

K.S.Rangasamy College of Arts and Science (Autonomous)
Tiruchengode-637 215

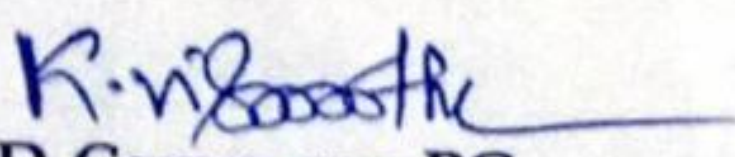
Department of Commerce (PG)

Courses focus on Employability / Entrepreneurship / Skill Development

- i. **Employability**
 - a. Investment Analysis and Portfolio Management
 - b. Auditing and Assurance
 - c. Export -Import Management
- ii. **Entrepreneurship**
 - a. Business Environment
 - b. Tax law (GST and Custom)
 - c. Retail Marketing
- iii. **Skill Development**
 - a. E-Commerce

Enclosures :

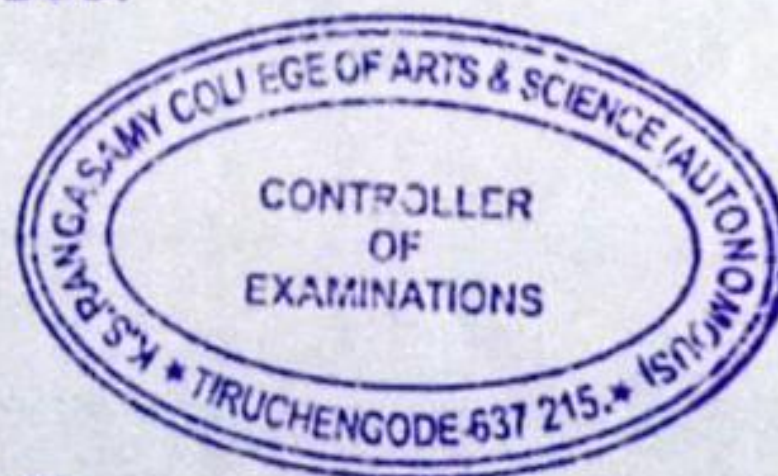
- i. Copy of Scheme of Examination
- ii. Syllabus copy of the courses highlighting the focus on Employability / Entrepreneurship / Skill Development along with course outcomes.
- iii. Mapping of the courses Employability / Entrepreneurship / Skill Development



HoD-Commerce-PG
HEAD

DEPARTMENT OF COMMERCE
K. S. Rangasamy College of Arts & Science
TIRUCHENGODE - 637 209.


CoE

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SCHEME OF EXAMINATION

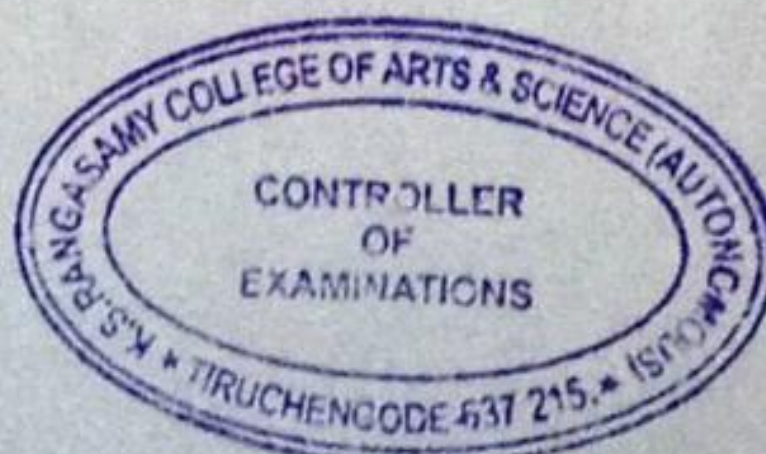
First Semester

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
Part A							
19PCOM101	Core I: Advanced Cost Accounting	6	3	25	75	100	5
19PCOM102	Core II: Marketing Management	5	3	25	75	100	4
19PCOM103	Core III: Financial Management	5	3	25	75	100	4
19PCOM104	Core IV: Financial Markets and Institutions	5	3	25	75	100	3
19PCOM105	Core V: Organizational Behaviour	4	3	25	75	100	3
19PCOM106	Core VI: Business Environment	4	3	25	75	100	3
Non-Credit							
18PLS101	Career Competency Skills I	1					-
	Total	30	-	-	-	600	22

