

Syllabus- M.Com

I SEMESTER

S.No.	CATEGORY	SUB. CODE	SUBJECT	Total Contact Hrs	L	T	P	C
1.	MC	P18MCBC101	Knowledge Management	5	3	1	0	4
2.	MC	P18MCBC102	Corporate Laws	5	3	1	0	4
3.	MC	P18MCBC103	Advanced Corporate Accounting	5	3	1	0	4
4.	MC	P18MCBC104	Insurance Management	5	3	1	0	4
5.	MC	P18MCBC105	Retail Management	5	3	1	0	4
6.	CE	P18MEBC011	Major Elective – I Managerial Economics	5	3	1	0	4
Total				30	18	6	0	24

II SEMESTER

S.No.	CATEGORY	SUB. CODE	SUBJECT	Total Contact Hrs	L	T	P	C
1.	MC	P18MCBC201	Advanced Financial Management	5	3	1	0	4
2.	MC	P18MCBC202	Quantitative Techniques for Business Decisions	5	2	1	0	3
3.	MC	P18MCBC203	Human Resources Management	5	3	1	0	4
4.	MC	P18MCBC204	Global Marketing	5	3	1	0	4
5.	MC	P18MCBC205	Organizational Behaviour	5	2	1	0	3
6.	MC	P18MCBC206	Indirect taxes	5	3	1	0	4
Total				30	16	6	0	22

III SEMESTER

S.No.	CATEGORY	SUB. CODE	SUBJECT	Total Contact Hrs	L	T	P	C
1.	MC	P18MCBC301	Total Quality Management	5	2	1	0	3
2.	MC	P18MCBC302	Income Tax Theory Law & Practice	5	3	1	0	4
3.	MC	P18MCBC303	Research Methodology	5	2	1	0	3
4.	MC	P18MCBC304	Project Management	4	2	1	0	3
5.	MC	P18MCBC305	Marketing Management	5	3	1	0	4
6.	CE	P18MEBC023	Major Elective – II Management Information System	4	3	1	0	4
7.		P18ACBA004	Value Education	2	2	0	0	0
Total				30	17	6	0	21

IV SEMESTER

S.No.	CATEGORY	SUB. CODE	SUBJECT	Total Contact Hrs	L	T	P	C
1.	MC	P18MCBC401	Investment Management	5	2	1	0	3
2.	MC	P18MCBC402	Advanced Cost & Management Accounting	5	3	1	0	4
3.	MC	P18MCBC403	Strategic Management	4	2	1	0	3
4.	CE	P18MEBC032	Financial Markets and Services	4	3	1	0	4
5.	OE	P18OESC001	Computer Applications	2	2	0	0	2
6.		P18PRBC4T1	Term Paper					
7.		P18MCYO001	Stress Management by Yoga					
8.		P18PRBC4P1	Project	10	0	0	18	9
Total				30	12	4	18	25

LIST OF MAJOR ELECTIVE – I
Choose any one in Semester I

S.No.	SUB. CODE	SUBJECT	Total Contact Hrs	L	T	P	C
1.	P18MEBC011	Managerial Economics	5	3	1	0	4
2.	P18MEBC012	Business Communication					
3.	P18MEBC013	Rural Banking					
Total			5	3	1	0	4

LIST OF MAJOR ELECTIVE – II
Choose any one in Semester III

S.No.	Sub Code	Subjects	Total Contact Hrs	L	T	P	C
1	P18MEBC021	International Economics					
2	P18MEBC022	International Trade					
3	P18MEBC023	Management Information System	5	3	1	0	4
Total			5	3	1	0	4

LIST OF MAJOR ELECTIVE – III
Choose any one in Semester IV

S.No.	Sub Code	Subjects	Total Contact Hrs	L	T	P	C
1	P18MEBC031	Change Management	4	3	1	0	4
2	P18MEBC032	Financial Markets and Services					
3	P18MEBC033	Portfolio Management					
Total			4	3	1	0	4

