – Do. Loop statement – For.. Next statement – For Each. Next statement.

UNIT IV

Working with Dialog boxes – Working with MDI Forms – Employing String to Handle Text Data. Working with Sub Procedures and Function Procedures.

UNIT V

Accessing a Database: ADO .NET Components – Storing Data in a Dataset – Adding and Binding Controls – Data Form Wizard Handling Errors in Visual Basic .NET: Identifying Error Types – Handling Errors in Programs. Tracking Errors in Programs.

VISUAL BASIC .NET (Practical)

1. Designing a Simple Win form Application
2. Designing a Login Form
3. Designing a Simple Math Calculator
4. Working with Menus
5. Working with List box and Combo box
6. Working with MDI Forms
7. Working with Subroutines and Functions
8. Program Using Switch..Case statements
9. Program Using Loop Structures
10. Designing an application for Accessing Database

TEXT BOOK:

1. MridulaParihar, YeshSinhal and Nitin Pandey, "Visual Studio .Net Programming", PHI 2002

REFERENCE BOOK:

Julia Case Bradley, Anita C. Millspaugh, "Programming in Visual Basic .Net", Tata McGraw Hill Edition.

213COM3111 - **STATISTICAL PACKAGE FOR SOCIAL SCIENCE (SPSS) THEORY WITH PRACTICAL**	**L**	**T**	**P**	**X**	**Credit**
	2	**0**	**2**	**0**	**4**

Pre-requisite: Basic knowledge in computer at higher secondary level	**Course Category**	Elective
	Course Type	Theory with practical

Course Objectives

CO1	To Understand the basic features of SPSS
CO2	To Train Students in SPSS Software
CO3	To expose the students to the analysis of statistical data
CO4	To learn about descriptive statistics, correlation and regression
CO5	To learn about parametric and non- parametric test

Course Outcomes (COs)

CO1	Understand the basic features of SPSS
CO2	Train Students in SPSS Software
CO3	Expose the students to the analysis of statistical data
CO4	Learn about descriptive statistics, correlation and regression
CO5	Learn about parametric and non- parametric test

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	L	M			M	S		L	S	M	M
CO2	M	L		L	M		M			M		S
CO3	M		L		M			M			S	L
CO4	S	L		M		L		L		S		S
CO5	S		L	M		S	S		M		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT 1: DATA HANDLING

Open SPSS data file – save – import from other data source – data entry – labeling for dummy numbers - recode in to same variable – recode in to different variable – transpose of data – insert variables and cases – merge variables and cases.

UNIT 2: DATA HANDLING

Split – select cases – compute total scores – table looks – Changing column – font style and sizes.

UNIT 3: DIAGRAMMATIC REPRESENTATION

Simple Bar diagram – Multiple bar diagram – Sub-divided Bar diagram - Percentage diagram - Pie Diagram – Frequency Table – Histogram – Scatter diagram – Box plot.

UNIT 4: DESCRIPTIVE STATISTICS

Mean Median, Mode, and SD- Skewness- Kurtosis. Correlation – Karl Pearson's and Spearman's Rank Correlation, Regression analysis: Simple and Multiple Regression Analysis [Enter and stepwise methods]

UNIT 5: TESTING OF HYPOTHESIS

Parametric – One sample – Two sample Independent t – test – Paired t – test. Non – parametric: One sample KS test- Mann-Whitney U test – Wilcox on Signed Rank test - Kruskal Wallis test – Friedman test- Chi- square test. Analysis of variance: One way and two way ANOVA.

TEXT BOOK:

1. Clifford E.Lunneborg (2000). Data analysis by resampling: concepts and applications. Dusbury Thomson learning. Australia.

2. Everitt, B.S and Dunn, G (2001). Applied multivariate data analysis. Arnold London.

REFERENCE BOOKS:

1. Jeremy J. Foster (2001). Data analysis using SPSS for windows. New edition. Versions 8-10. Sage publications. London.

2. Michael S. Louis – Beck (1995). Data analysis an introduction, Series: quantitative applications in the social sciences. Sage. Publications. London.