Second Semester

Part A							
19PCOM201	Core VII: Advanced Corporate Accounting	6	3	25	75	100	5
19PCOM202	Core VIII: Human Resource Management	4	3	25	75	100	3
19PCOM203	Core IX: Investment analysis and Portfolio Management	5	3	25	75	100	3
19PCOM204	Core X: E-Commerce	4	3	25	75	100	3
	Elective : I	4	3	25	75	100	4
19PMACOI201	IDC I: Advanced Business Statistics	4	3	25	75	100	4
Part B							
18PVE201	Value Education: Human Rights	2	3	25	75	100	2
18PLS201	Career Competency Skills II	1		-	-	-	-
	Total	30				700	24

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Third Semester

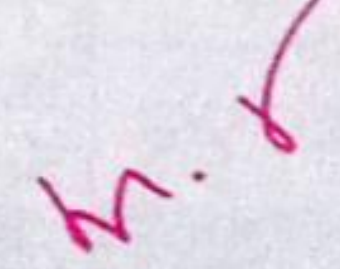
Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
Part A							
19PCOM301	Core XI: Income Tax and Tax Planning	5	3	25	75	100	5
19PCOM302	Core XII: Research Methodology	6	3	25	75	100	3
19PCOM303	Core XIII: Company Law	5	3	25	75	100	3
19PCOM304	Core XIV: Auditing and Assurance	6	3	25	75	100	4
	Elective II	4	3	25	75	100	4
19PMACOI301	IDC II: Resource Management Techniques	4	3	25	75	100	4
19PCOIT301	Internship Training (100% Internal Evaluation)	-	-	100	-	100	1
	Total	30				700	24

Fourth Semester

Part A							
19PCOM401	Core XV: Accounting for Managerial Decision	6	3	25	75	100	5
19PCOM402	Core XVI: Service Marketing	6	3	25	75	100	3
19PCOM403	Core XVII: Tax law (GST and Customs)	6	3	25	75	100	4
19PCOM404	Core XVIII: Modern Banking	6	3	25	75	100	4
19PCOMPR401	Project & Viva Voce	6	-	50	150	200	4
	Total	30				600	20
	Grand Total					2600	90


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ELECTIVE SUBJECTS

Every student has to choose one specialization, which consist of two subjects spread over second and third semester. This specialization, once so chosen by the student, will not be changed under any circumstances. The details of the specialization along with prescribed subjects are given here under:

Elective I		
Subject Code	Semester	Subject
19PCOEL201	II	Retail Marketing
19PCOEL202	II	Export-import Management
Elective II		
Subject Code	Semester	Subject
19PCOEL301	III	Insurance and Risk Management
19PCOEL302	III	Strategic Management


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19PCOM203	CORE IX: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER - II
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Course Objectives:

The course aims

- To provide knowledge on investment avenues.
- To facilitate construction of sound investment portfolio.

Credits: 3

UNIT	CONTENTS	Total Hours: 50	
		Hrs	CO
I	Investment - Importance - Investment and Speculation - Investment and Gambling - Factors Favourable for Investment - Investment Media - Features of Investment Programme - Investment Process - Investment Alternatives - Alternative For of Investment. Financial System - Structure of Financial Markets - Financial Institutions.	10	CO1
II	Risk - Concept - Systematic Risk - Unsystematic Risk - Quantitative Analysis of Risk. Concept of Return - Measurement of Return. Security Valuation - Approaches to Investment - Valuation of Shares and Bonds.	10	CO2
III	Fundamental Analysis- Economic Analysis - Industry Analysis - Company Analysis. Technical Analysis - Assumptions - Dow Theory - Efficient Market Theory.	10	CO3
IV	Portfolio Analysis - Traditional Vs. Portfolio Analysis - Markowitz Theory - Sharpe Index Model. Techniques of Portfolio Revision - Formula Plans - Constant Rupee Value Plan - Ratio Plan - Modifications of Formula Plans - Capital Asset Pricing Model - Arbitrage Pricing Theory.	10	CO4
V	Portfolio Performance Evaluation - Performance Index of Sharpe, Treynor and Jensen. Derivatives - Options - Black Scholes Model - Forwards - Futures - Swaps- Buyback of Shares.	10	CO5