LIST OF OPEN ELECTIVES

S.No.	Sub.Code	Subject	Total No.Hours	L	T	P	C
1.	P18OEBA001	Advertising and Sales Management	2	2	0	0	2
2.	P18OEBA002	BPO Management	2	2	0	0	2
3.	P18OEBA003	Call Centre Management – Voice & Non Voice	2	2	0	0	2
4.	P18OEBA004	Customer Relationship Management	2	2	0	0	2
5.	P18OEBA005	Entrepreneurship Development	2	2	0	0	2
6.	P18OEBA006	Advanced Human Resource Management	2	2	0	0	2
7.	P18OEBA007	Logistics & Supply Chain Management	2	2	0	0	2
8.	P18OEBA008	Office Management	2	2	0	0	2
9.	P18OEVC001	Photography & Videography	2	2	0	0	2
10.	P18OEEN001	Soft Skills	2	2	0	0	2
11.	P18OEEN002	Mass Media and Communication	2	2	0	0	2
12.	P18OESC001	Computer Applications	2	2	0	0	2
13.	P18OESC002	Multimedia	2	2	0	0	2
14.	P18OESC003	Advanced Excel	2	2	0	0	2
15.	P18OESC004	Web Designing	2	2	0	0	2
16.	P18OESC005	Photoshop	2	2	0	0	2
17.	P18OESC006	Flash	2	2	0	0	2
18.	P18OESC007	Computer Hardware and Networking	2	2	0	0	2
19.	P18OESC008	Computer Programming	2	2	0	0	2
20.	P18OESC009	Office Automation Tools	2	2	0	0	2
21.	P18OEMI001	Clinical Microbiology	2	2	0	0	2
22.	P18OEMI002	Herbal Medicine	2	2	0	0	2
23.	P18OEPH001	Electrical Technician	2	2	0	0	2

LIST OF AUDIT COURSES

S.No.	Sub.Code	Subject Name	Total No. of Hours	L	T	P	C
1	P18ACEN001	English for Research Paper Writing	2	2	0	0	0
2	P18ACCE002	Disaster Management	2	2	0	0	0
3	P18ACEN003	Sanskrit for Technical Knowledge	2	2	0	0	0
4	P18ACBA004	Value Education	2	2	0	0	0
5	P18ACLW005	Constitution of India	2	2	0	0	0
6	P18ACBA006	Pedagogy Studies	2	2	0	0	0
7	P18ACBA007	Personality Development through Life Enlightenment Skills	2	2	0	0	0

P18MCBC101	KNOWLEDGE MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr. J.Kannan / Commerce & Economics										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To make the students realize the importance of capturing knowledge elements and its structures application as a competitive advantage to business. To provide knowledge on understanding managing human resources in organization. To provide an exposure on the knowledge management tools. 											
COURSE OUTCOMES (COs)											
CO1	Define the term Technology and Knowledge Management.										
CO2	Describe the fundamentals of knowledge formation and knowledge sourcing.										
CO3	Apply the concept of Knowledge Management and organizational learning.										
CO4	Examine the factors of developing and sustaining knowledge culture.										
CO5	Employ the tools, techniques and measurements for knowledge management.										
CO6	Sketch the Practical implementation of Knowledge management systems.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M					M		H	
	CO2	H	M								
	CO3	H	H								
	CO4	M	M					M			
	CO5	H	M								
	CO6	M	M								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

12

Knowledge Economy – Technology and Knowledge Management – Knowledge Management Matrix– Knowledge Management Strategy – Prioritizing knowledge strategies – knowledge as a strategic asset.

UNIT-II

12

Knowledge Attributes–Fundamentals of knowledge formation–Tacit and Explicit knowledge–Knowledge sourcing, abstraction, conversion and diffusion.

UNIT-III

12

Knowledge Management and organizational learning, architecture – important considerations – collection and codification of knowledge – Repositories, structure and lifecycle – Knowledge Management infrastructure – Knowledge Management applications – Collaborative platforms.

UNIT-IV

12

Developing and sustaining knowledge culture – Knowledge culture enablers – implementing knowledge culture enhancement programs – Communities of practice – Developing organizational memory.

UNIT-V**12**

Knowledge Management tools, techniques – Knowledge Management and measurements – Knowledge audit – Knowledge careers – Practical implementation of Knowledge management systems – Case studies.

TEXT BOOKS:

1. Knowledge Management, “Kimiz Dalkir”, Elsevier,2015.
2. Knowledge Management, “T. S. Ravi”, Margham Publication,2013
3. Knowledge Management, “Sudhir warier vikas publication2014

REFERENCE BOOKS:

1. Knowledge Management, “T. S. Ravi”, Margham Publication,2013.
2. Knowledge Management, “Antony J. Rhem, CRC Press, July2013.
3. Jashapara, A. (2011). Knowledge Management: An Integrated Approach (2nd edition). Harlow: Pearson Education Limited.

