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

Department of Commerce-PG

List of New Courses Introduced

- Human Resource Management
- E-Commerce
- Auditing and Assurance
- Service Marketing
- Tax law (GST and Customs)
- Modern Banking

Encls:

- 1. Copy of Scheme of Examination
- 2. Syllabus Copy of New Courses
- 3. Mapping of Courses of New Courses

HoD - Commerce-PG
HEAD

DEPARTMENT OF COMMERCE

K S. Rangasamy College of Arts & Science TIRUCHENGODE - 627 209 CONTROLLER OF EXAMINATIONS

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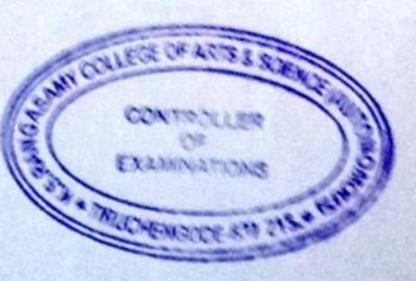
A. S. Rangasamy College of Arts & Science
(Autonomous)
(Autonomous)
TIRUCHENGODE - 637 215
Namakkal-Dt, Tamil Nadu, INDIA

SCHEME OF EXAMINATION

First Sem	ester
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Subject Code	Subject	Hrs of	Exam Durat		Max N	tarks	T
		Instruct	ion (Hrs)	CA	CE	Total	Point
19PCOM101	Core I. A.	Part A					CONTRACT OF STREET
	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
阿马尔 克尔克尔克尔克斯	No.	on-Credit		TO SERVE			
18PLS101	Career Competency Skills I	1			the Constitution		
	Total	30	_			600	22
Second Semest	ter					000	22
		D. A.A.	THE STATE OF				
10000011001	Core VII: Advanced	Part A					
19PCOM201	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
			3	25	75	100	4
19PMACOI201	IDC I: Advanced Business Statistics	4	9				
19PMACOI201	Business Statistics	art B					
	Value Education: Human Rights	art B	3	25	75	100	2
19PMACOI201 18PVE201 18PLS201	Business Statistics Value Education:	art B 2		25	75	100	2

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Namakkal-Dt. Tamii Nadu. INDIA



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Thuchengode - 637 215. Tamilhadu. Inc.*

Third Semeste			Exam		Max M	arks	Cred
Subject Code	Subject	instruct tion	Durati on (Hrs)	CA	CE	Total	Poi
		PartA					
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	•
19PCOIT301	Internship Training (100% Internal Evaluation)	-		100		100	1
	Total	30		1		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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Namakkal-Dt. Tamil Nadu. INCh.

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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:

Subject Code		Elective I
	Semester	C 1:
19PCOEL201	п	Subject
19PCOEL202	П	Retail Marketing
	II	Export-import Management
Subject C. 1		Elective II
Subject Code	Semester	Subject
19PCOEL301	III	
19PCOEL302		Insurance and Risk Management
191 COEL302	III	Strategic Management

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19PCOM202 CORE VIII: HUMAN RESOURCE MANAGEMENT SEMESTER - II The course aims To provide an exposure to human resource practices in organizations. To provide knowledge on understanding and managing human resource in Credits: 3 UNIT Total Hours: 50 CONTENTS Human Resource Management - Definition - Objectives and Hrs CO Functions - Role and Structure of Personnel function in Organisations - Personnel Principles and Policies 10 CO₁ Human Resource Planning - Characteristics - Need of \mathbf{II} Planning - HRP Process - Job Analysis - Job Design - Job Description - Job Specification. 10 CO₂ Recruitment and Selection Process - Placement and Induction -III Training and Development - Promotion - Demotions -Transfers - Separation - Performance Appraisal. 10 CO₃ Discipline - Meaning - Causes of Indiscipline - Acts of Indiscipline - Procedure for Disciplinary Action - Grievance -IV Meaning - Characteristics of Grievances - Causes of Grievance - Methods of knowing Grievance - Grievance Redressal 10 CO4 Procedure. Organization Conflict - Conflict in Organizational Behaviours -Individual aspect of Conflict - Organizational Conflict -Leadership-Leadership Theories. 10 CO₅ **Text Book** Subba Rao, P. 2014. International Human Resource Management and Industrial Relations. [First Edition]. Himalaya Publishing House, Mumbai. Reference Books Aswathappa, K. and Sadhna Dash. 2013. Human Resource Management. [Second Edition]. Tata McGraw Hill Publishing Co. Ltd., New Delhi. Rao, P. L. 2013. Human Resource Management. [First Edition]. Excel Books,

Gupta, S.C. 2013. Human Resource Management. [Second Edition]. Macmillan

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Publishers India, New Delhi.