213COM3112- DATA ANALYTICS IN BUSINESS	L	T	P	X	Credit
	2	0	2	0	4

Pre-requisite: Basic knowledge in MS Excel	**Course Category**	Elective
	Course Type	Theory

Course Objectives

CO1	To Understand the features of Spreadsheet applications and functions
CO2	To Comprehend and apply computer tools and inbuilt functions on raw data
CO3	To Communicate orally and in written form the features of spreadsheet applications and functions.
CO4	To Utilize the expertise of the Excel features as lifelong practice
CO5	To Utilize the expertise of the Excel functions as lifelong practice

Course Outcomes (COs)

CO1	To Understand the features of Spreadsheet applications and functions
CO2	To Comprehend and apply computer tools and inbuilt functions on raw data
CO3	To Communicate orally and in written form the features of spreadsheet applications and functions.
CO4	To Utilize the expertise of the Excel features as lifelong practice
CO5	To Utilize the expertise of the Excel functions as lifelong practice

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	L	M			M	S		L	S	M	M
CO2	M	L		L	M		M			M		S
CO3	M		L		M			M			S	L
CO4	S	L		M		L		L		S		S
CO5	S		L	M		S	S		M		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT- I
GETTING STARTED WITH EXCEL: Opening Excel, Creating and Opening Work book Saving and Sharing Workbook , Cell Basics - Understanding Cells, Cell Contents, Find and Replace, Formatting Cells - Font Formatting, Text Alignment, Cell Borders and fill colors, Cell styles, Formatting text and numbers, Modifying Columns, Rows and Cells - Inserting, Deleting, Moving, and Hiding rows and columns - rapping text and merging Cells - Printing Workbooks - Choosing a print area, Fitting and scaling content - Finalising and Protecting Workbooks.

UNIT- II
FORMULAS AND FUNCTIONS: Formulas and Functions - Simple Formulas, Complex Formulas, Functions (Statistical, financial, Text, Data and Time).

UNIT-III
DATA ANALYSIS: Auto filter and Advanced filter, Creating and using outlines, Conditional formatting, Spark lines Collating data from several worksheets -Working with Data - Freezing Panes and view options, Sorting Data, Filtering Data - Working with charts - Understanding Charts, Chart Layout and style, Other chart options

UNIT-IV
ADVANCED FUNCTIONS: AutoSum, IF Function, V Lookup Function and H look up, What if Analysis – solver, Name Ranges, Charts and filter data using Slicers, Excel dashboards – planning a dashboard, adding tables and charts in dashboard, adding dynamic content in dash board.

UNIT- V
 PIVOT TABLE AND VBA: Pivot Table - Advance value field setting, Array functions and formulas, Array with lookup function - VBA – Recording a VBA, variables in VBA, if and select statements, message box and input box functions, Looping in VBA, Mail functions in VBA, Merge worksheets using VBA, Split worksheets using VBA functions.

REFERENCE BOOKS:

1. Michael Alexander (2018), Excel Macros for Dummies, 2nd edition, Wiley India, New Delhi.

2. Adam Ramirez (2018), Excel Formulas and Functions: Step-By-Step Guide with Examples, Create space Independent Publishing Platform, New Delhi.

3. Wayne L. Winston (2017), Microsoft Excel 2016 - Data Analysis and Business Modeling, PHI Learning Private Limited, New Delhi.

4. Michael Alexander (Author), Dick Kusleika (2016), Excel 2016 Power Programming with VBA, Wiley India, New Delhi.

212COM2114 - INCOME TAX LAW AND PRACTICE-II	L	T	P	X	Credit
	4	0	0	2	5
Pre-requisite: Help students to gain practical knowledge on Five Heads of Income	**Course Category**			Program Core	
	Course Type			Theory	

Course Objectives

CO1	To enrich knowledge on clubbing and set off & carry forward of losses
CO2	To familiarise the idea on computation of total income after applying deductions u/s 80
CO3	To understand the assessment procedures of individual and HUF income.
CO4	To inculcates the students about assessment of partnership firm and partners
CO5	To know about income tax authorities.