CourseCoordinator**HOD**

P18MCBC102	CORPORATE LAWS					L	T	P	C		
	Total Contact Hours – 45					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr.D.Venkatramaraju / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> To make students aware of the conceptual basis nature of the law and its formulation; To acquaint them with the evolutionary processes of law in the context of social, political, economic and other factors. To make the students understand the legal framework with reference to Companies in India 											
COURSE OUTCOMES (COs)											
CO1	List the provisions relating to Company Administration under Companies Act 1956.										
CO2	Discuss about the Industries (Development and Regulation) Act, 1951.										
CO3	Interpret the Foreign Exchange Management Act, 1999 and its object.										
CO4	Analyze the concept of The Essential Commodities Act, 1955										
CO5	Examine the term Water (Prevention and Control of Pollution) Act, 1974.										
CO6	Categorize the Compliance regarding discharges causing pollution, Penalties and Offences.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M									
	CO2		H	H	M	M					
	CO3	H	H		M						
	CO4	H	M		M						H
	CO5		M		M		M				
	CO6		H		H		H				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

9

Companies Act 1956 - Provisions relating to Company Administration – Board of Directors – Managing Director – Provisions relating to various types of meetings. Latest amendments in Companies Act, 2013 relating to company administration and governance.

UNIT-II

9

Industries (Development and Regulation) Act, 1951 - object – Definitions – Central Advisory Council – Development Council – Regulation of Scheduled Industries – Registration and Licensing – Investigation and takeover of Management of Industrial undertakings of Central Government – Effect of Central Government's order – Management and control of undertakings owned by companies in liquidation – Power to provide relief measures – power to exempt special cases – penalties.

UNIT-III

9

Foreign Exchange Management Act, 1999 – Definitions – Regulation and Management of Foreign Exchange – Authorized person – contravention and penalties – adjudication and penalties – Directorate of Enforcement.

UNIT-IV

9

The Essential Commodities Act, 1955 – Powers of Central Government to Control, effect, seizure and

confiscation–ConsumerProtectionAct1986–Definition–ConsumerProtectionCouncil–ConsumerDisputes
- Redressal Agencies – **District Forum – State Commission – National Commission.**

UNIT- V

Water (Prevention and Control of Pollution) Act, 1974 - Definition – functions and powers of various Boards -
Compliance regarding discharges causing pollution, Penalties and Offences – Air (Prevention and Control of
Pollution) Act, 1981 - Definition – Functions and powers of various Boards – Duties of occupier of specified
industries to ensure adherence to standard offences by companies.

TEXT BOOKS:

1. Corporate Law, “Naveen Kumar Shekar”, I.K. International Publishing House,2016.
2. Corporate Law, “Dr. Sathish Kumar Saha”, SBPD Publications,2015
3. Corporate Law “Dr.G.K.Varshney , Sahitya BhawanPublications,2019

REFERENCE BOOKS:

1. Corporate Laws Manual, “Bharat”, Bharath Law House Pvt Ltd,2017.
2. Corporate Law, “Dr. Sathish Kumar Saha”, SBPD Publications,2015.
3. Gower: Principles of Modern Company Law,2017.

Course Coordinator

HOD

P18MCBC103	ADVANCED CORPORATE ACCOUNTING					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr.D.Venkatramaraju / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> To provide theoretical knowledge of Financial Reporting Standards and to enable the students to gain ability to solve problems relating to Holding Company Accounts, Liquidation of Companies and various other Accounts. To provide accounting methods from different types of companies 											
COURSE OUTCOMES (COs)											
CO1	Remember the concept of valuation of goodwill and shares										
CO2	Differentiate the Amalgamation by merger and Amalgamation by purchases.										
CO3	Illustrate the Holding Company Accounts and Bank Accounts New format.										
CO4	Examine the concept of Insurance Company Accounts (new format) and Double Account System.										
CO5	Calculate the accounting Standards, with reference to depreciation, inventory valuation.										
CO6	Outline the Valuation Methods of Human Resource Accounting.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H		M					H		
	CO2	H									
	CO3	M		M							
	CO4	M	M								
	CO5	H	M		M						
	CO6	H									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I	12
Valuation of Goodwill and Shares – Liquidation - Inflation Accounting.	
UNIT-II	12
Amalgamation by merger and Amalgamation by purchases – External Reconstruction of Companies and alteration of Share Capital.	
UNIT-III	12
Holding Company Accounts (including intercompany holdings) – Bank Accounts New format – NPA – Classification of investments.	
UNIT-IV	12
Insurance Company Accounts (new format) – Double Account System.	
UNIT-V	12
Human Resource Accounting – Definition, Objectives, and Valuation Methods – Advantages – Accounting Standards, with reference to depreciation, inventory valuation. (Theory only) - Inflation Accounting - (Theory only)	