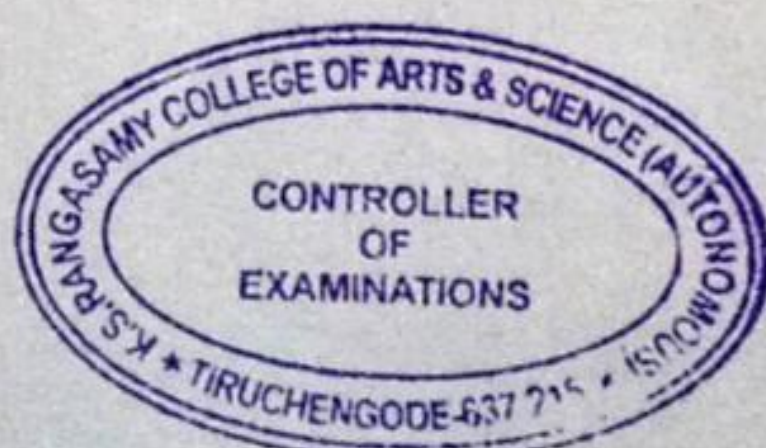
Text Book

1	<i>Preeti Singh</i> .2014. Investment Management . [Eighteenth Edition]. Himalaya Publications, Mumbai.
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Reference Books

1	<i>Punithavathy Pandian</i> . 2013. Security Analysis and Portfolio Management . [Second Edition]. Vikas Publishing House Private Ltd., Mumbai.
2	<i>Bhalla, V.K.</i> 2013. Investment Management . [Fourth Edition]. Sultan Chand & Sons, New Delhi.
3	<i>Rustagi, R.P.</i> 2013. Investment Management: Theory and Practice . [Fourth Edition]. Sultan Chand & Sons, New Delhi.

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COURSE OUTCOMES (CO)

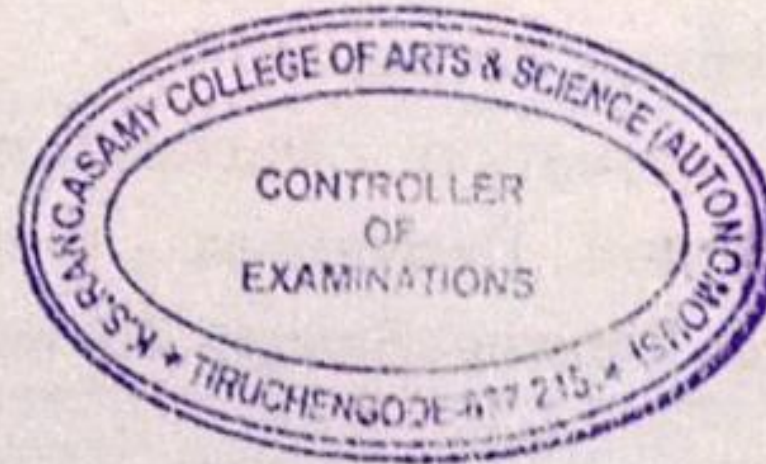
After completion of the course, the students will be able to

CO1	Identify the basic of investing process
CO2	Acquire knowledge about Risk concept
CO3	Comprehend the concepts of Industry analysis and Technical analysis.
CO4	Develop knowledge about portfolio analysis Vs Traditional analysis
CO5	Create the nature and scope of portfolio performance evaluation

MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	M	H
CO2	H	M	M	M	H
CO3	M	H	M	H	L
CO4	L	M	H	L	M
CO5	H	L	M	M	H

H-High; M-Medium; L-Low



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19PCOM304	CORE XIIV: AUDITING AND ASSURANCE	SEMESTER - III
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Course Objectives:

The course aims

- To Impact Knowledge in Auditing and Assurance in the Profession.
- To guide in effective Auditing Standards.

Credits: 4

UNIT	CONTENTS	Total Hours: 50	
		Hrs	CO
I	Audit and Assurance: Auditing and Assurance- Overview- Standards-Setting Process, Role of International Auditing and Assurance Standards board in India.	10	CO1
II	Audit Evidence and Audit Sampling: Audit Evidence- Sources of evidence- Reliability of audit evidence- Audit technique- Audit Sampling- Types of Risk- Factors determining scope of Sampling.	10	CO2
III	Statistical Sampling in Auditing: Introduction- Judgment- Statistical Sampling- Advantages of using Statistical Sampling- Sampling Techniques- Limitations- Pre-requisites for Statistical Sampling- Selection of Sampling- Random Sampling- Cluster Sampling- Internal check regards Wages- Maintenance of Wage records.	10	CO3
IV	Investigation of Accounts: Investigation- Meaning and Definition- Nature of Investigation approach to Investigation and Report- Classification of Investigation- Mode of Investigation- Specific Investigation- Admission of new partner- Grant of loans- Power of Inspector and his report.	10	CO4
V	Audit Report: Audit Report- Meaning and importance- Contents of Audit report- Report Vs Certificate- Kinds Audit Report- Characteristics of Good Report- Form of Audit report- Signature of Auditors Report Distinction between report and certificate.	10	CO5

Text Book

- 1 Varsha Ainapure & Mukund Ainapure (2009). **Auditing and Assurance**. [Second Edition]. PHL Learning Private Limited, New Delhi.

