

MASTER OF COMMERCE

VISION

To build master mind professional in trade and commerce by exposing them to the global gateway of corporate sector.

MISSION

- To impart effectual, encouraging, accessible and affordable knowledge skills education in Commerce, Trade and Management.
- To energize and empower the students with intellectual education that capitalized on state of the art technology to face the challenges in the world.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- PEO 1:** To equip the students to occupy the important position in business, industries and organizations.
- PEO 2:** To impart the knowledge and skills on various advanced concepts and its applications in the field of Commerce.
- PEO 3:** To train the students in applications of computer to carry out various business operations.

PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

- PO 1:** Develop independent logical thinking and facilitate personality development.
- PO 2:** Provide the conceptual knowledge and application skills in the domain of Accounting and Finance.
- PO 3:** Sharpen the students' analytical and decision making skills.
- PO 4:** Solve the problems and challenges in business fields.
- PO 5:** Equip the students for seeking suitable careers in management and entrepreneurship.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

- PSO 1:** Impart higher level of knowledge and understanding the contemporary trends in commerce and business finance.
- PSO 2:** Evaluate environmental factors that influence business operation with the conceptual requirements, skills on preparation and interpretation of accounting and financial statements.
- PSO 3:** Identify and analysis of investment, portfolio management, investment banking, risk mitigation and liquidation of investments.
- PSO 4:** Enhance the computer literacy and its applicability in business and develop the decision making skill.
- PSO 5:** Acquire the knowledge of business and the techniques of managing the business with special focus on marketing, Insurance and banking theory of law and practices.

REGULATIONS

ELIGIBILITY

Candidate seeking admission to the first year of the Master of commerce with computer Application Degree shall possess B.Com, B.Com (CA), B.Com (E-Com), B.B.A., B.B.M., BBA/BBM (CA), B.Com., (Corporate Secretaryship), B.Com (Corporate Secretaryship) With CA, and Any other UG degree with one subject as Accountancy.

DURATION OF THE PROGRAMME

The course shall extend over a period of two years comprising of four semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

MAXIMUM DURATION FOR THE COMPLETION OF THE PG PROGRAMME

The maximum duration for completion of the PG Programme shall not exceed 8 semesters.

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
Part A							
18PCCM101	Core I: Cost and Management Accounting	6	3	25	75	100	5
18PCCM102	Core II: Marketing Management	6	3	25	75	100	4
18PCCM103	Core III: Managerial Economics	5	3	25	75	100	4
18PCCM104	Core IV: International Human Resource Management	5	3	25	75	100	4
18PCCM105	Core V: Electronic and mobile commerce	5	3	25	75	100	3
18PCCMP101	Core Practical I : Web Programming - HTML	2	3	40	60	100	2
Non-Credit							
18PLS101	Career Competency Skills I	1					
	Total	30	-	-	-	600	22
Second Semester							
Part A							
18PCCM201	Core VI: Advanced Corporate Accounting	6	3	25	75	100	5
18PCCM202	Core VII: Corporate Governance and Business Ethics	4	3	25	75	100	4
18PCCM203	Core :VIII: Programming in C ++	5	3	25	75	100	3
	Elective I	5	3	25	75	100	4
18PCCMP201	Core Practical II: Programming in C ++	2	3	40	60	100	2
18PMACCI201	IDC I:Advanced Business Statistics	5	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

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
Third Semester							
Part A							
18PCCM301	Core IX: Research Methodology	5	3	25	75	100	4
18PCCM302	Core X: Income Tax and Tax Planning	6	3	25	75	100	4
18PCCM303	Core XI: Financial Management	6	3	25	75	100	4
18PCCM304	Core XII Financial markets and Institutions	4	3	25	75	100	3
	Elective II	4	3	25	75	100	4
18PMACCI301	IDC II: Resource Management Techniques	5	3	25	75	100	4
18PCCIT301	Internship Training (100% Internal Evaluation)	-	-	100	-	100	1
	Total	30				700	24
Fourth Semester							
Part A							
18PCCM401	Core XIII: Tax law (GST and Customs)	6	3	25	75	100	4
18PCCM402	Core XIV :Service Marketing	5	3	25	75	100	3
18PCCM403	Core XV: Investment Analysis and Portfolio Management	6	3	25	75	100	4
18PCCM404	Core XVI : Business Environment	4	3	25	75	100	2
	Elective III	4	3	25	75	100	4
18PCCPR401	Project & Viva Voce	5	-	50	150	200	3
	Total	30				700	20
	Grand Total					2700	90

ELECTIVE SUBJECTS

Every student has to choose one specialization, which consist of two subjects spread over second, third and fourth 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
18PCCEL201	II	Indian Banking System
18PCCEL202	II	Project Management
Elective II		
Subject Code	Semester	Subject
18PCCEL301	III	Retail Marketing
18PCCEL302	III	Organisational Behaviour
Elective III		
Subject Code	Semester	Subject
18PCCEL401	IV	Insurance and Risk Management
18PCCEL402	IV	Strategic Management

FOR COURSE COMPLETION

Every student shall be deemed to have completed the course if he/she also undergo the following subjects successfully.

- Inter Disciplinary Course (IDC) in II and III Semesters.
- Human Rights as Value Education Course in II Semester.
- Internship Training at the end of III semester.
- Chosen Elective in II, III and IV Semesters.
- Project report at the end of IV semester.

TOTAL CREDIT DISTRIBUTION

Components	Subject	No. of Subjects	Maximum Marks	Total Marks	Credits
Part A	Core	16	100	1600	60
	Core Practical	2	100	200	4
	Elective	3	100	300	12
	Inter Disciplinary Course	2	100	200	8
	Project	1	200	200	3
Part B	Value Education	1	100	100	2
	Internship Training	1	100	100	1
			Total	2700	90

18PCCM101	COREI :COST AND MANAGEMENT ACCOUNTING	SEMESTER - I	
<i>Note: Question paper shall cover 80% Problem and 20 % theory</i>			
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To equip the students to ascertain and control costs. To facilitate the students to arrive at rationale managerial decisions. 			
Credits : 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Cost Accounting and Management Accounting - Nature, Scope and Significance. Cost Accounting Vs. Management Accounting - Cost Sheet - Tenders and Quotations. Material - Stock Levels - EOQ - Methods of Pricing: FIFO, LIFO, Simple Average and Weighted Average.	10	CO1
II	Labour Cost and Control - Labour Turnover - Remuneration and Incentives - Time Rate System - Piece Rate System - Premium and Bonus Plans (Halsey and Rowan Plan only).	10	CO2
III	Overheads - Primary and Secondary Distribution of Overheads - Absorption of Overheads: Under Absorption - Over Absorption. Operating Costing (Transport Costing only).	10	CO3
IV	Analysis and Interpretation of Financial Statements Techniques of Financial Statement Analysis - Comparative, Common Size Statements and Trend Analysis. Ratio Analysis - Significance - Liquidity, Turnover, Profitability and Solvency Ratios - Construction of Balance Sheet Using Ratios.	10	CO4
V	Cash Flow and Fund Flow Analysis- Marginal Costing- BEP Analysis- Applications of Marginal Costing: Key Factor, Make or Buy and Sales Mix Decisions.	10	CO5
Text Book			
1	1. Reddy, T.S. and Hariprasad Reddy, Y. 2017. Cost and Management Accounting . [Fourth Edition]. Margham Publications, Chennai.		
Reference Books			
1	Sharma, R.K. and Shasi, K. Gupta. 2013. Management Accounting . [Seventh Edition]. Kalyani Publications, Ludhiana.		
2	Maheshwari, S.N.2013. Cost and Management Accounting . [Fourteenth Edition]. Sultan Chand & Sons, New Delhi.		
3	Jain, S.P and Narang, K. 2014. Cost and Management Accounting . [Fourteenth Edition]. Kalyani Publishers, Ludhiana.		

COURSE OUTCOMES (CO)

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

CO1	Recognize the use of cost data for planning and control.
CO2	Evaluate for reducing labour costs.
CO3	Analysis of overheads expenses for control purpose.
CO4	Plan financial statements for decision making through ratio
CO5	Compare regarding inflow and out flow of cash

MAPPING

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

H-High; M-Medium; L-Low

18PCCM102	CORE II : MARKETING MANAGEMENT	SEMESTER - I	
Course Objectives The course aims			
<ul style="list-style-type: none"> To understand various marketing policies and strategies. To provide insight into various marketing techniques. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Definition and Meaning of marketing and Marketing Management-Scope of Marketing Management-Nature and Importance of Marketing Management- Problems of Marketing Management - Difference between Sales Management and Marketing Management- Functions of Marketing Management - Principles of Marketing Management - Marketing Organisation.	10	CO1
II	Product Development - New Product Planning and Development - Steps in New Product Development - Management of Product Life Cycle - Product Line and Product Mix Strategies - Pricing - Objectives of Pricing Decisions - Factors influencing Pricing Decisions - Process of Price determination - Kinds of Pricing.	10	CO2
III	Channels of Distribution - Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel- middleman in distribution-Kinds - Functions - Elimination of Middlemen - Arguments in favour of and against.	10	CO3
IV	Sales promotion-meaning and definition-objectives and importance of sales promotion Causes for sales promotion activities-types of sales promotion programmes - salesmanship and personal selling-steps in selling-essentials of salesmanship-importance of salesmanship-qualities of a good salesman.	10	CO4
V	Meaning and Definition of Advertising - Advertising and Publicity - Objectives of Advertising - Functions - Advantages of Advertising - Advertisement copy - Qualities of a good copy - Elements of an Advertising copy - Objections against Advertisement copy - Media of Advertisement	10	CO5
Text Book			
1	<i>Pillai, R.S.N and Bagavathi, V.</i> 2014. Marketing Management . [First Edition]. S.Chand Co. Ltd., New Delhi.		
Reference Books			
1	<i>Gupta, C.B. and Rajan Nair, N.</i> Marketing Management . [Thirteenth Edition]. Sultan Chand & Sons, New Delhi.		
2	<i>RajanSaxena.</i> 2014. Marketing Management . [Third Edition]. Tata McGraw-Hill Publishing Co. Ltd., New Delhi.		
3	<i>Philip Kotler, Kevin Lane Keller, Abraham Koshy &MithileshwarJha.</i> 2014. Marketing Management . [Fourteenth Edition]. Pearson Education, New Delhi.		