TEXT BOOKS:

1. Advance Corporate Accounting, "Ruq Sana Anjum", Mc Graw Hill Publication, Jan2018.
2. Corporate Accounting, "Anita Raman & P. Radhika", Mc Graw Hill Publication, Jan2018.
3. Advance Corporate Accounting, "S.Anil kumar ,V. Rajesh Kumar, B.Mariyappa , Himalaya publication ,Jan2017.

REFERENCE BOOKS:

1. Advance Corporate Accounting, "Dr. S. N. Maheswari & Dr. Suneel K. Maheswari" VIKAS Publishing House, Dec 2018.
2. Corporate Accounting, "Vikas Goyal", Prentice Hall of India,2012.
3. M.C. Shukla, T.S. Grewal and S.C. Gupta - Advanced Accounts Volume II - S.Chand & Co.

CourseCoordinator**HOD**

P18MCBC104	INSURANCE MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr.S.Kamaraj / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> This course intends to provide a basic understanding of the insurance mechanism. To impart knowledge on the theory of insurance To provide educate the process of insurance activities in India. 											
COURSE OUTCOMES (COs)											
CO1	Discuss the principles, roles, types and importance of insurance.										
CO2	Describe the concept of life insurance and classification of policies.										
CO3	Demonstrate the concept of Fire Insurance and its types of policies.										
CO4	Examine the policies and policy conditions of Marine Insurance.										
CO5	Compare the various policies of General Insurance.										
CO6	Summarize articles related to Insurance Regulatory and Development Authority Act, 1972.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	H							
	CO2	M									
	CO3	M	H								
	CO4	M									H
	CO5	M	M								
	CO6	M		H							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

12

Insurance – Definition – Nature - Principles – Role - Importance – Types of Insurance & Insurance Organization - Insurance Contract - Privatization of Insurance in India – Major Players in Insurance Business – Impact of Privatization of insurance in India.

UNIT-II

12

Life Insurance – Nature – Classification of Policies - Annuities - Selection of Risk - Measurement of Risk – Mortality Table - Calculation of Premium - Surrender Value - Cover Note - Policy Conditions - Progress of Life Insurance Business in India.

UNIT-III

12

Fire Insurance – Nature – Fire Insurance Contract – Kinds of Policies - Policy Conditions - Payment of Claims – Reinsurance – Double Insurance

UNIT-IV

12

Marine Insurance – Nature - Policies – Policy Conditions – Premium Calculation – Marine Losses – Payment of Claims - Progress of Marine Insurance Business in India.

UNIT-V

12

General Insurance – Motor Insurance – Burglary and Personal Accident Insurance Miscellaneous Forms of Insurance – Employee Liability Insurance – Property Insurance – Cattle Insurance – Crop Insurance - Medi-

Claim – Overseas Medi – Claim Policy - Rural Insurance in India -Insurance Regulatory and Development Authority Act, 1972 - IRDA Regulations 2000.

TEXT BOOKS:

1. Insurance Management, “Anand Ganguly”, New age International Publication,2017.
2. Insurance Management, “swarup C.Sahoo ,Suresh C.Das Himalaya Publishing ,2013.
3. Fundamental Principles of Insurance, “Prof. M. Eswari Karthikeyan” Sahitya Bhawan Publications(2019).

REFERENCE BOOKS:

1. Insurance and Risk Management, “ Dr. Sunil Kumar”, Calcotia Publication,2017
2. Principles of Risk Management and Insurance, “ Jarge E. Rejda, Michael Mc Namara, Pearson Publication, Nov2013.
3. Life and health insurance handbook—Davis . W. Gregg