Reference Books

- 1 Tandon B.N. (2015) **Auditing Practice**, Sultan Chand [Fourth Edition] New Delhi.
- 2 Victor Z. Brink and Herbert Witt. (2016). **Modern Internal Auditing**, John Eiley and Sons.
- 3 Rawat D.F (2010). **Auditing Standard**. Taxman Liied Service Private Limited.

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COURSE OUTCOMES (CO)

O1	Understand the basic concepts of Auditing and Assurance
CO2	Acquire Knowledge on various Techniques of Audit Sampling
CO3	Understand the different methods of Statistical Sampling
CO4	Know the meaning of Investigation of Accounts
CO5	Prepare a good Audit Report and Certificate

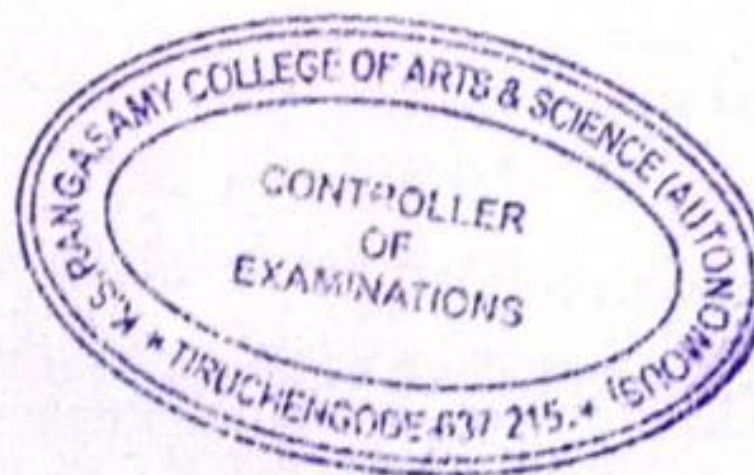
MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	L	L
CO2	M	H	M	L	M
CO3	L	H	M	M	L
CO4	L	M	H	H	M
CO5	L	L	M	H	M

H-High; M-Medium; L-Low

M.P.


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19PCOEL202	ELECTIVE I: EXPORT-IMPORT MANAGEMENT	SEMESTER - II
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Course Objectives:

The course aims

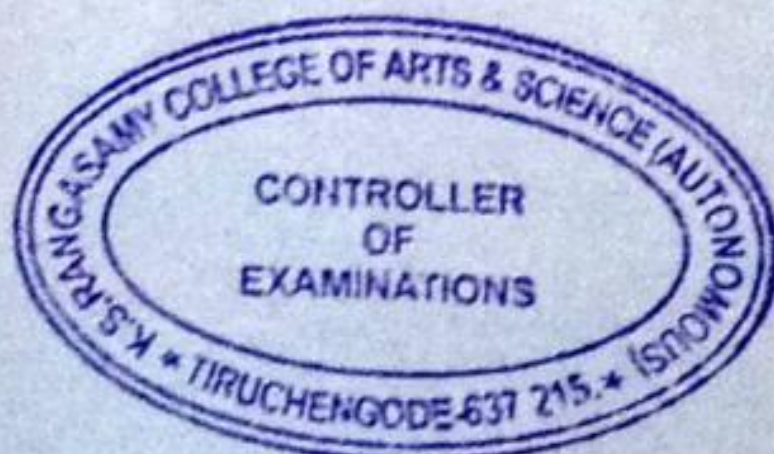
- Understanding to prepare export and getting into the international markets practices and practical procedure of exports and imports.
- Gaining knowledge about theoretical and practical capabilities in various aspects of export and import activities.