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Enrich knowledge on clubbing and set off & carry forward of losses
CO2	Familiarise the idea on computation of total income after applying deductions u/s 80
CO3	Understand the assessment procedures of individual and HUF income.
CO4	Inculcates the students about assessment of partnership firm and partners
CO5	Know about income tax authorities.

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M		
CO3		M	L		M			M			S	L
CO4	L			L	S					S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT-I

Clubbing of Income and Set off and carry forward of losses: Clubbing of income-Inter source adjustment and inter head adjustment of losses. Carry forward and set off of losses of house property, business, speculation loss, losses of partnership firms, practical problems.

UNIT-II

Deductions from Gross total incomes rebates and reliefs: Deductions available to individual under sections 80C, 80CCD, 80CCC, 80DD, 80DDB, 80G, 80GGC, 80GGG, 80QQB, 80U, computation of total income. Rebates and reliefs - Practical problems.

UNIT-III

Assessment of Individuals and HUF: Procedure for computing total income of an individual and HUF, rates of tax, practical problems.

UNIT-IV

Assessment of Partnership firm and partners: Assessment of firms, provision of sections 184 and 40(b), computation of book profit set off and carry forwards, computation of total income of firm, Computation of taxable income of partners- Practical problems.

UNIT-V

Income Tax Authorities: Income Tax Authorities, Appeals and Procedures of Assessment, Form of Tax returns, submission of e- tax returns and PAN.

Note: The questions should be asked in the ratio of 70% for problems and 30% for theory.

TEXT BOOK:

1. Income Tax Law & Practice – V.P.Gaur, D.B.Narang**,** Revised edition (as per latest AY) Kalyani Publications B-1/1292, Rajinder Nagar, Ludhiana-141 008

REFERENCE BOOKS:

1. Income Tax Law & Accounts – Dr. H.C.Mehrotra, Revised Edition (as per latest AY) Sahitya bhawan Publications, Hospital Road, Agra – 282 003.

2. Income Tax Law & Practice – T.S.Reddy and Murthy, Revised edition (as per latest AY) Margham Publications, Chennai-17.

212COM2115 - GOODS AND SERVICE AND CUSTOMS ACT	L	T	P	X	Credit
	3	0	0	2	4

Pre-requisite: know the Basic knowledge about goods and service Tax	**Course Category**	Program Core
	Course Type	Theory

Course Objectives:

CO1	To understand the Concept of indirect taxes emphasizing GST/CGST/IGST/SGST/UTGST and Customs law
CO2	To learn and compute the GST liabilities
CO3	To know how to register GST and apply the GST provisions
CO4	To communicate orally and in written form the indirect taxations concepts and provisions
CO5	To be familiar with the standards and laws pertaining to the GST and customs and utilize for lifelong practical application

Course Outcomes:

CO1	Understand the Concept of indirect taxes emphasizing GST/CGST/IGST/SGST/UTGST and Customs law
CO2	Learn and compute the GST liabilities
CO3	Know how to register GST and apply the GST provisions
CO4	Communicate orally and in written form the indirect taxations concepts and provisions
CO5	Familiar with the standards and laws pertaining to the GST and customs and utilize for lifelong practical application

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	L	M			M	L		L	S	S	M
CO2	L			L	M		M			M	S	
CO3	S	M	L		M			M			S	L
CO4	L		S	S	S	L				S		S
CO5	S	S	M			S	S		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT I

Concept of Indirect Taxes - Concept of Indirect Taxes at a Glance - Background - Constitutional Powers of Taxation - Indirect Taxes in India – An overview - Pre-GST Tax Structure and Deficiencies - Administration of Indirect Taxation in India - Existing Tax Structure.

UNIT II

Basics of Goods and Services Tax 'GST' - Basics Concept and Overview of GST - Constitutional Framework of GST - GST Model – CGST / IGST / SGST / UTGST – Taxable Event - Concept of Supply Including Composite and Mixed Supply - Levy and Collection of CGST and IGST- Composition Scheme and Reverse Charge - Exemptions under GST.