CourseCoordinator

HOD

P18MCBC105	RETAIL MANAGEMENT						L	T	P	C		
	Total Contact Hours – 60						3	1	0	4		
	Prerequisite – B.Com											
	Course Coordinator Name & Department:- Ms. R. Velanganni / Commerce											
COURSE OBJECTIVES: -												
<ul style="list-style-type: none"> To understand effective methods and strategies required for retail management. To learn how to utilize resources and techniques used in retail management. To analyze store location, merchandising, products and pricing. To provide delivering value to retail shoppers for CRM 												
COURSE OUTCOMES (COs)												
CO1	State the concept and characteristics of retailing.											
CO2	Review the concept of global trend in retailing and Indian retail industry.											
CO3	Interpret the types of Retail formats and Choice of location.											
CO4	Analyze the concept of Supply chain and logistics.											
CO5	Compute the Influences of shoppers' attitude, perception, personality and life style in retail Shopping behavior.											
CO6	Operate the applications of information technology in retail management.											
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	H							H			
	CO2	H		M								
	CO3		M									
	CO4		M									
	CO5	H										
	CO6	H	M					H				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
					✓							
4	Approval	Academic Council Meeting										

UNIT-I

12

Retailing - Definition – Concept - Characteristics – Traditional and non-Traditional retailing – Applications of information technology in retail management - E – Retailing.

UNIT-II

12

Global trend in retailing – Indian retail industry –Drivers to the growth of retail – Macro and micro environmental influences – Creativity in retailing - Emerging trends and challenges – FDI in retailing - Rural retailing.

UNIT-III

12

Retail formats - types –Choice of location –Store layout and designs – Positioning of retail shops – Retail store image – Retail service quality Management - Retail Administration: Store Management, HRM, Information systems.

UNIT-IV

12

Merchandise management – Service retailing Vs. Product retailing – Retail branding - Pricing for retail – Promotion–Supplychainandlogistics-handlingreturns–Retailmarketingstrategies–RetailCommunications - Mall Management.

UNIT-V**12**

Shopping process –Influences of shoppers’ attitude, perception, personality and life style in retail shopping behaviour – Handling complaints – Delivering value to retail shoppers - CRM in retailing – Retail research.

TEXT BOOKS:

1. Barry Berman, Joel.R.Evans, “Retail Management – A Strategic Approach,” Prentice Hall, NewYork
2. James R. Ogden, Denise J. Ogden, “Integrated Retail Management,” Biztantra Publisher, NewDelhi.
3. Swapana Pradhan ,” Retailing Management, Text & Cases,” Tata McGraw Hill Publications, NewDelhi.

REFERENCE BOOKS:

1. “Retail Management-A Strategic Approach”, Barry Berman and Joel. R.Evans, Prentice Hall ofIndia
2. “Retail Management”- A global perspective(texts and cases), Dr.Harjit Singh, S Chand & CoLtd.
3. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

CourseCoordinator**HOD**

P18MEBC011	MANAGERIAL ECONOMICS						L	T	P	C		
	Total Contact Hours – 60						3	1	0	4		
	Prerequisite – B.Com											
	Course Coordinator Name & Department:- Ms. R.Priya/Commerce & Economics											
COURSE OBJECTIVES: -												
<ul style="list-style-type: none"> • To familiarize with the students the importance of economic approaches in managerial decision making. • To understand the applications of economic theories in business • To provide principles & laws in making business decisions. 												
COURSE OUTCOMES (COs)												
CO1	State the nature and scope Managerial Economics											
CO2	Explain Production function, supply analysis, cost concepts											
CO3	Demonstrate about price and output decisions, price discrimination											
CO4	Examine the theories of profit and measurement techniques of profit											
CO5	Predict the strategies and methods of price discrimination.											
CO6	Compute Economic relationship with other discipline.											
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	M	M						H			
	CO2	H		H								
	CO3	M	H									
	CO4	H		H								
	CO5	M	H									
	CO6	M										
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
						✓						
4	Approval	Academic Council Meeting										

UNIT-I

12

Managerial Economics – Meaning, Nature, Scope and Application – Relationship with other discipline – Role of Managerial Economist – Demand Analysis – Demand Determinants -forecasting and techniques.

UNIT-II

12

Production Function – Managerial use of production function – Supply analysis - Law of Supply – managerial uses of supply curve - Cost Concepts, classification & determinants – Cost Output relationship – Economies of scale - Cost Control and Cost Reduction.

UNIT-III

12

Price and Output decisions under different marketing structures - Perfect competition, Monopoly, Oligopoly & Monopolistic Competition – Price discrimination – Pricing Objectives, policies, Strategies and methods - Price differentials – Price forecasting.

UNIT-IV**12**

Profit – Nature & Concept – Profit Planning, Policies and Forecasting - profit theories - Measurement of profit - Interest – Rent and theories.