Credits: 4

Total Hours: 50

UNIT	CONTENTS	Hrs	CO
I	Meaning and Definition of Export - Classification - Strategy and preparation of Export marketing - Export Marketing organizations - Registration Formalities - IEC - RCMC - Export Licensing - Selection of Export Product - Identification of Markets - Methods of Exporting - Pricing Quotations - Payment Terms - Letter of Credit.	10	CO1
II	Export import Documentation - Aligned Documentation system - Commercial invoice - Shipping Bill - Certificate of origin - consular invoice - Mate's Receipt - Bill of lading - GR form - ISO 9000 - Procedures for obtaining ISO 9000 - BIS 14000 Certification - Types of marine Insurance Policies. Import Documents - Transport Documents - bill to Entry - Certificate of inspection - certificate of Measurements - Freight Declaration.	10	CO2
III	Export Procedure - Export contract - forward Cover - Export finance - Institutional framework for Export Finance - Excise Clearance - Pre-shipment inspection - Methods of pre-shipment inspection - Marine insurance - Role of clearing and Forwarding Agents - Shipping and customs formalities - Customs EDI system - Negotiation of Documents - Realization of Exports proceeds.	10	CO3
IV	Import procedure - Pre-import procedure - steps in import Procedure - Legal Dimensions of import procedure - customs formalities for imports - Warehousing of imported goods - Exchange control provisions for imports - Retirement of Export Documents.	10	CO4
V	Foreign Trade Policy - Highlights - Special Focus Initiatives - Duty Drawback - Deemed Exports - Star Exports Houses - EPCG Scheme - Incentive for Exporters - Export promotion Councils - Commodity boards - ECGC - EXIM Bank.	10	CO5

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Text Book	
1	Usha Kiran Rai (2015). Export-Import and Logistics management . Prentice - Hall of India Private Limited, New Delhi.
Reference Book	
1	Mumtaz (2015). International Trade Finance . [First Edition]. ARS Publications, Chennai.

COURSE OUTCOMES (CO)

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

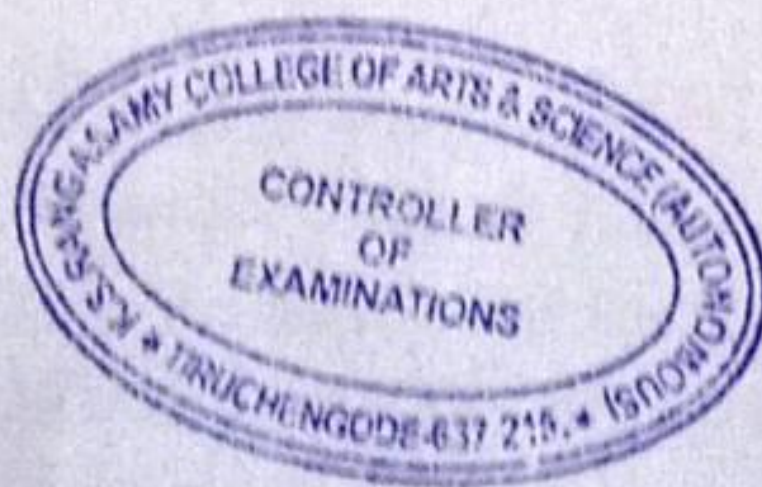
CO1	Applying payment methods and financing in the areas of exports.
CO2	Understanding concepts of export-import documentation and certificate of origin.
CO3	Developing commercial negotiation of document skills.
CO4	Develop knowledge about Pre-Shipment Vs Post shipment analysis.
CO5	Comprehend the concepts of Foreign trade policy and EXIM bank .

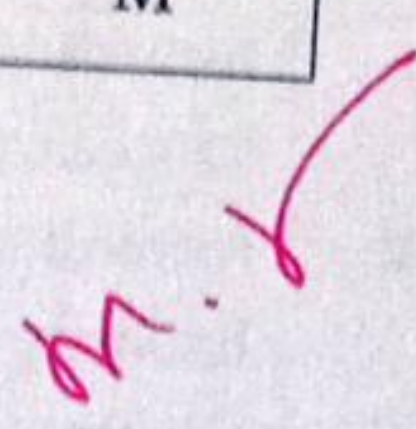
MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	H
CO2	H	L	M	L	M
CO3	L	M	M	M	M
CO4	M	L	L	L	L
CO5	H	M	H	M	M

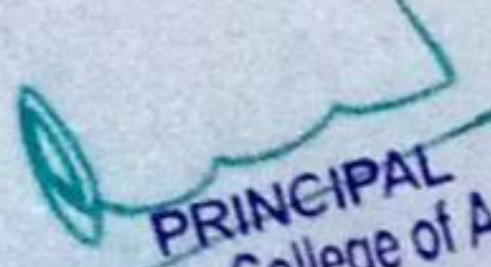
H-High; M-Medium; L-Low


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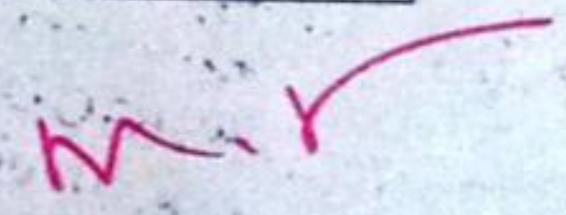