UNIT III

Concept of Time, Value & Place of Taxable Supply - Basic concepts of Time and Value of Taxable Supply - Basics concept of Place of Taxable Supply. Input Tax Credit and Computation of GST Liability - Overview.

UNIT IV

Procedural Compliance under GST – Registration - Tax Invoice - Debit and Credit Note - Account and Record - Electronic way Bill – Return - Payment of Tax - Refund Procedures - Audit. Basic overview on Integrated Goods and Service Tax (IGST) - Union Territory Goods and Service tax (UTGST) and GST Compensation to States.

UNIT V

Overview of Customs Act - Overview of Customs Law - Levy and Collection of Customs Duties - Types of Custom Duties - Classification and Valuation of Import and Export Goods – Exemption - Officers of Customs - Administration of Customs Law - Import and Export Procedures – Transportation and Warehousing - Duty Drawback - Demand and Recovery - Confiscation of Goods and Conveyances - Refund.

TEXT BOOK:

1. V S Datey, Indirect taxes Law and Practice (2020), 42nd Edition, Taxman Publication, New Delhi.

REERENCE BOOK:

1. The Institute of Cost Accountants of India (2018), Indirect Taxation, Directorate of Studies/ https://icmai.in/TaxationPortal/GST/index.php

2. https://swayam.gov.in/nd2_nou20_cm02/preview.

REERENCE BOOK:

212COM2116- MANAGEMENT ACCOUNTING	L	T	P	X	Credit
	4	1	0	0	5
Pre-requisite: Nil	Course Category				Program Core
	Course Type				Theory

Course Objectives

CO1	To understand about the basic principles in management accounting
CO2	To know about the impact of ratio analysis
CO3	To identify the rules regarding cash flow and fund flow analysis
CO4	To make clear understanding of various budgets and their importance
CO5	To know about Marginal Cost Analysis

Course Outcomes

CO1	Understand about the basic principles in management accounting
CO2	Know about the impact of ratio analysis
CO3	Identify the rules regarding cash flow and fund flow analysis
CO4	Make clear understanding of various budgets and their importance
CO5	Know about Marginal Cost Analysis

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3		M	L		M			M			S	L
CO4	L					L				S		S
CO5		L				L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

B.Com Honors with Computer Applications Curriculum Syllabus 2021

UNIT I

MANAGEMENT ACCOUNTING: Management Accounting - Meaning, objectives, functions - Advantages and limitations – management accountant position-roles and responsibilities- Differences between Financial accounting and management accounting - Financial statement analysis – Comparative and common size statements - Trend Analysis.

UNIT II

 RATIO ANALYSIS: Ratio analysis - Meaning, significance, advantages and limitations of Ratio analysis - Classification of accounting ratios - Basic purposes of various ratios - Liquidity, Solvency, Turnover and Profitability ratios - Computation of ratios.

UNIT III

FUND FLOW ANALYSIS: Fund Flow Analysis - Meaning - Concept of fund - Sources and uses of funds - Fund flow statement - Uses of fund flow statement - Cash Flow Analysis - Meaning - Preparation of Cash Flow Statement - Objectives and limitations of cash flow statement - Differences between fund flow statement and cash flow statement as per AS 3

UNIT IV

BUDGET AND BUDGETARY CONTROL: Budget and Budgetary control - Meaning, objectives, Advantages and limitations of budgetary control - Preparation of various budgets - Functional budget ,Flexible Budget , cash budget, sales budget , production budget and Zero base budgeting-program and performance budgeting

UNIT V

MARGINAL COSTING: Marginal Costing – Meaning, Definition- Difference between Absorption Costing and Marginal Costing – CVP Analysis – BEP Analysis – Break Even Chart- Angle o incidence-margin of softy - application /techniques o marginal costing

TEXT BOOK

1. T.S. Reddy and Y. Hari Prasad Reddy (2013), Management Accounting, Margham Publications, Chennai.

REFERENCE BOOKS

1. S.P. Gupta (2011) Management Accounting, Sultan Chand, 10th revised edition, New Delhi.
2. S.N. Maheswari (2012) Management Accounting, Sultan Chand, 7th revised edition, 2007 New Delhi.