UNIT-V**12**

Business Cycle and policies – Economic forecasting of business – Input Output Analysis – National Income - Accounting and Measurement.

TEXT BOOKS:

1. Managerial Economics, “Salvatore Deminick”, Oxford University Press,2012.
2. Managerial Economics, “GS. Gupta”, Mc Graw Hill Publication,2010.
3. ManagerialEconomics,“SreejataBanerjee,PhilipK.Y. Young,PaulG.Keat,StephenEErflle”,PearsonPublication, 2017.

REFERENCE BOOKS:

1. Managerial Economics, “W. Crsis Ewis, Sudhir, Sudhir K. Jain”, Pearson Publication,2015.
2. Managerial Economics, “GS. Gupta”, Mc Graw Hill Publication,2010.
3. Yogesh Maheswari, Managerial Economics, Phi Learning,Newdelhi, 2005

CourseCoordinator**HOD**

P18MEBC012	BUSINESS COMMUNICATION					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Ms. R. Priya / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> • To understand the concept, process and importance of communication. • To develop skills of effective communication - both written and oral. • To help students to acquaint the communication skills in the business. • To peep students on preparing the business letters. • To gain knowledge of media of communication. 											
COURSE OUTCOMES (COs)											
CO1	List the principles, barriers, nature, purpose and types of communication.										
CO2	Differentiate between the verbal and non-verbal communication.										
CO3	Interpret the essentials, layouts and types of good business letter.										
CO4	Analyze the concept Report Writing, Mailing, Agenda, Minutes, Memorandum and CV.										
CO5	Examine the directions and dimensions of communication.										
CO6	State modern forms of communication and its uses in business.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H						H		
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	M	H								
	CO6	M	M								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I

12

Definition – Nature – Purpose – Importance – Types – Process of Communication – Principles for effective Communication – Barriers to Communication.

UNIT-II

12

Introduction – classification – verbal communication – written- oral – Non verbal communication – Body language - Directions – Dimensions of communication.

UNIT-III

12

Meaning – Essentials of a Good Business Letter – Layout – Types – Enquiry – Order Complaint – Sales – Circular – Agency – Cover – Goodwill

UNIT-IV

12

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Report Writing – Mailing – Agenda – Minutes – Memorandum – Curriculum Vitae.

UNIT-V

12

Modern forms of communication: Fax – E mail – video Conferencing – Internet – Websites and their use in business.

TEXT BOOKS:

1. Asha Kaul, Business Communication, PHI Publication, 2nd Edition, 30 may,2007
2. P. D Chaturvedi & Mukesh Chaturvedi, Business Communication Concepts, Cases and Applications, Pearson publication, 2nd Edition, 30 June,2017.
3. Peter W. Cardon, Business Communication 2nd Edition,1january2015

REFERENCE BOOKS:

1. Dr V. K. Jain &Dr. OmPrakash Biyani, Business Communication, S. Chand Publication, 1 Nov,2007.
2. Varinder Bhatia, Business Communications including Technical Communication, Khanna publishers, Jan2013.
3. N.S.Raghunathan & B.Santhanam, Business communication, Margham Publications,Jan 2015.

P18MEBC013	RURAL BANKING					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr.V.Saillaja / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> To familiarize the students with the basic of rural economy. To impart knowledge on Indian Agriculture. To enable the students on the concept of rural poverty. To expose the student on savings pattern in India. 											
COURSE OUTCOMES (COs)											
CO1	List the features, Structure and Issues of Rural Economy.										
CO2	Explain concept of Production pattern in villages, Land tenure and methods of production.										
CO3	Interpret the concept of rural poverty, extent of rural poverty, eradication of rural poverty.										
CO4	Categorize the suggestions to solve the problem of rural indebtedness.										
CO5	Identify the Causes for low saving in rural sector and Measures to promote rural savings.										
CO6	Outline the causes and consequences of poverty and remedies for poverty.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M	M	M						
	CO2	H	M		H						
	CO3	H		H	L						
	CO4	M	M								H
	CO5	M		H	H						
	CO6	M		H	M						
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I **12**
Features of Rural Economy in India and Tamil Nadu – Size - Structure and Issues - Relative Importance of agriculture, industry, trade and other activities.

UNIT-II **12**
Backwardness of Indian agriculture - Production pattern in villages - Land tenure and methods of production – Low yield per acre - Cause for backwardness - Effects of Backwardness - Suggestions.