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

Anter	Identify the basic concepts of HRM activities and the growth of international
CO1	competencies faced by the organization.
CO2	Analyse the job values and enriches the career for employee.
CO3	Recognize the basic concepts of recruitment and selection system.
CO4	Design towards various Training and development schemes
CO5	Identify the causes of industrial conflicts and its impact on organizational functioning.

MAPPING

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

H-High; M-Medium; L-Low

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CORE X: E-COMMERCE

SEMESTER - II

Course Objectives:

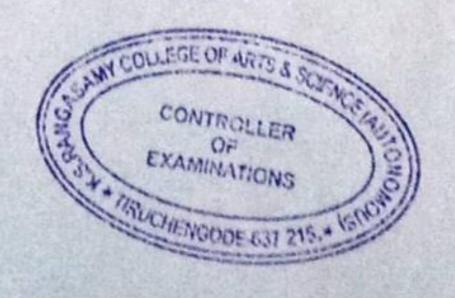
The course aims

To obtain knowledge on the concepts of E-Commerce and Web

It helps in buying and selling of goods and services through wireless handheld

UNIT			
			ours: 5
I	E-Commerce - Meaning and concept - E-Commerce Vs Traditional Commerce - Features of E-Commerce - Need for E- Commerce - Channels of E-commerce - Internet - concepts and Technologies - Web Technologies - Global Publishing Concept - Universal Reader Concept - Client Server - Concept - Hyper Text Concept - Commercial Uses of Hyper Text - URLs, HTTP, HTML, HTML Forms And CGI Gateway Services. E-Commerce Models - Infrastructure	10	CO1
	Supply Chain Management Structure for E-Commerce Modele		_
II	Marketing. E-Commerce - Electronic Cataloguing - Order Generation - Cost Estimation - Pricing - Accounting - Order Selection - Order Prioritization - Order Scheduling - Order Fulfilling - Delivery Order - Receipt Management - Past Sale Services.	10	CO2
III	Web Site Meaning -Web Site Design Principles - Technologies of Web Site - Various Methods of Customer Communication through Web Site. Electronic Payment Systems - Features - Types of E-Payment - Use of Various E-Cards for Business Payments - Implications - Probable Risks in Using E-Cards - Managing The Risks - Recent Trends In Electronic Payment And Receipt.	10	CO3
IV	Business To Business Contract Through E-Commerce - Need - Technologies - Paperless Trading - Concept EDI - Standards - VANS - EDI Service - Internet Based EDI - FTP Based Messaging. Using E-commerce - Workflow Management - Product Differentiation - Organization - Re-Structuring - Logistics Management - Knowledge Management - Mass Customerization.	10	CO4
	Features of IT Act 2000 - Security Risks - Risk Management Approaches - Legal Framework of E-commerce- Multi Media and - E-commerce - Multimedia Technologies - Desk Top Video Conferencing - Broad Band Networks - Related Concepts-ATM and Cell relay - Visa Cards.	10	CO5

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Te	et Book
1	Kt Book Kamalesh, K. Bajaj, Debjani Nage, (2011) E-Commerce the Cutting edge of Business, Tata MC Graw Hill - Mumbai
10.00	terence Reeke
1 2	Joseph. P.T. (2015) E-Commerce an Indian Perspective [Fifth Edition], Asoke. K. Ghosh, PHI Learning Private Limited., Gary. P. Schneider, (2011) E-Commerce, Strategy, Technology and Implementation,
	Cengage Learning Indian Private Ltd.,

After completion the course the students will be able to

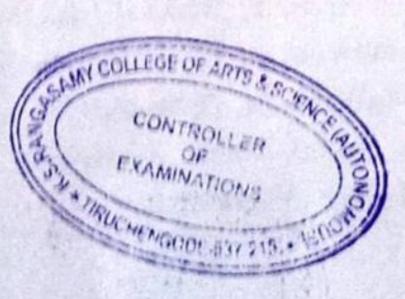
CO1	Recognize the basic concepts and benefits of E-Commerce Technology.					
CO2	Identify the Digitalization of Prospectus and Servicing.					
CO3	Learn the basic elements of Mobile Commerce and payment methods.					
CO4	Gain knowledge on Website designing principles and types of E-payment.					
CO5	Acquire skill on Security Risk Management approaches.					