212COM2117 - BANKING THEORY LAW AND PRACTICE	L	T	P	X	Credit
	2	0	0	2	3

Pre-requisite: Basic knowledge in banking at higher secondary level	**Course Category**	Program Core
	Course Type	Theory

Course Objectives

CO1. To know the Importance and Functions of Banks
CO2. To understand the Classification and nature of Deposit accounts and principles of sound lending
CO3. To gain the knowledge about Credit control measures and their effectiveness.
CO4. To know the features of negotiable instruments
CO5. To understand the recent concepts on banking

COURSE OUTCOMES:

CO1. Know the Importance and Functions of Banks
CO2. Understand the Classification and nature of Deposit accounts and principles of sound lending
CO3. Gain the knowledge about Credit control measures and their effectiveness.
CO4. Know the features of negotiable instruments
CO5. Understand the recent concepts on banking

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3		M	L					M			S	L
CO4					S					S		S
CO5	L		L			L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT I:

Origin and development of banks- Banking Regulations Act 1949-Definition of Banking Licensing Opening of branches - Importance and Functions of Banks -Inspection. Relationship between Banker and Customer- Special types of Banker's Customers.

UNIT II:

Commercial banks- Universal Banking-Management of Deposits and Advances-Classification and nature of Deposit accounts – Advances-Types of Advances-Lending practice- Principles of sound bank lending.

UNIT-III:

Central bank-Reserve Bank of India- Objectives- Organization-functions-monetary policy-Creditcontrol measures and their effectiveness.

UNIT-IV:

Negotiable Instrument-Definition-features-Promissory note-Bill of exchange and Cheque - Holder and holder in due course – Crossing of a cheque - Types of crossing-Endorsement-Negotiation & Dishonor and discharge of Negotiable instrument-Protection of Collecting Bankerand Paying Banker.

UNIT-V:

E-Banking- Meaning-benefits-electronic transfer-NEFT, - ECS- ATM- Debit card and Credit card. RTGS Mobile banking- WAP- Tele banking- Internet banking- Bank assurance- Banking ombudsman scheme Demat account.

TEXT BOOKS:

1. Banking Theory & Practice - E.Gordon and Dr.L.Nagarajan, Himalaya Publishing House.

REFERENCE BOOKS:

1. Banking Technology – Dr.A.Rama, A.Arunadevi, New century book house (P) Ltd, Chennai.
2. Banking Theory Law & Practice, - Sundharam & Varshney, Sultan Chand & Sons, New Delhi.
3. Banking Theory Law & Practice-Rajesh.R, Sivagnanasithi.T, Tata McGraw– Hill publishing Co Ltd.
4. Banking Theory & Practice - Dr.P.K.Srivastava, Himalaya Publishing House, Mumbai.
5. Banking Theory & Practice - Shekar.K.C, Lekshmi Shekar, Vikas Publishing House Pvt. Ltd.

213CCA3113 - PHP AND MySQL	L	T	P	X	Credit
	3	0	2	0	4
Pre-requisite: Basic knowledge on Coding course	**Course Category**				Elective
	Course Type				Theory with Practical

Course Objectives

CO1	To Understand client side and server side programming concepts
CO2	To Gain a working knowledge of PHP
CO3	To Understand database concepts by learning MySQL
CO4	To Learn simple server side programming using PHP and MySQL
CO5	To Develop interactive web sites**.**

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Understand client side and server side programming concepts
CO2	Gain a working knowledge of PHP
CO3	Understand database concepts by learning MySQL
CO4	Learn simple server side programming using PHP and MySQL
CO5	Develop interactive web sites**.**

MAPPING OF CO TO PO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	L	L	M		M		L		L	S		M
CO2			L		M			M		M	S	
CO3		M		L		M		M				L
CO4	L		L		S		L			S		S
CO5	L	L		L		L			L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT I

What is PHP? – What is My SQL – Deciding on a web application platform – Client Side Technologies – Server Side Scripting – PHP Syntax – Variables – Constants – PHP Data Types.