COURSE OUTCOMES (CO)

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

CO1	Identify the nature and scope of services.
CO2	Comprehend the characteristics and marketing mix of services.
CO3	Compile channel of distribution with proper merchandise planning.
CO4	Evaluate the basic concepts of sales promotion
CO5	Analysis the economic level and recent trends for advertising.

MAPPING

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

H-High; M-Medium; L-Low

18PCCM103	CORE III: MANAGERIAL ECONOMICS	SEMESTER - I	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To provide an introduction to basic principles of Managerial Economics and its application to business decisions. To make the students to realize the usefulness of economic tools, principles, laws etc. in business decisions. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction: Definition of Managerial economics - basic concepts and principles of managerial economics.	10	CO1
II	Demand and Supply analysis: Law of Demand - Factors affecting demand - Exception to law of demand - Elasticity of demand - Demand forecasting - Law of Supply and factors affecting Supply. Cost Concepts - Cost function - Cost Output relationship - Cost Control and Cost Reduction.	10	CO2
III	Production and Cost analysis: Production Function - ISO Quant curve - ISO cost line and Laws of return to scale - average Cost - Marginal Cost and Total Cost and Classification of Costs.	10	CO3
IV	Market Structure and Pricing: Perfect and Imperfect competition - Monopoly - Duopoly - Oligopoly and Bilateral Monopoly - Objectives -Policies and Methods of Pricing and Pricing over the Life cycle of the product.	10	CO4
V	Macro-Economic issues : Economic Growth - National Income - Inflation - Business Cycle - Multiplier - Accelerator - Exchange rate -Fiscal Policy and Monetary Policy.	10	CO5
Text Books			
1	<i>Prof. Dr. A. Mustafa</i> , 2010 " Managerial Economic " AITBS Publishers. (First Edition) India.		
2	<i>Geetika, Riyali Ghosh, Purbaroy Chhouthury</i> , " Managerial Economic " (Second Edition) Tata McGraw-Hill Education, Private Ltd., New Delhi.		
Reference Books			
1	<i>S.Shankaran</i> , " Managerial Economics ", Margham Economics, Chennai, 2008.		
2	<i>R. Cauvery & Others</i> - Managerial Economics . S. Chand And Company, New Delhi, 2015.		
3	<i>S.Mukherjee</i> , " Business And Managerial Economics in global Context ", New Central Bank Agency (P) Ltd, Kolkatta, 2009.		
	<i>William F. Samuelson and Stephen G. Marks</i> , " Managerial Economics ", Johny Wiley & Sons, Reprint - 2015		

COURSE OUTCOMES (CO)

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

CO1	Identify the basic concepts and principles of managerial economics.
CO2	Realize meaning of demand, law of demand, factors affecting demand, exceptions to law of demand and elasticity of demand.
CO3	Compute ISO Quant curve, ISO Cost line and Laws of return to scale.
CO4	Outline the pricing objectives, pricing methods and pricing over the life cycle
CO5	Discuss between fiscal policy and monetary policy, reflect movements of economic activities around trend line that show Long term growth.

MAPPING

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

H-High; M-Medium; L-Low

18PCCM104	CORE IV : INTERNATIONAL HUMAN RESOURCE MANAGEMENT	SEMESTER - I	
Course Objectives The course aims			
<ul style="list-style-type: none"> To provide an exposure to human resource practices in organisations. To provide knowledge on understanding and managing human resource in organizations. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	International Human Resource Management (IHRM) - Concept - Domestic Vs. IHRM. Organisational Structure - Nature, Approaches and Steps in Designing Organisational Structure - Organisational Learning. International HRP - Division of Labour - Types of International Human Resources - Issues in Supply of Human Resources.	10	CO1
II	Recruitment - Sources at Macro and Micro Level - Techniques. Selection - Expatriate System - Selection Techniques. Performance Management - Challenges - Areas of Appraisal - Organisational Role Expectations - Appraisal System- Problems Measurement of Effective Appraisal System.	10	CO2
III	Training and Development - Need - Areas of Global Training. Compensation Management- Complexities- Objectives - Components - Factors Affecting International Compensation - Approaches.	10	CO3
IV	International Industrial Relations - Trade Unions - Collective Negotiations - Industrial Conflicts - Quality Circles and Participative Management - Shifts in IHRM and Industrial Relations	10	CO4
V	International Strategic Human Resource Management- Peculiarities- Value Creation - Global Strategic Management Process - MNC's Business and HRM Strategies - Collaborative Strategies.	10	CO5
Text Book			
1	<i>Subba Rao, P.</i> 2014. International Human Resource Management and Industrial Relations. [First Edition]. Himalaya Publishing House, Mumbai.		
Reference Books			
1	<i>Aswathappa, K. and Sadhna Dash.</i> 2013. International Human Resource Management. [Second Edition]. Tata McGraw Hill Publishing Co. Ltd., New Delhi.		
2	<i>Rao, P. L.</i> 2013. International Human Resource Management. [First Edition]. Excel Books, New Delhi.		
3	<i>Gupta, S.C.</i> 2013. International Human Resource Management. [Second Edition]. Macmillan Publishers India, New Delhi.		

COURSE OUTCOMES (CO)

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

CO1	Identify the basic concepts of HRM activities and the growth of international competencies faced by the organization.
CO2	Recognize the basic concepts of recruitment and selection system.
CO3	Design towards various Training and development schemes
CO4	Identify the causes of industrial conflicts and its impact on organizational functioning.
CO5	Analyze the Strategic implementations and Global strategic management Process.

MAPPING

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

H-High; M-Medium; L-Low

18PCCM105	CORE V : ELECTRONIC AND MOBILE COMMERCE	SEMESTER - I	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To obtain knowledge on Business Transactions through Information Technologies. To know about security issues associated with the Business Transactions through Internet. 			
Credits : 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to E-Commerce: Electronic Business - Categories of E-Commerce Applications - Global Trading Environment and Adoption of E-Commerce -Comparison between Traditional and Electronic Commerce - Advantages and Disadvantages of E-Commerce. Business Models of E-Commerce: Business Models of E-Commerce - Business to Consumer (B2C) - Business to Business (B2B)- Difference between B2C and B2B E-Commerce - Consumer to Consumer or Peer to Peer (C2C/P2P).	10	CO1
II	B2B E-Commerce and EDI: Introduction - Need for B2B - EDI Electronic Data Interchange - Paperless Transactions - EDI Standards - Data Standards used in EDI-Cost of EDI - Electronic Funds Transfer (EFT) - E-Marketing - Online Marketing and its Strategies. E-Commerce: Technology: IT Infrastructure - Internet-Middleware -Intranet - Extranet - VPN - Firewall - Cryptography - Digital Signature - Digital Envelope - Digital Certificates.	10	CO2
III	Mobile Commerce and WAP: Introduction to Mobile Commerce - Applications -Advantages - Wireless Application Protocol - WAP Browser - Enhanced features of WAP 2.0 - Underlying Technologies of M-Commerce - Architectures of Mobile Commerce. Mobile Commerce-Risk, Security and Payment Methods: Introduction - Security and Payment Methods - Mobile Commerce Security -Security Mechanisms.	10	CO3
IV	Mobile Commerce - Risk, Security and Payment Methods: Mobile Security-Network Infrastructure and Security - Wireless Local Area Network and Security -Wireless Wide Area Network and Security - WAP and Security - Mobile Commerce Payment Methods - Mobile Payment Standardization - Reputation and Trust -Applications and Risk Scenarios - Reputation Systems - The Trust Model - Future Trends. Mobile Money - Infrastructure and Fraud Prevention for M-Payment: Introduction -Requirements for Authentication Infrastructure for M-Commerce -Various Trust Relationships.	10	CO4
V	Mobile Money - Infrastructure and Fraud Prevention for M-Payment: Different Requirements for Mobile Commerce -	10	CO5

	Password-based Authentication for Mobile users with Support for Public Key Technology - M-Payment Value Chain - M-Payment Lifecycle - Operational Issues in M-Commerce Payment - Mobile Payment Systems or Solutions - General Analysis of the Payment Solutions - Fraud Management System in M-Commerce - Mobile Payments and Money Transfers. Legal and Ethical Issues: Issues Related to E-Commerce - Legal and Ethical Issues. Cyber Laws: Cyber Laws in India - Information Technology (IT) Act 2000. Current Trends in Electronic Commerce: Electronic Waste.		
Text Book			
1	<i>Pandey, U.S. and Saurabh Shukla.</i> 2011. E-Commerce and Mobile Commerce Technologies. [Revised Edition 2014]. S.Chand& Company Limited, New Delhi.		
Reference Books			
1	<i>Kamlesh, K. Bajaj and Debjani Nag.</i> 2007. E-Commerce - The Cutting Edge of Business. [Second Edition]. Tata McGraw Hill, New Delhi.		
2	<i>Lei-da Chen and Gordon, W. Skelton.</i> 2005. Mobile Commerce Application Development. [Illustrated edition]. Cyber Tech Publishing, New Delhi.		