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19PCOM106	CORE VI: BUSINESS ENVIRONMENT	SEMESTER - I
Course Objectives: The course aims <ul style="list-style-type: none"> To provide knowledge on investment avenues. To facilitate construction of sound investment portfolio. 		
Credits: 3		
UNIT	CONTENTS	Total Hours: 50
		Hrs CO
I	Concept of Business Environment- Significance-Types of Environment-External and Internal - Inter - Relationship between economic and non-economic environment-Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business.	10 CO1
II	Industrial Policies and Regulations - New Industrial Policy 2013 - Public, Private, Joint and Co-operative Sectors - Privatization and Disinvestment - Ways of Privatization - Benefits and Arguments against Privatization - Privatization in India.	10 CO2
III	Economic Systems - Meaning - Characteristics -Types of economic systems- Capitalism-Socialism-Mixed economy - Economic planning - Nature, Scope and Significance of Economic Planning in India - Achievements and Failures of Economic Planning.	10 CO3
IV	Technological environment - Factors - Governing - Technological Environment - Management of Technology - Patents and Trademarks - Financial Institution in India- IFCI - ICICI - IDBI - IIBI - SIDBI - SFC's.	10 CO4
V	Globalisation - Meaning and Dimensions - Features of Current Globalisation - Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants- India's policy towards FDI - Multinational Corporation - Meaning - Merits and Demerits-Control over MNC's - MNC in India.	10 CO5
Text Book		
1	Gupta, C.B. 2011. Business Environment . [Sixth Edition]. Sultan Chand & Sons, New Delhi.	
Reference Books		
1	Francis Cherunilam. 2009. Business Environment . [Fourth Edition]. Sultan Chand & Sons, New Delhi.	
2	Aswathappa, K. 2007. Essentials of Business Environment . [Second Edition]. Himalaya Publishers, New Delhi.	


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COURSE OUTCOMES (CO)

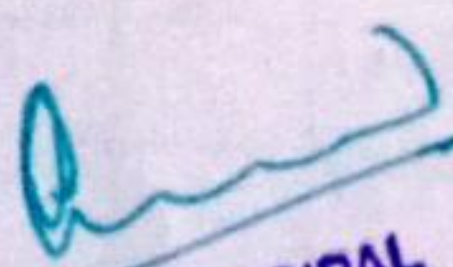
After completion of the course, the students will be able to

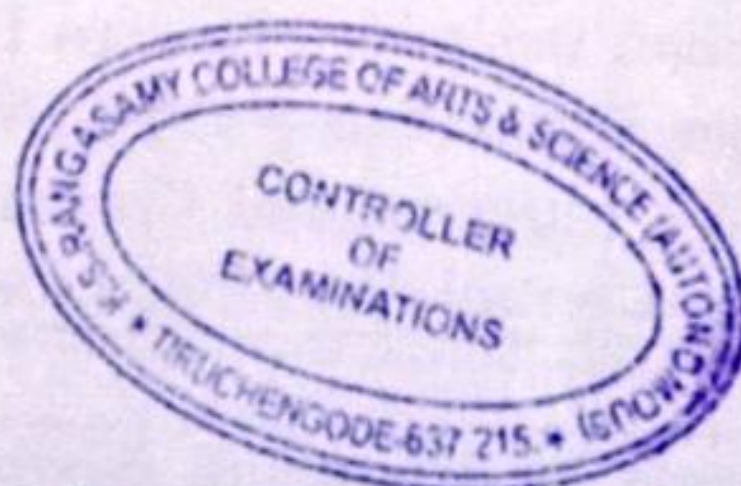
CO1	Familiarize with global business environment
CO2	Discriminate the different trade policies on export and import
CO3	Develop the knowledge about international business
CO4	Create an awareness about various international trade institutions (IMF, IBRD, IFC, IDA)
CO5	Acquire knowledge about different marketing strategies

MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	M
CO2	L	H	M	L	H
CO3	H	M	M	M	H
CO4	L	L	M	L	M
CO5	M	H	M	L	H

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19PCOM403	CORE XVII: TAX LAW - (GST AND CUSTOMS)	SEMESTER - IV
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Note: Question paper shall cover 100% theory

Course Objectives:

The course aims

- Imparting basic knowledge about major indirect Taxes in India
- To apply theoretical background of GST in practical applications