MAPPING

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

H-High; M-Medium; L-Low

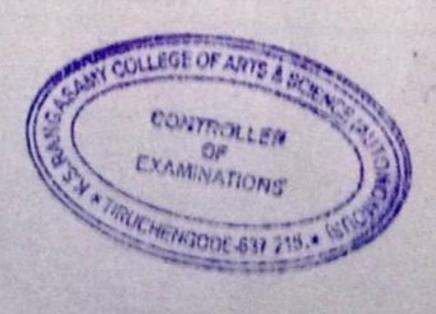
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19PCOM304 CORE XIIV: AUDITING AND ASSURANCE Course Objectives: The course aims SEMESTER - III To Impact Knowledge in Auditing and Assurance in the Profession. To guide in effective Auditing Standards. Credits: 4 UNIT CONTENTS Audit **Total Hours: 50** and Assurance: Auditing and Assurance- Overview-Standards-Setting Process, Role of International Auditing and Hrs CO Assurance Standards board in India. Audit Evidence and Audit Sampling: Audit Evidence-Sources of 10 CO₁ II evidence- Reliability of audit evidence- Audit technique- Audit Sampling- Types of Risk- Factors determining scope of Sampling. 10 CO₂ Statistical Sampling in Auditing: Introduction- Judgment-Statistical Sampling- Advantages of using Statistical Sampling-Sampling Techniques- Limitations- Pre-requisites for Statistical III Sampling- Selection of Sampling- Random Sampling- Cluster Sampling- Internal check regards Wages- Maintenance of Wage 10 CO₃ Investigation of Accounts: Investigation- Meaning and Definition-Nature of Investigation approach to Investigation and Report-Classification of Investigation- Mode of Investigation- Specific IV Investigation- Admission of new partner- Grant of loans- Power of 10 CO₄ Inspector and his report. 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 10 CO₅ Auditors Report Distinction between report and certificate. **Text Book** 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. Victor Z. Brink and Herbert Witt. (2016). Modern Internal Auditing, John Eiley and 2 Sons. Rawat D.F (2010). Auditing Standard. Taxman Liied Service Private Limited. 3

PRINCIPAL Arts & Science PRINCIPAL Arts & Science (Autonomous) 37 215 (Autonomous) G37 215 TRUCHENGODE Nadu. MOM Namakkal-Di. Tamil Nadu. MOM Namakkal-Di. Tamil Nadu.



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01	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	Н	M	M	L	L
CO2	M	Н	M	L	M
CO3	L	Н	M	M	L
CO4	L	M	Н	Н	M
CO5	L	L	M	Н	M

H-High; M-Medium; L-Low

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Namakkal-Di. Tamil Nadu. INDIA

CORE XVI: SERVICE MARKETING

SEMESTER - IV

Course Objectives:

The course aims

- The primary objective of this course is to develop knowledgeable and capable executives to move quickly to key positions in the services sector.
- To understand the concept of marketing mix of transportation.

UNIT	Services the CONTENTS To	otal H	ours: 5
	Scrvices - the concept - Salient features of Maria	Hrs	
I	Benefits and Limitations of marketing of sorving Constitutions	10	CO1
II	Wiecs - Werchant Banking D-mat agent		-
	Venture Capital	10	CO2
III	Transport marketing – concept – marketing management of Rail Transport – Road Transport – Air Transport – Water Transport – Product Planning and Development– Marketing mix for Transportation.		СОЗ
IV	Tourism marketing – The concept – Users of Tourism services – Product planning and Development – Marketing mix for Tourism Marketing – Merits and Demerits of Tourism Marketing.	10	CO4
	Courier Service Marketing - Conceptual Frame week		
V	service - Telecommunication service marketing mix for courier Importance - marketing mix for Telecommunication service	10	CO5
Text Bo	ok arie.A, Zeitham, Mary Jo Bitner, Dwayne. (2016). Service Marketin tion). MC Graw Hill Education (India) Put Ltd.		

Edition). MC Graw Hill Education (India) Pvt Ltd.,

Reference Books

- JHA. S.M, (2011), Service Marketing, (Seventh Edition) Himalaya Publishing
- Christopher Lovelock, Jochen Writz, Jayantha (2010) Service Marketing (Sixth Edition) Dorling Kindersley (India) Private Limited.

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

CO1	Identify the core concepts of marketing and the services of marketing in business and society.	
CO2	Analyze the various capital strategies formulation and focus on venture capital.	
CO3	Plan the product characteristics and transport of marketing strategies.	
CO4		
CO5	Design and manage the courier services and effectiveness of marketing communication mix.	