COURSE OUTCOMES (CO)

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

CO1	Evaluate the basic concepts and benefits of E-Commerce Technology.
CO2	Discriminate the various types of B2B E-commerce.
CO3	Learn the basic elements of Mobile Commerce and payment methods.
CO4	Gain knowledge on web server with Mobile Commerce application development.
CO5	Apply knowledge about M-Payment systems and digital currencies.

MAPPING

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

H-High; M-Medium; L-Low

18PCCMP101	CORE PRACTICAL I: WEB PROGRAMMING - HTML	SEMESTER-I
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Theory Part (Not for Written Examination, only for Practical)

CONTENTS

HTML Basics: Basic Page structure - Working with Text - Working with Links
-Working with Images - Working with Multimedia.

REFERENCE BOOK:

1. Wendy Willard. 2009. HTML - A Beginner's Guide. [Fourth Edition]. Tata McGraw-Hill Education Private Ltd., New Delhi.

COURSE OUTCOMES

At the end of the course, the student will be able to

1. Understand the basic tags in HTML.
2. Understand the image tag.
3. Apply the style sheet with Borders in HTML.
4. Create ordered and unordered List in HTML.
5. Apply Filters in HTML.
6. Acquire knowledge on Hyperlink in HTML
7. Design the webpage with links.
8. Apply knowledge about website creation
9. Acquire knowledge about the creation of E-book
10. Understand about the E-Newspaper webpage creation
11. Apply the Insertion of video clipping in the HTML
12. Create the Blogs using HTML.

LIST OF PRACTICAL:

HTML (Hyper Text Markup Language)

1. Preparing a Resume of Your Own.
2. Creating a Web Page to Show the Information of a Departmental Store.
3. Creating a Style Sheet with Border Definition and Font Attributes.
4. Creating a Web Advertisement for Introducing a New Product to the Market.
5. Creating a Web Page for your Department using Font Effects, Filters and Linking within the page.
6. Creating a Website to Display the Profile of a Company.
7. Creating a Webpage to Display an Account Statement in a Bank.
8. Creating a Website for an Institution.
9. Creating a Website for E-Book.
10. Creating a Webpage for E-News Paper.
11. Inserting a Video Clipping in the Website.
12. Creating a Blog for Commerce Department.

18PLS101	CAREER COMPETENCY SKILLS - I	SEMESTER - I	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To impart knowledge on the Aptitude. To enhance employability skills and to develop career competency. 			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Solving Simultaneous Equations Faster - Number System : HCF, LCM - Square roots and Cube roots - Averages	3	CO1
II	Problems on Numbers -Problems on Ages	3	CO2
III	Calendar - Clocks - Pipes and Cisterns	3	CO3
IV	Time and Work - Time and Distance	3	CO4
V	Ratio and Proportion - Partnership - Chain Rule	3	CO5
Text Book			
1	Aggarwal R.S. 2013. Quantitative Aptitude. [Seventh Revised Edition]. S.Chand & Co., New Delhi.		
Reference Book			
1	Abhijith Guha, Quantitative Aptitude for Competitive Examinations , 5 th Edition, Tata McGraw Hill, 2015, New Delhi.		

COURSE OUTCOMES (CO)

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

CO1	Carry out mathematical calculations using shortcuts.
CO2	Calculate Problems on Ages with shortcuts.
CO3	Understand the core concepts of Pipes & Cisterns, Calendar & Clocks.
CO4	Obtain knowledge on shortcuts to Time & Work and Time & Distance.
CO5	Calculate Ratio & Proportion, Partnership with shortcuts.

18PCCM201	CORE VI : ADVANCED CORPORATE ACCOUNTING	SEMESTER - II	
<p><i>Note: Question paper shall cover 80% Problem and 20% theory</i></p> <p>Course Objectives:</p> <p>The course aims</p> <ul style="list-style-type: none"> To impart the knowledge on accounting practices followed in service sector. To apply the accounting practices in services sector on real time basis. 			
Credits : 5		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Issue, Forfeiture and Re-Issue of Shares – Issue and Redemption of Debentures – Preference Shares – IFRS – Disclosure Norms – Segment reporting.	10	CO1
II	Final Accounts of Joint - Stock Companies	10	CO2
III	Absorption, Amalgamation and Reconstruction (Internal and external)	10	CO3
IV	Accounts of Banking Companies - Calculation of Rebate on Bills Discounted -Accounting Treatment of Non-performing Assets - Preparation of Profit and Loss Account and Balance Sheet.	10	CO4
V	Accounts of Insurance Companies - Life Insurance - Calculation of True Life Assurance Fund - Valuation Balance Sheet - Revenue Account. - Preparation of Revenue Account and Profit and Loss Account.	10	CO5
Text Book			
1	Jain, S.P and Narang, K. 2014. Advanced Accountancy Vol. I* & II [Eighteenth Edition]. Kalyani Publishers, Ludhiana.		
Reference Books			
1	Reddy, T.S and Murthy, A. 2014. Corporate Accounting . [Sixth Edition]. MarghamPublications, Chennai.		
2	Gupta, R.L and Radhasamy, M. 2013. Advanced Accountancy- Volume II. [Fourteenth Edition]. Sultan Chand & Sons, New Delhi.		
3	Shukla, M.C. and Grewal, T.S. 2014. Advanced Accountancy - Volume II. [Seventh Edition]. S.Chand& Sons, New Delhi.		

COURSE OUTCOMES (CO)

After completion the course, the students will be able to

CO1	Analyze the issue of share and forfeiture of shares
CO2	Identify the joint stock companies
CO3	Create a knowledge of absorption and amalgamation
CO4	Prepare different Types of schedule in banking companies
CO5	Comprehend the use of insurance companies and solve the assurance fund

MAPPING

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

H-High; M-Medium; L-Low

18PCCM202	CORE VII : CORPORATE GOVERNANCE AND BUSINESS ETHICS	SEMESTER - II	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To give an exposure to corporate governance practices in India. To provide knowledge on role of stakeholders in corporate governance. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Corporate Governance - Definitions - Requirements - Historical Perspective - Issues -Need - Importance - Benefits - Theories of Corporate Governance- Agency, Stewardship, Stakeholder and Sociological Theory. Corporate Governance Mechanism - Models: Anglo-American, German, Japanese and Indian Model - Code of Conduct for Good Corporate Governance.	10	CO1
II	Corporate Governance and Stakeholders - Rights and Privileges of Shareholders -Investors' Protection and Corporate Governance - Corporate Governance and Employees, Customers, Institutional Investors, Creditors, Community and Government.	10	CO2
III	Board of Directors and Corporate Governance - Role of the Board - Functions of Board for better Corporate Governance - Family-owned Business and Corporate Governance. Auditors and Corporate Governance - Role, Duties and Responsibilities of Auditors - Corporate Governance and Internal Auditors.	10	CO3
IV	SEBI and Corporate Governance - Primary and Secondary Market Reforms. Government and Corporate Governance - Forms of Government Regulations - Role of Governments in Limiting Corporate Power - Public Vs. Corporate Governance. Corporate Governance in India - Need - Initiatives - Brila Committee Report -Pioneers in Good Governance Practices - Corporate Governance Rating - Future of Corporate Governance in India.	10	CO4
V	Business Ethics and Corporate Governance - Benefits of Managing Ethics in Workplace- Characteristics of Ethical Organisation- Recognising Ethical Organisations-Role of Ethics in Corporate Governance. Bank and Corporate Governance - Need - Corporate Governance and World Bank - Basel Committee Norms - Elements of Corporate Governance Practices - Corporate Governance in Indian Banks.	10	CO5
Text Book			
1	<i>Fernando, A.C.</i> 2013. Corporate Governance . [Second Edition]. Pearson Education, New Delhi.		

Reference Books	
1	<i>Sumeet Khurana</i> . 2013. Corporate Governance . [First Edition]. Dreamtech Press, New Delhi.
2	<i>2.Gupta C.B.</i> 2013. Governance, Ethics and Social Responsibility of Business . [First Edition]. Sultan Chand & Sons, New Delhi.
3	<i>3.Kesho Prasad.</i> 2012. Corporate Governance [Second Edition]. PHI Learning Private Limited, New Delhi.

COURSE OUTCOMES (CO)

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

CO1	Identify the issues, theories and models of corporate governance.
CO2	Gain the basic concepts, rights and privileges of shareholder.
CO3	Learn the duties and responsibilities of auditor.
CO4	Recognize the nature and characteristics of SEBI.
CO5	Apply the knowledge on ethics and management.