Credits: 4

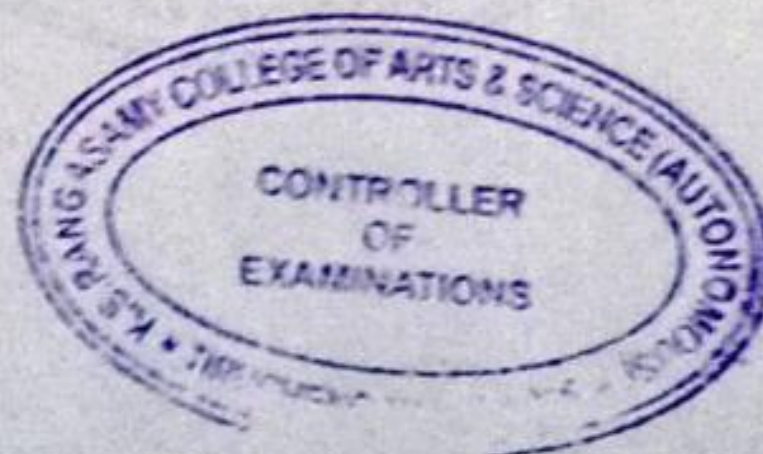
Total Hours: 50

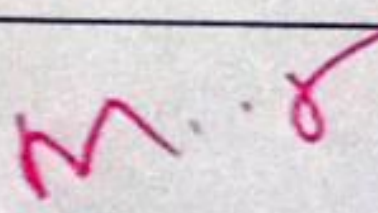
UNIT	CONTENTS	Hrs	CO
I	Indirect Tax Laws: An Introduction - Overview of GST: Introduction - Challenges of previous tax structure - History of GST - GST Council - Framework of GST.	10	CO1
II	Introduction to CGST Act, 2017: Important definitions - Levy of GST - Characteristic of Supply - Composite and Mixed Supply - Composition Levy Scheme - Time of supply - Value of supply - Place of Supply - Input Tax Credit - Input Tax Credit in case of job work - Tax invoice, Credit Note and Debit note - Reverse Charge Mechanism - Registration - Return - Payment.	10	CO2
III	Introduction to IGST Act, 2017: Important Definitions - Nature of supply: Inter- state supply, Intra state supply - Place of supply: supply of good, supply of service - Union Goods and Service Tax Act, 2017 - Introduction to GST (Compensation to States) Act, 2017.	10	CO3
IV	Customs Law: Introduction - Basic concepts - Prohibition on importation and exportation - Valuation - Assessment of imported and exported goods - Procedural aspects - Clearance of imported and exported goods.	10	CO4
V	Customs Law: Warehousing - Duty Drawback - Baggage - Powers of customs officer - Search and Seizure - Confiscation of goods - Offences and Penalties.	10	CO5

Text Book

- 1 Dr. R. Parameswaran, 2018. Indirect Taxes - GST and Customs Law [First Edition], Kavin Publications, Coimbatore.
- 2 Bansal K.M. 2018. GST and Customs Law [First Edition], Taxmann.


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Reference Books

- 1 ICSI Study Material on Advance Tax Law and Practice -Professional. Programme supplement and Executive Programme Tax Law and practice supplement.
- 2 ICSI Educational Series available at [https://www.icsi.edu/GST Educational Series.aspx](https://www.icsi.edu/GST_Educational_Series.aspx)
- 3 Niti Bhasin and Sameer Lama, 2018. GST and Customs Law ,

COURSE OUTCOMES (CO)


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

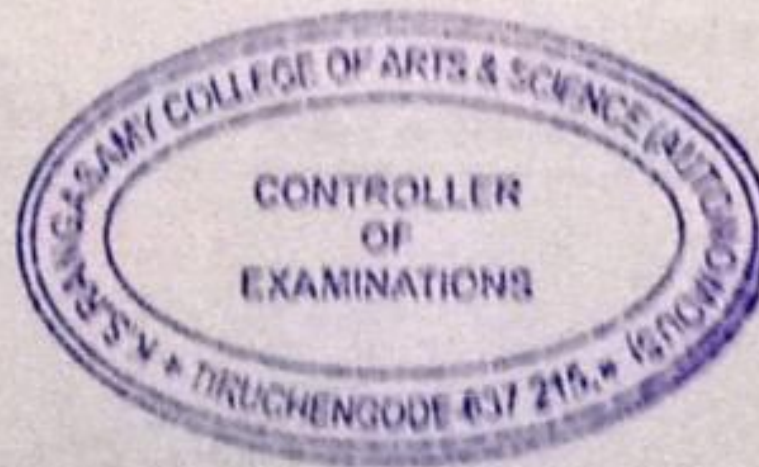
CO1	Understand the basic concepts of indirect tax system in India
CO2	Know the basics of GST, CGST ,IGST
CO3	Understand the concept of point of taxation
CO4	Understand the meaning of customs act and its procedures
CO5	Acquired knowledge about Duty Drawback, Confiscation of goods and Offences and Penalties.