UNIT II

Operators in PHP – Branching Structures (if else, if else if, switch) – Looping Constructs (while, do while, for). Arrays: Creating Arrays – Retrieving Values – Inspecting Arrays – Deleting from Arrays – Iteration

UNIT III

Functions: Defining functions – Using functions - Strings in PHP - String Operators – String Functions (comparison, searching, substring, string replacement, case functions) - Passing Information with PHP (GET and POST method)

UNIT IV

What is a database? – SQL – The workhorses of SQL (select, insert, update, delete) – My SQL data types – My SQL functions

UNIT V

Connecting to My SQL - Creating My SQL databases with PHP – Performing Database Queries – Integrating Web forms and Databases – Basic form submission to a database – Editing Data with an HTML form.

PHP and My SQL (Practical)

1. A simple PHP program

2. PHP program using if else statement

3. PHP program using switch statement4. PHP program using looping constructs

5. PHP program using string functions

6. PHP program using arrays

7. Querying a data base with PHP

8. Creating tables with PHP

9. Basic form submission to a database

10. Editing data with an HTML form

TEXT BOOKS

1. PHP6 and MySQL – Steve Suehring Tim Converse and Joyce Park, Wiley India Private Limited, 2009

REFERENCE BOOKS

1. Learning PHP, MySQL and JavaScript - Robin Nixon, O'REILLY Publications, 2009

Head First PHP & MySQL: A Brain-Friendly Guide - Lynn Beighley and Michael Morrison, O'REILLY Publications, 2008.

213CCA3114- MULTIMEDIA	**L**	**T**	**P**	**X**	**Credit**
	3	**0**	**2**	**0**	**4**

Pre-requisite: Enable the students for acquiring basic knowledge about multimedia and its applications.	**Course Category**	Elective
	Course Type	Theory

Course Objectives

CO1	Obtain the knowledge on multimedia applications.
CO2	Train the students with digital audio technology
CO3	Enrich skills on digital image development and editing.
CO4	Equip the students with the multimedia animations
CO5	Practice the students to prepare multimedia projects

Course Outcomes (COs)

At the end of the course, students would be able to

CO1	Obtain the knowledge on multimedia applications.
CO2	Train the students with digital audio technology
CO3	Enrich skills on digital image development and editing.
CO4	Equip the students with the multimedia animations
CO5	Practice the students to prepare multimedia projects

MAPPING OF CO TO PO

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**
CO1	L	L	M			M	L		L	S	M	M
CO2	L			L	M		M			M	S	
CO3	L	M	L		M			M			S	L
CO4	L		L	L	S	L				S		S
CO5	L	L	L			L	L		L		S	

S-Strong Correlation   M-Medium Correlation   L–Low Correlation

UNIT- I

Definition - Classification - MM application - MM H/w - MM s/w - CDROM - DVD.

UNIT-II

MM Audio: Digital medium - Digital audio technology - sound cards - recording - editing - MP3 - MIDI fundamentals - Working with MIDI - audio file formats - adding sound to MM project.

UNIT-III

MM TEXT: Text in MM - MM graphics: coloring - digital imaging fundamentals - development and editing - file formats - scanning and digital photography

UNIT-IV

MM Animation: Computer animation fundamentals - Kinematics - morphing - animation s/w tools and techniques. MM Video: How video works - broadcast video standards - digital video fundamentals - digital video production and editing techniques - file formats.

UNIT-V

MM Project: stages of project - MM skills - design concept - authoring - planning and costing - MM team.

TEXT BOOK

1. Multimedia Magic - S.Gokul revised and updated second edition - BPB

REFERENCE BOOKS

1. Multimedia making it Work - TayVaughen 6th edition – TMH.

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