MAPPING

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

H-High; M-Medium; L-Low

18PCCM203	CORE VIII : PROGRAMMING IN C ++	SEMESTER - II	
Course Objectives The course aims <ul style="list-style-type: none"> To acquire knowledge on programming languages. To give exposure to Object Oriented Programming concepts 			
Credits : 3	Total Hours: 50		
UNIT	CONTENTS	Hrs	CO
I	Computer Software: Operating Systems - Utilities - Compilers and Interpreters -Word Processors - Spread Sheets - Presentation Graphics - Database Management Systems (DBMS). Programming Languages: Machine Languages - Assembly Languages - High Level Languages - Compilers and Interpreters - The Compilation Process. Operating Systems: Functions - Classification. Computer Networks: Overview - Communication Processors -Telecommunication Software - Types of Networks - Network Topologies - Network Protocols - Network Architecture. Internet: Special Features - Internet Access - Basics - Internet Protocols - Internet Addressing - The World Wide Web - Web pages and HTML - Web Browsers -Searching the Web.	10	CO1
II	Principles of Object Oriented Programming (OOP): Basic Concepts-Benefits-Applications. Beginning with C++: Structure of C++ Program. Tokens, Expressions and Control Structures: Tokens - Keywords - Identifiers and Constants - Basic Data Types - User Defined Data Types - Derived Data Types - Symbolic Constants - Type Compatibility - Declaration of Variables - Dynamic Initialization of Variables -Reference Variables - Operators in C++ - Scope Resolution Operator - Member Dereferencing Operators - Memory Management Operators - Manipulators - Type Cast Operator - Expressions and their Types - Special Assignment Expressions -Implicit Conversions - Operator Overloading - Operator Precedence - Control Structures.	10	CO2
III	Functions in C++: Function Prototyping - Call by Reference - Return by Reference -Inline Functions - Default Arguments - Const Arguments - Function Overloading -Friend and Virtual Functions - Math Library Functions. Classes and Objects: Specifying a Class - Defining Member Functions - A C++ Program with Class -Making an Outside Function Inline - Nesting of Member Functions - Private Member Functions - Arrays within a Class - Memory Allocation for objects - Static data members - Static member functions - Array of Objects - Objects as Function Arguments - Friendly functions - Returning objects - Cast Member Functions -Pointers to members - Local Classes. Constructors and Destructors:	10	CO3

	Constructors -Parameterized Constructors - Multiple Constructors in a Class - Constructors with Default Arguments - Dynamic Initialization of Objects - Copy Constructors -Dynamic Constructors - Constructing Two - Dimensional Arrays - Const Objects -Destructors.		
IV	Operator Overloading and Type Conversions: Defining operator overloading- Overloading Unary operators- Overloading Binary operators - Overloading Binary operators using Friends - Manipulation of Strings using operators - Rules for overloading operators - Type Conversion. Inheritance: Extending Classes: Introduction - Defining Derived Classes - Single Inheritance -Making a private member inheritable - Multilevel Inheritance - Multiple Inheritance -Hierarchical Inheritance - Hybrid Inheritance - Virtual Base Classes - Abstract Classes -Constructors in derived classes - Member Classes: Nesting of Classes.	10	CO4
V	Pointers, Virtual Functions and Polymorphism: Pointers - Pointers to Objects-this Pointer - Pointers to Derived Classes - Virtual Functions - Pure Virtual Functions. Managing Console I/O Operations: C++ Streams. Working with Files: Introduction - Classes for File Stream Operations - Opening and Closing a File - Detecting end-of-file - More about open(): File Modes - File Pointers and Their Manipulations -Sequential Input and Output Operations - Updating a File: Random Access - Error Handling During File Operations - Command-line Arguments.	10	CO5

Text Books

1	<i>Alexis Leon and Mathew's Leon.</i> 1998. Fundamentals of Computer Science and Communication Engineering. [First Edition]. Leon Tech World, Chennai.
2	<i>Balagurusamy, E.</i> 2008. Object Oriented Programming with C++. [Fifth Edition]. Tata McGraw-Hill, New Delhi.

Reference Books

1	<i>Rajaraman, V.</i> 1996. Fundamentals of Computers [Second Edition]. Prentice Hall of India Pvt Ltd., New Delhi.
2	<i>Venugopal, K.R, Rajkumar and Ravishankar.T.</i> 2005. Mastering C++. [First Edition] Tata McGraw-Hill, New Delhi.
3	<i>Herbert Schildt.</i> 2003. The Complete References C++. [Fourth Edition]. Tata McGraw Hill Publishing Company, New Delhi.

COURSE OUTCOMES (CO)

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

CO1	Comprehend the computer software and Programming languages
CO2	Create knowledge on the basic concepts of Object Oriented Programming.
CO3	Apply the functions in C++
CO4	Prepare the Operator overloading and Inheritance.
CO5	Design the file system in C + +

MAPPING

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

H-High; M-Medium; L-Low

18PCCMP201	CORE PRACTICAL II:PROGRAMMING IN C++	SEMESTER-II
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COURSE OUTCOMES

At the end of the course, the student will be able to

1. Understand about the classes and objects
2. Acquire knowledge on Inline Functions.
3. Create the Friend function
4. Acquire knowledge on the function with default arguments
5. Understand about the virtual function
6. Create the parameterized constructor
7. Create the constructor with default arguments.
8. Recognize about the function overloading
9. Acquire knowledge on the operator overloading
10. Apply the knowledge to implement the Single and Multiple Inheritance
11. Interpret about the Multilevel Inheritance.
12. Recognize about the File operations.

LIST OF PRACTICAL:

1. Program for Classes and Objects.
2. Program for Inline Functions.
3. Program for Friend Functions.
4. Program for Function with Default Arguments.
5. Program for Virtual Functions.
6. Program for Parameterized Constructor.
7. Program for Constructor with Default Arguments.
8. Program for Function Overloading.
9. Program for Operator Overloading.
10. Program for Single Inheritance and Multiple Inheritance.
11. Program for Multilevel Inheritance.
12. Program for File Operations.

18PCCCEL201	ELECTIVE I : INDIAN BANKING SYSTEM	SEMESTER - II	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To impart the knowledge on functions of banking. To understand the fundamental of banking ombudsman scheme in Indian banking system. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Banking - Origin - Functions of Banks - Classification of Banks - Unit Banking, Branch Banking - Chain Banking and Mixed Banking- Role of Banks in Economic Development - Banking System.	10	CO1
II	Central Banking - Nature - Functions -Cash Reserve Ratio Reserve Bank of India - Functions - RBI and Agricultural Credit - RBI and Industrial Finance - RBI and the Bill Market Scheme - Financial Inclusion. State Bank of India - Origin-Functions - Role of SBI. .	10	CO2
III	Banker and Customer - Definition - General Relationship - Special Relationship -Statutory Obligation to Honour of Cheques - Banker's Lien - Secrecy Maintenance of Customers' Account. Opening of Different Types of Account in a Bank - Precautions - Special Types of Customers.	10	CO3
IV	Negotiable Instruments - Meaning - Cheque, Bills of Exchange and Promissory Note - Crossing of Cheque - Endorsement-Types - Holder for Value - Holder in Due Course.	10	CO4
V	Loans and Advances - Principles of Sound Lending - Forms of Advances - Secured and Unsecured Advances - Know Your Customer (KYC) Norms - Green Banking -Electronic Banking - Banking Ombudsman Scheme - Highlights of SERFAESI Act, 2002.	10	CO5
Text Book			
1	Gordon, E. and Natarajan, K. 2014. Banking Theory, Law and Practice . [Twenty-fourth Edition]. Himalaya Publishing House, Mumbai.		
Reference Books			
1	Natarajan, S. and Parameswaran, R. 2014. Banking Theory, Law and Practice . [Second Edition]. S.Chand and Co. Ltd., New Delhi.		
2	Sundharam, K.P.M. and Varshney, P.N. 2013. Banking Theory, Law and Practice . [Fourth Edition]. Sultan Chand & Sons, New Delhi.		
3	Maheswari, S.N.2012. Banking Law and Practice . [Fourth Edition]. KalyaniPublishers, Ludhiana.		

COURSE OUTCOMES (CO)

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

CO1	Identify to safeguard the stability of the financial system
CO2	Realizing an important role in managing a state's currency money supply, and interest rates.
CO3	Impart products or services provided by bank to its customers or availed by the customer.
CO4	Learn the same purpose a stamped paper intended to be completed as a negotiable instrument,.
CO5	Analysis regarding various types of Loan and Advances.