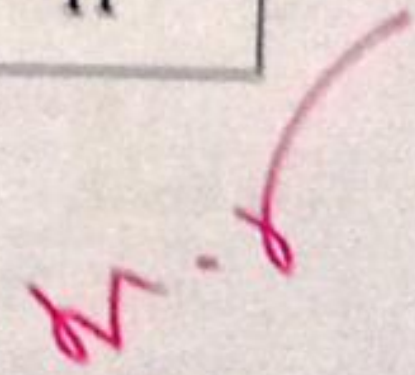
MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	H	M
CO2	H	H	L	H	M
CO3	L	H	M	M	L
CO4	M	M	L	M	L
CO5	M	L	L	L	H

H-High; M-Medium; L-Low


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19PCOEL201

ELECTIVE I: RETAIL MARKETING

SEMESTER - II

Course Objectives:

The course aims

- Understanding of retailing and critically analyze the retailing process, the environment within which it operates.
- Gaining knowledge about the retail globalization, and Customer Relationship Management in retail sector.

Credits: 4

UNIT

Total Hours: 50

CONTENTS

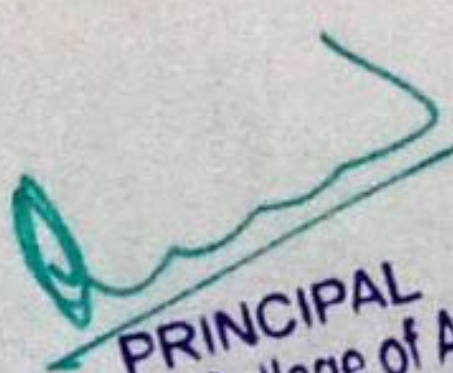
UNIT	CONTENTS	Hrs	CO
I	Retail marketing - Introduction, definition and significance - Characteristics of retailing - Traditional and Non-traditional retailing - Global trends in retailing - Retailing in Indian scenario - New trends in Indian retailing - Future prospective of retailing in India.	10	CO1
II	Retail Environment - Micro and Macro environmental influences - Changing retail environment in India - Retail consumers - retail consumer buying process, factors affecting consumer decision process.	10	CO2
III	Retail Formats - different types of retail stores - ownership based, store based, non-store based, web based. Retail location - choice of location, store layout and designs - Positioning of retail shops, retail store image - retail service quality management.	10	CO3
IV	Retail Pricing - factors influencing retail pricing - retail pricing policies. Retail Merchandising - phases in developing a merchandise plan - Key areas in merchandise management - Service Retailing vs. Product Retailing - Retail Branding and strategies - Retail Marketing Mix.	10	CO4
V	Retail Channel Management - Retail sales promotion techniques - Retail advertising - e-retailing in India - role of information technology in retailing.	10	CO5

Text Book

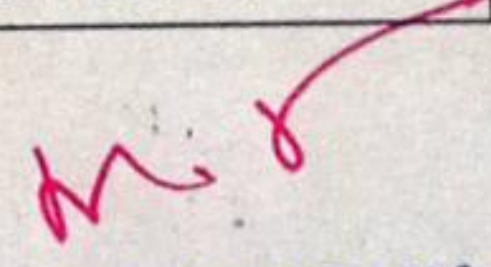
1 David Allbert (2006), Retail Marketing Management. [Second Edition] Pearson India Education Ltd.,

Reference Book

1 Swapna Pradhan, (2011) Retail Merchandising, Tata McGraw-Hill, New Delhi.


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COURSE OUTCOMES (CO)

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

CO1	Develop an idea about retail marketing and its functions.
CO2	Enhance the students on consumer decision process and retail environment.
CO3	Demonstrate an understanding of how retailers develop a service quality to build a sustainable competitive advantage.
CO4	Make them understand pricing policies and retail mixing.
CO5	Summarize different retail channel of management and its application in business situation.

MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	H
CO2	M	M	H	H	M
CO3	L	H	M	M	H
CO4	H	M	L	H	M
CO5	M	H	M	H	L

H-High; M-Medium; L-Low


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M-8

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