MAPPING

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

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CORE XVII: TAX LAW - (GST AND CUSTOMS)

SEMESTER - IV

Note: Question paper shall cover 100% theory

The course aims

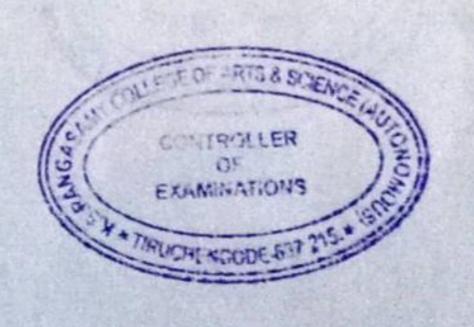
- Imparting basic knowledge about major indirect Taxes in India
- To apply theoretical background of GST in practical applications

UNIT	4 CONTENTED TO	tal Ho	ours: 5	
	Indirect Tax Laws: An I	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. Introduction to GGGT.	10	CO	
	Introduction to CGST Act 2017 r		100	
Π	- 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 - Potential Potential Supply	10	CO	
Ш	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.			
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.			
V Text Bo	Customs Law: Warehousing - Duty Drawback - Baggage - Powers of customs officer - Search and Seizure - Confiscation of goods - Offences and Penalties.	10	CO5	

Dr. R. Parameswaran, 2018. Indirect Taxes - GST and Customs Law [First Edition], Kavin Publications, Coimbatore.

Bansal K.M. 2018. GST and Customs Law [First Edition], Taxmann.

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Reference Books

- ICSI Study Materialon 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
- 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	Н	M	L	Н	M
CO2	Н	Н	L	Н	M
CO3	L	Н	M	M	L
CO4	M	M	L	M	L
CO5	M	L	L	L	Н

H-High; M-Medium; L-Low

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CORE XVIII: MODERN BANKING

SEMESTER - IV

Course Objectives:

The course aims

To impart the knowledge on functions of E- banking system.

To understand the fundamental of banking in Indian banking Credite: 4

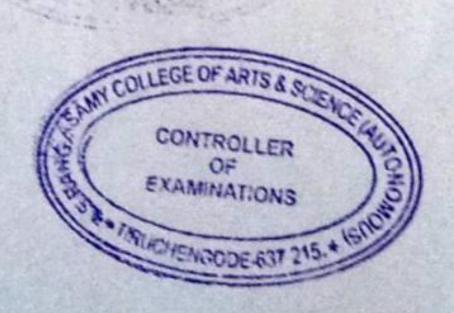
UNIT	: 4	m.	
	Banking - Definition CONTENTS	otal Ho	ours: 50
I	B Delinifion P. 1:	Hrs	CO
	Banking - Definition - Banking System - Role of Banks in Economic Development - Central Bank - Functions - Credit control measures - Role of RBI in Regulatory and Controlling Banks. E-Banking - meaning - E-Banking and Files and Files	1 10	CO1
	L-banking - meaning - E-Banking and Firm it is		
II	E-Banking – meaning – E-Banking and Financial Services – Risk Management for E-Banking – Internet Banking – Mechanics of Internet Banking – Drawbacks of Internet Baking – Future outlook.	10	CO2
	Mobile Banking - mooning		
III	Mobile Banking – meaning – Services – Security issues – Telephone Banking – Mechanism – Telephone Banking system – Call centers.	10	CO3
	ATM - Features - Mechanism Paradia at		
IV	ATM - Features - Mechanism - Benefits - Shared ATM Network in India - Electronic Money - Mode of Issue and Implications - Emoney and Monetary Policy - Policy issues of RBI - Electronic Funds Transfer System - RTGS - Debit Card - Credit Card - IMPS - NEFT.	10	CO4
	Indian Financial Network - Features - Application - Recent	-	
v	trends in Indian Banking - Payment Baking - Negotiable Instruments - Characteristics - Types - Paying Banker - Collecting Banker - Rights and Duties.	1	COS

Gordon, E. and Natarajan, K. 2014. Banking Theory, Law and Practice. [Twentyfourth Edition]. Himalaya Publishing House, Mumbai.

Reference Books

- Natarajan, S. and Parameswaran, R. 2014. Banking Theory, Law and Practice. [Second Edition]. S.Chand and Co. Ltd., New Delhi.
- Sundharam, K.P.M. and Varshney, P.N. 2013. Banking Theory, Law and Practice. [Fourth Edition]. Sultan Chand & Sons, New Delhi.
- Maheswari, S.N.2012. Banking Law and Practice. [Fourth Edition]. KalyaniPublishers, Ludhiana.

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Controller on Experience unto K.S. Rangassmy College of Arts & Science (Autonomous) 1 Thruchengode - 637 215. Tamilnadu, India,

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

CO1	Realize the role in managing a state's currency money supply and interest rates.
CO ₂	Identify to safeguard the stability of the e- payment financial system.
CO3 Impart products or electronic services provided by bank to its cust	
CO4	Understand the concept of Real Time Gross Settlement (RTGS) system.
CO5	Learn the same <i>purpose</i> a stamped paper intended to be completed as a negotiable instrument.

MAPPING

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

H-High; M-Medium; L-Low