MAPPING

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

H-High; M-Medium; L-Low

18PCCCEL202	ELECTIVE I : PROJECT MANAGEMENT	SEMESTER - II	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To impart knowledge on project identification and preparation. To promote the young entrepreneur and exposure to the venture capital. 			
Credits : 4	Total Hours: 50		
UNIT	CONTENTS	Hrs	CO
I	Generation of Project Ideas - Monitoring the Environment - Corporate Appraisal - Tools for Identifying Investment Opportunities: Porter Model and Life Cycle Approach - Scouting for Project Ideas - Preliminary Screening - Project Rating Index - Sources of Positive NPV - Qualities and Traits of a Successful Entrepreneur.	10	CO1
II	Market and Demand Analysis - Situational and Specification of Objectives- Collection of Secondary Information - Conduct of Market Survey - Market Characterization - Demand Forecasting - Market Planning and Strategy.	10	CO2
III	Technical Analysis - Manufacturing Process - Technical Arrangements - Material Inputs and Utilities - Product Mix - Plant Capacity - Location and Site - Machineries and Equipment - Project Charts and Layouts - Project Implementation - Need for Project Alternatives. Financial Estimates and Projections - Project Cost - Means of Finance - Cost of Production - Profitability Projections.	10	CO3
IV	Project Selection - Firm and Market Risk - Social Decision Situations. Financing of Projects - Capital Structure - Menu of Financing - Equity and Preference Capital -Debentures - Term Loans - Working Capital Advances - Venture Capital - Project Financing Structures.	10	CO4
V	Project Implementation - Forms of Project Organisation - Project Planning - Project Control - Human aspects of Project Management - Pre-requisites for Project Implementation - Network Techniques for Project Management - PERT - CPM. Project Review - Control of in-progress Projects - Post Completion Audits -Abandonment Analysis - Agency Problem.	10	CO5
Text Book			
1	<i>Prasanna Chandra. 2014. Projects: Planning, Analysis, Financing, Implementation & Review. [Sixth Edition]. Tata McGraw-Hill, New Delhi.</i>		
Reference Books			

1	<i>Chaudhury, S.</i> 2008. Project Management. [Second Edition]. Tata McGraw-Hill, New Delhi.
2	<i>Gopala Krishnan, P. and RamaMoorthy, V.E.</i> 2013. Text Book of Project Management. [Third Edition]. MacMillan India Ltd., New Delhi.
3	<i>Yen Yee Chang and Evelyn May Brown.</i> 2012. Managing Project Risk. [First Edition]. Prentice Hall, London.

COURSE OUTCOMES (CO)

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

CO1	Identify the concept of life cycle approach
CO2	Discriminate different Types of market planning and strategy
CO3	Analyze the concept of project charts and layout
CO4	Learn the concept of Layout of financial capital structure
CO5	Apply the Techniques of PERT and CPM

MAPPING

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

H-High; M-Medium; L-Low

18PMACCI201	IDC I : ADVANCED BUSINESS STATISTICS	SEMESTER - II	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To create knowledge of analyzing the data based on sample information and making interpretation about the population. Making and their contribution to organizational effectiveness. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Statistics: Definition - Limitations and Uses -Collection of Data - Classification and Tabulation of Data - Diagrammatic and Graphical Presentation of Data - Measures of Central Value: Mean - Median and Mode.	10	CO1
II	Correlation Analysis: Types of Correlation - Methods of studying Correlation - Karl Pearson's Correlation Co-efficient-Rank Correlation Co-efficient. Regression Analysis: Regression Lines - Regression Equations.	10	CO2
III	Test of Hypothesis: Procedure of testing hypothesis - Standard error and sampling distribution - Test of Significance for attributes Large samples -Test of significance for small samples.	10	CO3
IV	Testing of Significance - Parametric Tests - Chi-Square Test - Uses of Chi-Square Test - F Test - ANOVA - One Way Classification - Two Way Classification.	10	CO4
V	Multivariate Analysis - Partial Correlation, Multiple Correlation and Multiple Regression - Discriminant Analysis - Introduction - Factor Analysis - Terminologies - Centroid Method, Cluster Analysis (Concept only).	10	CO5
Text Books			
1	<i>Gupta, S.P. Statistical Methods.</i> Sultan Chand and Sons, New Delhi.		
2	<i>Panneerselvam, R. 2010, Research Methodology.</i> PHI Learning Private Limited, New Delhi.		
Reference Books			
1	<i>Sancheti, D.C and Kapoor V.K. 2005. Statistics.[Seventh Edition].</i> Sultan Chand and Sons, New Delhi.		
2	<i>Kapoor, V.K and Gupta, S.P. Elements of Mathematical Statistics.</i> Sultan Chand and Sons, New Delhi.		

COURSE OUTCOMES (CO)

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

CO1	Learn the importance of statistics and understand the concepts of measures of central tendency
CO2	Find the correlation between the set of values
CO3	Know about the concepts of sampling theory
CO4	Test the research statements through ANOVA.
CO5	Gain knowledge on multivariate analysis

MAPPING

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

H-High; M-Medium; L-Low

18PVE201	VALUE EDUCATION: HUMAN RIGHTS	SEMESTER - II	
Course Objectives The course aims			
<ul style="list-style-type: none"> To make the students to understand the concepts of human rights. 			
Credits : 2		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Human Rights: Definition - Historical Evolution - Classification of Rights - Universal Declaration of Human Rights - International Covenants on Economic and Social Rights - Constitutional Provision for Human Rights - Fundamental Rights - Directive Principles of the State Policy - Indian Constitution. .	10	CO1
II	Civil and Political Rights: Right to Work - Right to Personal Freedom - Right to Freedom of Expression - Right to Property - Right to Education - Right to Equality-Right to Religion - Right to Form Associations and Unions - Right to Movement-Right to Family - Right to Contract - Right to Constitutional Remedies-Right to Vote and Contest in Elections - Right to Hold Public Offices-Right to Petition-Right to Information - Right to Criticise the Government-Right to Democratic Governance.	10	CO2
III	Economic Rights: Right to Work - Right to Adequate Wages - Right to Reasonable Hours of Work - Right to Fair Working Conditions - Right to Self Government in Industry - Customer Rights - Social and Cultural Rights - Right to Life - Right to Clean Environment.	10	CO3
IV	Women's Rights: Right to Inheritance - Right to Marriage - Divorce and Remarry -Right to Adoption - Right to Education - Right to Employment and Career. Advancement - Rights Relating to Dowry - Right for Equality - Right for Safe Working Conditions - Children's Rights - Right to Protection and Care - Right to Education - Issues Related with Infanticide - Street Children - Child Labour-Bonded Labour - Refugees Rights - Minority Rights - Dalit Rights-Tribal Rights-Nomads Rights.	10	CO4
V	Human Rights Violation: International, National, Regional Level Organizations to Protect Human Rights - UNO - National Commission for Human Rights - State Commissions - Non Governmental Organizations and Human Rights - Amnesty Terrorism and Human Rights - Emergency and Human Rights - Judiciary and Human Rights - Media and Human Rights - Police and Human Rights. .	10	CO5
Text Book			
1	<i>Paul Singh.</i> Human Rights and Legal System. Himalaya Publishing House, New Delhi.		

18PLS201	CAREER COMPETENCY SKILLS - II	SEMESTER - II	
Course Objectives The course aims			
<ul style="list-style-type: none"> To enhance employability skills and to develop career competency. 			
Total Hours: 15			
UNIT	CONTENTS	Hrs	CO
I	Interview Skills - Types of Interview - Groundwork before Interview - Abide by the dress code - Importance of Body language in Interviews - Tell Us about yourself - Do's and Don'ts of an interview - Concluding an Interview - A Mock Interview.	3	CO1
II	Resume Preparation - Difference between a Resume and CV - The main body of Resume - The Career objective in Resume - A Fresher's Resume - Antiquity of Soft Skills - Classification of Soft Skills - Personality Analysis - Interpersonal Skills.	3	CO2
III	Body Language - Emotion displayed by Body Language - Group Discussion - Group Discussion types - Guidelines Do's and Don'ts during a Group Discussion - Concluding the Discussion - The technique of Summing Up.	3	CO3
IV	Speaking Skills - Effective Speaking Guidelines - Reading Skills - Types of Reading Skills - Barriers to Speed Reading - Listening Skills - Stages of Listening - Types of Listening - Barriers to Listening - Beware of Pitfalls - Avoid Errors : Indianisms in English - Most common errors in the world - Similar but not Quite the same - Words that are Singular or Couple.	3	CO4
V	Avoid Pitfalls: of Beware Self-improvement - Facilitating Laboratory: Language Techniques and Concepts E-learning	3	CO5
Text Book			
1	<i>Barun K. Mitra. 2011. Personality Development and Soft skills. [Second Edition]. Oxford University Press, New Delhi.</i>		
Reference Book			
1	<i>S.P. Dhanavel. 2015, English and Soft Skills. [Second Edition]. Orient Black Swan Publishers, New Delhi.</i>		

COURSE OUTCOMES (CO)

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

CO1	Understand the types of Interviews, Dress Code and Styles
CO2	Develop Resume content and structures.
CO3	Improve body language skills.
CO4	Know how to represent self through communication.
CO5	Attain the different level of Learning Skills.

18PCCM301	CORE IX: RESEARCH METHODOLOGY	SEMESTER - III	
<p>Note: Question paper shall cover 100% theory</p> <p>Course Objectives The course aims</p> <ul style="list-style-type: none"> To understand the concept and process of research in business environment and realize its applications in various spheres of business research. To utilize the skills in application of research techniques for solving business problems. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Research - Meaning - Objectives - Types - Research Process - Significance - Research Methods Vs. Methodology - Scientific Method - Criteria for Good Research-Problems Encountered by the Researchers. Defining the Research Problem - Sources - Techniques Involved in Defining a Problem.	10	CO1
II	Research Design - Need - Features - Contents - Types - Factors affecting Research Design. Formulation of Hypothesis - Sources - Types - Procedure for Hypothesis Testing.	10	CO2
III	Sampling Design - Steps - Need - Criteria for Selection of Sampling Procedure - Characteristics of a Good Sample- Types of Sample Design. Measurement-Measurement Scales- Sources of Error in Measurement- Tests of Sound Measurement - Techniques of Developing Measurement Tools. Scaling - Scale Classification Bases - Important Scaling Techniques.	10	CO3
IV	Methods of Data Collection - Collection of Primary Data - Observation, Interview, Questionnaire and Schedules - Collection of Secondary Data - Case Study Method-Pre-testing and Pilot Study. Data Processing - Coding, Editing and Tabulation of Data. Conditions and Assumptions for Application of Parametric and Nonparametric Tests (Theory only).	10	CO4
V	Interpretation of Data - Need - Techniques - Precautions. Report Writing - Kinds of Reports - Steps in Report Writing - Layout of Research Report - Mechanics of Writing a Research Report - Precautions for Writing Research Report.	10	CO5
Text Book			
1	<i>Kothari, C.R. and Gaurav Garg. 2014. Research Methodology. [Third Edition]. New Age International Publishers, New Delhi.</i>		
Reference Books			
1	<i>Panneerselvam, R. 2014. Research Methodology. [Second Edition]. Prentice Hall of India Private Ltd., New Delhi.</i>		
2	<i>Krishnaswamy, O.R. and Ranganatham, M. 2014. Research Methodology for Social Sciences. [Second Edition]. Himalaya Publishing House, Mumbai.</i>		
3	<i>Tripathi, P.C. 2013. Research Methodology in Social Sciences. [Sixth Edition]. Sultan Chand & Sons, New Delhi.</i>		

COURSE OUTCOMES (CO)

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

CO1	Compare distinguish between the different kinds of research.
CO2	Discriminate the types and purpose of research design.
CO3	Identify the sampling techniques and use of tools in scaling.
CO4	Analyze the case study, pilot study methods and methods of data collection.
CO5	Comprehend the steps involved in data preparation and interpretation

MAPPING

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

H-High; M-Medium; L-Low

18PCCM302	CORE X: INCOME TAX AND TAX PLANNING	SEMESTER - III	
Note: Question paper shall cover 80% Problem and 20 %theory			
Course Objectives			
The course aims			
<ul style="list-style-type: none"> • To guide in effective tax planning. • To understand the basic concepts of tax evasion and custom duty 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Income Tax - Basic Concepts - Previous Year - Assessment Year - Income Assessee- Person- Residential Status - Exempted Incomes.	10	CO1
II	Salary - Basis of Charge - Allowances - Perquisites - Provident Fund - Profits in Lieu of Salary. Income from House Property- Determination of Annual Value -Allowable Deductions.	10	CO2
III	Profits and Gains from Business or Profession - Expenses Allowed and Disallowed -Depreciation Allowance. Capital Gains - Types of Capital Assets - Transfer of Capital Assets - Short-term and Long-term Capital Gains - Exempted Capital Gains.	10	CO3
IV	Income from Other Sources - Clubbing of Income - Set off and Carry Forward of Losses - Deductions from Gross Total Income.	10	CO4
V	Tax Planning - Objectives - Importance - Essentials - Types - Areas of Tax Planning -Tax Avoidance - Tax Evasion.	10	CO5
Text Books			
1	<i>Gaur, V.P and Narang, D.B. Income Tax Law and Practice. Kalyani Publishers, Ludhiana.</i>		
2	<i>Reddy, T.S. and Hari Prasad Reddy, Y. 2014. Business Taxation. [Fifth Edition]. Margam Publications, Chennai.</i>		
Reference Books			
1	<i>Singhania, V.K. Income Tax Law and Practice. Taxmann Publications, New Delhi.</i>		
2	<i>Monoharan, T.N. Income Tax Law and Practice. Snow White Publications, Mumbai.</i>		
3	<i>Reddy, T.S and Murthy, A. Income Tax Law and Practice. Margham Publications, Chennai.</i>		

COURSE OUTCOMES (CO)

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

CO1	Compile the basic concepts of previous year and assessment year
CO2	Identify the different types of salary with allowance
CO3	Recognize the different methods of capital assets in capital investment
CO4	Know the meaning of income from other sources and set off carry forward of losses
CO5	Plan the concept of area of tax planning in India

MAPPING

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

H-High; M-Medium; L-Low

18PCCM303	CORE XI : FINANCIAL MANAGEMENT	SEMESTER - III	
Note: Question paper shall cover 60% Problem and 40 %theory			
Course Objectives:			
The course aims			
<ul style="list-style-type: none"> To provide knowledge on application of financial management techniques in business. To develop skills in financial analysis and decision making. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Financial Management - Evolution- Scope- Objectives- Process- Financial Decisions - Functional Areas of Financial Management - Functions of Chief Finance Officer - Sources of Finance. Time value of Money :(Future Value of Single Cash Flow, Multiple Cash flow, Annuity, Sinking Fund Factor. Present value of single cash flow, Multiple cash flow, Annuity, Annuity Dues, Perpetuities. Comparison of Rates.)	10	CO1
II	Capital Budgeting - Need and Significance of Capital Budgeting- Types of Investment Decisions - Capital Budgeting Methods: Payback Period-Accounting Rate of Return - Net Present Value - Internal Rate of Return - Profitability Index.	10	CO2
III	Capital Structure - Theories of Capital Structure - Net Income Approach - Net Operating Income Approach - MM Approach. Cost of Capital - Determination of Cost of Capital - Cost of Debt, Preference Capital, Equity Capital and Retained Earnings - Computation of Weighted Cost of Capital.	10	CO3
IV	Working Capital Management - Concept - Kinds - Importance - Forecasting Working Capital Requirements - Management of Cash - Receivable Management - Inventory Management.	10	CO4
V	Leverages - Financial, Operating and Composite Leverages. Dividend Policy -Determinants of Dividend Policy - MM Hypothesis - Gordon Model - Walter Model.	10	CO5
Text Book			
1	1. <i>Sharma, R.K and Shasi, K. Gupta.</i> 2014. Financial Management. [Seventh Edition]. Kalyani Publications, Ludhiana.		
Reference Books			
1	<i>Murthy, A.</i> 2014. Financial Management. [Second Edition]. Margham Publications, Chennai.		
2	<i>Maheswari, S.N.</i> 2014. Financial Management. [Fourteenth Edition]. Sultan Chand & Sons, New Delhi.		
3	<i>Pandey, I.M.</i> 2013. Financial Management. [Ninth Edition]. Vikas Publishing House Pvt. Ltd., Noida.		

COURSE OUTCOMES (CO)

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

CO1	Compare distinguish between the different kinds of research.
CO2	Recognize the types and purpose of research design.
CO3	Identify the sampling techniques and use of tools in scaling.
CO4	Analyze the case study, pilot study methods and methods of data collection.
CO5	Comprehend the steps involved in data preparation and interpretation

MAPPING

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

H-High; M-Medium; L-Low

18PCCM304	CORE XII : FINANCIAL MARKETS AND INSTITUTIONS	SEMESTER - III	
Course Objectives The course aims <ul style="list-style-type: none"> To apply an economics perspective to the study of financial assets and institutions, To help form a coherent view of the disparate variables in financial activity, markets, and their governance. 			
Credits : 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Nature and Role of Financial System: An overview of the Indian Financial System - Financial Sector Reforms - RBI - Securities and Exchange Board of India.	10	CO1
II	Banking Institutions: Commercial Bank - Co-operative Banks - Functions - Small Savings - Unit Trust of India Mutual Funds - Non Banking Financial Institutions: Role - Types - Loan Companies - Investment Companies - Hire Purchase Finance - Equipment Leasing Company - Housing Finance - Mutual Benefit Financial Company - Residuary - Non - Banking Company.	10	CO2
III	Merchant Banks - Venture Capital Funds - Credit Rating - Public Deposits with Non-Banking Companies - Non-bank Statutory Financial Organizations.	10	CO3
IV	Financial Markets - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.	10	CO4
V	Industrial Securities Market - International Dimensions of Financial Markets Foreign Exchange Market and Foreign Capital Market.	10	CO5
Text Book			
1	<i>Gordon. E, Natarajan, (2018), Financial Markets and Service , (Eleventh Edition), Himalaya Publishing House. Mumbai.</i>		
Reference Books			
1	<i>Dr. Punithavathy Pandian, (2012), Financial Management and service. Vikas Publishing House Private Limited., New Delhi.</i>		
2	<i>Bhole LM, Jithendra Mahakud (2015) Financial Institution and Markets, Tata MC Graw Hill Education Private Limited, New Delhi.</i>		

COURSE OUTCOMES (CO)

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

CO1	Demonstrate an awareness of the current structure and regulation of the Indian financial markets
CO2	Evaluate and create strategies to promote mutual funds.
CO3	To familiarize the concept of lease financing venture Capital and Mutual Fund
CO4	Aiming to enable the students to get the Know-how of Government (Gilt-edged) Securities Market in its wide aspects
CO5	In order to equip the students with details about foreign collaboration and multinational corporate

MAPPING

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

H-High; M-Medium; L-Low

18PCCCEL301	ELECTIVE II : RETAIL MARKETING	SEMESTER - III	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> • 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		Total Hours: 50	
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	<i>David Allbert (2006), Retail Marketing Management. [Second Edition] Pearson India Education Ltd.,</i>		
Reference Book			
1	<i>Swapna Pradhan, (2011) Retail Merchandising. [fourth Edition] Tata McGraw-Hill, New Delhi.</i>		

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

PSO \ CO	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

18PCCCEL302	ELECTIVE II : ORGANISATIONAL BEHAVIOUR	SEMESTER - III	
Course Objectives			
The course aims			
<ul style="list-style-type: none"> To familiarize the basic concepts of organizational behaviour and enhance the contemporary knowledge in the field of organizational behaviour. 			
Credits : 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction- Concept of Organisation - Characteristics of Organization - Types of organization - Importance of Organisation - Organisational behavior - Definitions, Nature and Scope - Evolution of organizational behavior, Hawthorne studies.	10	CO1
II	Personality- Meaning and nature - Determinates of personality measurement of personality - Theories of personality - Personality facts influencing behavior at work.	10	CO2
III	Motivation - Concept of motivation - nature of motivation - importance of motivation in an organization -Tools and Techniques of motivation or incentives. Maslow's Need priority Model - Maslow's Need Hierarchy - Theories of motivation. Theory X and Y and its assumptions.	10	CO3
IV	Group Behaviour - Concepts of group - Definition of Group, Characteristics of group - Types of groups - Reasons for formation of group -Stages of group information - Group behavior - Group concesiveness - Factor affecting group concesiveness.	10	CO4
V	Interpersonal Behaviour and influencing Relationships - Introduction - Approaches explaining inter personal attraction - Basic principles of inter personal attraction - Developing inter personal relational ships different ways of influencing Behaviour.	10	CO5
Text Book			
1	<i>Jayasankar .J.</i> 2013. Organisational Behaviour . Margham Publications, Chennai		
Reference Books			
1	<i>Stephen P. Robbins and Timothy A. Judge, S.P and Narang, K.</i> Organisational Behaviour . [Thirteenth Edition]. Prentice Hall India, New Delhi.		
2	<i>John, W. Newstrom and Keith Davis.</i> 2000. Organisational Behaviour . [Tenth Edition]. Tata McGraw Hill, New Delhi.		
3	<i>Varma, M. M. and Agrawal, R. K.</i> 2002. Organisational Behaviour [First Edition]. King books, New Delhi		

COURSE OUTCOMES (CO)

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

CO1	Acquire basic knowledge and ideas about organizational behavior.
CO2	Recognize the concepts of perception, attitude, personality and values which help in shaping the individual behaviour.
CO3	Evaluate the theories relating to organizational behaviour
CO4	Apply group concesiveness and group decision making process.
CO5	Know the organizational change and Interpersonal relations which has impact on working relationships within organizations.

MAPPING

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

H-High; M-Medium; L-Low

19PMACCI301	IDC II: RESOURCE MANAGEMENT TECHNIQUES	SEMESTER - III	
Course Objectives The course aims <ul style="list-style-type: none"> • To know the concepts of mathematical formulation and solving. • To find solution of Transportation and Assignment models. • To introduce inventory model, Replacement model. • To learn the concepts in CPM and PERT. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Linear Programming Problem: Introduction - Linear Programming Problem - Mathematical Formulation of the problem - Illustration on Mathematical Formulation of LPPs - Graphical Solution method - Some Exceptional cases - General Linear Programming Problem - Canonical and Standard forms of LPP - The Simplex method: The Simplex Algorithm and Problems - The Big-M method. (Chapter - 2) (Chapter 3 Sections: 3.2 - 3.5) (Chapter - 4 Sections: 4.3 - 4.4)	10	CO1
II	Transportation Model: Introduction - Formulation of the Transportation Problem -Finding an initial basic feasible solution - Degeneracy in Transportation Problem - Transportation algorithm (MODI method) - Unbalanced Transportation Problems - Maximization case in Transportation problems. Assignment Problems: Introduction - Mathematical formulation of the Problem - Assignment algorithm (Hungarian method) - Unbalanced Assignment Models - Maximization case in Assignment Problems. (Chapter - 10 Sections: 10.1, 10.2, 10.9, 10.12, 10.13, 10.15) (Chapter - 11 Sections: 11.1 - 11.4)	10	CO2
III	Replacement Problem and System Reliability: Introduction - Replacement of Equipment that Deteriorates Gradually - Replacement of Equipment that fails suddenly - Reliability and system Failure Rates (Chapter - 18 Sections: 18.1 - 18.3,18.6)	10	CO3
IV	Inventory Control -I: Introduction - Types of Inventories - Reasons for Carrying Inventories -The Inventory Decisions - Costs Associated with Inventories-Factors Affecting Inventory Control - The Concept of EOQ - Deterministic Inventory Problems With No Shortages - Deterministic Inventory	10	CO4

	Problems With Shortages. (Chapter - 19 Sections: 19.1 - 19. 4, 19.6-19.7, 19.9-19.11)		
V	Network Scheduling by PERT /CPM: Introduction - Basic Components - Logical Sequencing - Rules of Network Construction - Concurrent Activities - Critical Path Analysis - Probability Considerations in PERT - Distinction between PERT and CPM. (Chapter - 25 Sections: 25.1 - 25.8)	10	CO5
Text Book			
1	<i>Kanti Swarup, Gupta, P.K.and Man Mohan.</i> 2014. Operations Research. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Sundaresan,V., Ganapathy Subramanian, K.S. and Ganesan, K.</i> 2014. Resource Management Techniques. [Eighth Edition]. AR Publication, Chennai.		
2	<i>Sharma, J.K.</i> 2007. Introduction to Operations Research Theory and Applications. [Third Edition]. MacMillan India Ltd., New Delhi.		

COURSE OUTCOMES (CO)

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

CO 1	Formulate and solve real life problems through LPP
CO 2	Find the optimum transportation schedule and assignment model
CO 3	Know the concepts of replacement policies
CO 4	Gain knowledge of keeping optimum stockhold
CO 5	Use the techniques for planning and scheduling of projects

MAPPING

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M	M	H	L	L
CO 2	H	M	L	M	L
CO 3	H	H	M	L	M
CO 4	L	H	M	H	H
CO 5	M	M	L	M	M

H-High; M-Medium; L-Low

18PCCM401	CORE XIII : TAX LAW - (GST AND CUSTOMS)	SEMESTER - IV	
<i>Note: Question paper shall cover 100% theory</i>			
Course Objectives			
The course aims			
<ul style="list-style-type: none"> • 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 Books			
1	<i>Dr. R. Parameswaran, 2018. Indirect Taxes - GST and Customs Law [First Edition], Kavin Publications, Coimbatore.</i>		
2	<i>Bansal K.M. 2018. GST and Customs Law [First Edition], Taxmann.</i>		
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 EducationalSeries.aspx		
3	<i>Niti Bhasin and Sameer Lama, 2018. GST and Customs Law.</i>		

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	Understand the concept of Confiscation of goods

MAPPING

PSO CO	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

18PCCM402	CORE XIV : SERVICE MARKETING	SEMESTER - IV	
Course Objectives The course aims			
<ul style="list-style-type: none"> The primary objective of this course is to develop knowledgeable and capable executives to move quickly to key positions in the services sector. 			
Credits: 3		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Services – the concept – Salient features of Marketing Services – Significance of services marketing – emerging key services – Benefits and Limitations of marketing of services – Service Mix.	10	CO1
II	Financial Services – Merchant Banking, D-mat services – Leasing services – Securitisation Practices – 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.	10	CO3
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
V	Courier Service Marketing – Conceptual Frame work – Rationale Behind Courier Service – Marketing mix for courier service – Telecommunication service marketing – concept – Importance – marketing mix for Telecommunication service.	10	CO5
Text Book			
1	Valarie.A, Zeitham, Mary Jo Bitner, Dwayne. (2016). Service Marketing. (Twelfth Edition) . MC Graw Hill Education (India) Pvt Ltd.,		
Reference Books			
1	JHA. S.M, (2011), Service Marketing , (Seventh Edition) Himalaya Publishing House, New Delhi.		
2	Christopher Lovelock, Jochen Writz, Jayantha (2010) Service Marketing (Sixth Edition) Dorling Kindersley (India) Private Limited.		

COURSE OUTCOMES (CO)

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	Create an integrated marketing communications plan and promote the tourism strategies.
CO5	Design and manage the courier services and effectiveness of marketing communication mix.

MAPPING

PSO \ CO	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

18PCCM403	CORE XV:INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER - IV	
Note: Question paper shall cover 100% theory			
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: 4		Total Hours: 50	
UNIT	CONTENTS	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.		
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.		

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

PSO \ CO	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

18PCCM404	CORE XVI: BUSINESS ENVIRONMENT	SEMESTER - IV	
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: 2		Total Hours: 50	
UNIT	CONTENTS	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	<i>Gupta, C.B.</i> 2011. Business Environment . [Sixth Edition]. Sultan Chand & Sons, New Delhi.		
Reference Books			
1	<i>Francis Cherunilam.</i> 2009. Business Environment . [Fourth Edition]. Sultan Chand & Sons, New Delhi.		
2	<i>Aswathappa, K.</i> 2007. Essentials of Business Environment . [Second Edition]. Himalaya Publishers, New Delhi		

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

H-High; M-Medium; L-Low

18PCCCL401	ELECTIVE III : INSURANCE AND RISK MANAGEMENT	SEMESTER - IV	
Course Objectives The course aims			
<ul style="list-style-type: none"> The primary objective of this course is to predict the insurance sector and create the awareness to the students and society. 			
Credits: 4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Introduction to Insurance: Role of Insurance - Characteristics of an Insurable Risk - Principles of Insurance - Reinsurance - Double Insurance - IT in Insurance.	10	CO1
II	Indian Insurance Industry - Reforms - Private Players to Indian Insurance Market - IRDA Regulations: For Licensing of Insurance Agents - For Protection of Policy Holders" Interest. Actuary - Meaning - SOA.	10	CO2
III	Introduction to Risk Management - Concept of Risk - Types of Risk - Principles of Risk Management - Risk Management process - Objectives of Risk Management.	10	CO3
IV	Risk management and control - Methods of Risk management - Risk management by individuals and corporations - Tools for Controlling Risk	10	CO4
V	Introduction To Life - Fire - Marine - Insurance- Characteristics, Principles And Types Of Life, Fire, Marine Insurance Policy - Risk coverage in life, fire and marine insurance.	10	CO5
Text Book			
1	<i>Periyasamy, P.</i> 2012. Principles and Practice of Insurance. [Second Edition]. Himalaya Publishing House, Mumbai		
Reference Books			
1	<i>Mish, M N.</i> 2009 Insurance. [Second Edition]. Sultan Chand & Sons, New Delhi		
2	<i>Inderjit Singh and Rakesh Katyal.</i> 2009. Fundamentals of Insurance. [First Edition]. Kalyani Publishers, Ludhiana.		
3	<i>Panda Ghanshyam.</i> 2009. Principles and Practice of Insurance. [First Edition]. Kalyani Publishers, Ludhiana		

COURSE OUTCOMES (CO)

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

CO1	Acquire knowledge on principles of insurance, double insurance and IT insurance.
CO2	Learn the legal laws and provision of IRDA norm with respect to regulation and development of insurance industry.
CO3	Obtain knowledge of type of Risk, Risk identification, risk management process and implementation of risk management techniques.
CO4	Learn evolution of methods of risk in individual and corporation.
CO5	Understanding the concepts and functions of intermediaries.

MAPPING

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

H-High; M-Medium; L-Low

18PCCCEL402	ELECTIVE III : STRATEGIC MANAGEMENT	SEMESTER - IV	
Course Objectives The course aims			
<ul style="list-style-type: none"> To enable the students to understand formulation and execution of strategies at different levels and in different areas. 			
Credits :4		Total Hours: 50	
UNIT	CONTENTS	Hrs	CO
I	Defining Strategy - Strategic Management - Mission and Purpose - Objective - Goals - Stages - Functional Level Strategies - Environment Analysis - Environmental Scanning and Industry Analysis.	10	CO1
II	Strategy Formulation and Choice of Alternatives: Modernization - Diversification - Integration - Merger - Takeover and Joint Venture - Turn Around - Disinvestments and Liquidation Strategies - process of Strategic Choice - Generic Competitive Strategies - Cost Leadership - Differentiation Focus - Value Chain Analysis - BenchMarketing.	10	CO2
III	Functional Strategies: marketing - Production - Research and Development - Financial - Operations - Purchasing - Logistics - Human Resource Management - Information Systems Strategies.	10	CO3
IV	Strategy Implementation - Inter Relationship Between strategy Formulation and Implementation - Reengineering and Strategy Implementation - Issues in Strategy Implementation - Resource Allocation.	10	CO4
V	Evaluation and Control in Strategic Management - measuring performance - Type of Controls - Primary Measures of Divisional and Functional Performance - Strategic Information System - Guidelines for proper control.	10	CO5
Text Book			
1	<i>Arthur A.Thompson Jr, A.J.Strickland III, John E.Gamble and Arun K. Jain. 2009."Crafting and Executing strategy: The quest for competitive advantage, concepts and cases". [Fourteenth Edition]. Tata Mc-Graw hill Publishing Company Ltd, New Delhi.</i>		
Reference Books			
1	<i>Fred R.David. 2008. "Strategic Management: Concepts and cases" [Second Edition]. Pearson Education. New Delhi.</i>		
2	<i>Mathur.U.C. 2005. "Strategic Management". [Fifth Edition]. Mac Millan India Ltd.Chennai.</i>		
3	<i>Charles W.L.Hill & Gareth R.Jones. 1998."Strategic Management Theory: An Integrated approach". [Second Edition]. All India Publisher and Distributors. Chennai</i>		

COURSE OUTCOMES (CO)

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

CO1	Outline the strategy, vision and mission for the organisation
CO2	Evaluate the companies' external and internal environment through SWOT analysis.
CO3	Identify the competitive strategies for the companies/ firms operations management.
CO4	Create strategy to fit specific industry and Resource allocation.
CO5	Execute the strategy formulated with ethics and control empower the Society.

MAPPING

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

H-High; M-Medium; L-Low

GUIDELINES

1) ASSESSMENT OF THEORY SUBJECTS AND PRACTICAL

The Students shall be evaluated for 100 marks in each subject of study. (Theory and Practical) as detailed below:

Subject Nature	Theory	Practical
Continuous Assessment	25	40
Comprehensive Examination	75	60
Total	100	100

2) PASSING MINIMUM AND INTERNAL MARK DISTRIBUTION

(i) A. Theory

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 50 marks put together out of 100 in the Comprehensive Examination in each Theory paper with a passing minimum of 38 marks in External out of 75. The components of Continuous Assessment for 25 Marks are as follows:

Components	Marks
Attendance	5
Assignment	5
Seminar	5
Internal Tests	10
Total	25

(ii) Practical

The candidate shall be declared to have passed the Examination, if the candidate secure not less than 50 marks put together out of 100 in the Comprehensive Examination in each Practical paper with a passing minimum of 30 marks in External out of 60. The components of Continuous Assessment for 40 Marks are as follows:

Components	Marks
Experiments	10
Attendance	5
Record	5
Internal Examinations	20
Total	40

3) INTERNSHIP TRAINING

To gain practical exposure, the students shall undergo internship training in any institution in the field of accounting, auditing, banking, insurance, share trading, and other fields of relevance for a minimum period of TWO WEEKS at

the end of the second semester (during summer vacation). The students shall submit a detailed internship training report along with the certificate from the concerned institution during the commencement of third semester. The marks for the internship training shall be awarded in the following manner:

Mode of Evaluation	Marks
Internship Report	50
Attendance	10
Viva Voce	40
Total	100

4) PROJECT WORK

- Every student shall undertake an independent project work in commerce domain.
- Project work commences from III semester and submission of report and Viva voce examination is conducted at the end of IV semester.
- Every student shall submit the design of the project work at the end of III semester.
- Project work is subjected to three reviews at regular intervals. 1st Two reviews are done by resource persons internally and third by externally.
- A candidate failing to secure the prescribed passing minimum in the project shall be required to re-submit the project with the necessary modifications.
- The candidate shall be declared to have passed the Examination, if the candidate secure not less than 100 marks put together out of 200 in the Comprehensive Examination in each Project with a passing minimum of 75 marks in External out of 150. The marks for the project work shall be awarded in the following manner:

Marks Allotted	
Dissertation	150
Viva Voce	50
Total	200

5) METHODOLOGY OF ASSESSMENT - CAREER COMPETENCY SKILLS

Online Objective Examination (Multiple Choice Questions) - Semester I

- 100 questions - 100 minutes
- Twenty questions from each UNIT.
- Online examination will be conducted at the end of the I Semester.

Viva Voce - Semester II

- A Student has to come in proper dress code and he/she should bring 2 copies of Resume for the Viva Voce.

A student may be asked to:

- Give Self Introduction
- Submit the resume to the examiner(s) and answer the questions based on it.
- Speak on any given topic for at least two minutes.
- Give a presentation for 10 minutes on a topic of their choice.
- Sit with other students in a Group for a Discussion.

6) QUESTION PAPER PATTERN AND MARK DISTRIBUTION

Theory

i) Question Paper Pattern and Mark Distribution (For 75 Marks)

1. PART - A (5 x 5 = 25 Marks) Answer ALL questions

One question from each UNIT with Internal Choice

2. PART - B (5 x 10 = 50 Marks) Answer ALL questions

One question from each UNIT with Internal Choice

ii) Question Paper Pattern and Mark Distribution (For 100 Marks)

1. PART - A (5 x 5 = 25 Marks) Answer ALL questions

One question from each UNIT with Internal Choice

2. PART - B (5 x 15 = 75 Marks) Answer ALL questions

One question from each UNIT with Internal Choice

Practical

Two practical exercises shall be asked (2 x 30 = 60 Marks)

External Mark Distribution (CE 60 Marks)

Components	Marks
Aims	5
Procedure	10
Writing the Source Code	15
Test & Debug the Source Code	15
Displaying the Output	10
Result Declaration	5
Total	60