UNIT-III **12**
Rural poverty - Meaning - Extent of rural poverty – Causes and consequences - Eradication of poverty - Remedies - Eradication of rural poverty during five year plans.

UNIT-IV **12**
Rural indebtedness - Causes - Consequences – Suggestions to solve the problem of rural indebtedness – Steps

taken to solve the problem

UNIT-V

12

Saving pattern in rural India - Causes for low saving in rural sector - Measures to promote rural savings – Mode of savings in rural India.

TEXT BOOKS:

1. K.R.Gupta, Rural Development in India, Atlantic Publications, 1 Dec2010.
2. Indian Institute of Banking & Finance (IIBF), Rural Banking, 1 Oct.2018.
3. Rural Banking Operations, Indian Institute of Banking & Finance (IIBF), 1 Jan2012.

REFERENCE BOOKS

1. Kalra M.L. (1998) “Banking in the 21st Century: Challenges and Opportunities” in Indian Bankingtowards 21st century (Ed.A.S.Chawala, K.K.Uppal and Keshav Malhotra) Deep and Deep Publications, NewDelhi.
2. Bhaktapada Roy, Rural Banking & Poverty Alleviation, Abhijeet Publications, 1 June2008.
3. Kusharo committee Report on Review of Agricultural Credit, Reserve Bank of India, 1990.

P18MCBC201	ADVANCED FINANCIAL MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Ms. G.Vinothini/ Commerce										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> This course is designed to evaluate the financial performance of a firm, financial forecasting, financial instruments and markets, discounted cash-flow models. To enable the students understand concepts and application of financial management tools. 											
COURSE OUTCOMES (COs)											
CO1	Recall the nature & objective of financial management.										
CO2	Estimate the relationship risk & return in finance decision.										
CO3	Employ the acquired knowledge on the cost of capital obtained in a firm.										
CO4	Point out the factors influencing capital structure & return on investment analysis.										
CO5	Discuss the corporate dividend behaviors.										
CO6	Review management of working capital.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H						H		
	CO2	H	M								
	CO3	H	M								
	CO4	M	M								
	CO5	M	M								
	CO6	M	H								
3	Category	Humanities & Social Studies (HIS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT--I

12

Financial Management: Meaning, nature and scope of finance; financial goal–Profit Vs Wealth Maximization, Finance functions – investment, financing and dividend decisions.

UNIT-II

12

Fundamental valuation concepts: - Time value of money – Compound value, Present value; Risk and Return – concept, Risk in a portfolio context, Relationship between Risk and Return. Valuation of Securities – Valuation concept – Bond Valuation – Valuation of Preference shares, Equity valuation – Dividend valuation approach, Earnings capitalisation approach and Ratio approach.

UNIT--III

12

Cost of capital: Meaning and Significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; combined cost of capital (weighted). Financial Leverage: Meaning, Measurement of leverages; Effect of Operating and Financial Leverage on Profit; Analysing alternate financial plans; combined financial and operating leverages.

UNIT-IV**12**

Planning the Capital Structure – Factors influencing capital structure; EBIT-EPS Analysis, Return on Investment Analysis, Cash flow analysis, capital structure policies – Theories. Dividend policy – Factors determining dividend pay-out, Forms of dividend; stability in dividend policy; corporate dividend behavior

UNIT-V**12**

Management of working capital:- Meaning, Significance and Types of working capital; calculating operating cycle period and estimation of working capital requirements; sources of working capital; Management of cash, receivables and inventory.

TEXT BOOKS:

1. Advance Financial Management, "T. S. Reddy & A. Murthy", Margham Publication, 2017.
2. Advance Financial Management, "Dr. M. V. Nagarajan", Vidhya Publication, 2018.
3. Fundamentals of Financial Management Eugene F. Brigham, Cengage Learning, 9th Edition, 2016.

REFERENCE BOOKS:

1. Financial Management, "B. Mariyappa", Himalaya publication house, 2014-2015.
2. Advance Financial Management, Kaplan, Kaplan Publication, 2019.
3. Financial Management, Eugene F. Brigham Cengage Learning, 9th Edition, 2016.

Course Coordinator**HOD**

P18MCBC202	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS						L	T	P	C	
	Total Contact Hours – 45						2	1	0	3	
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Ms.S.Jeyanthi / Commerce & Economics										
COURSE OBJECTIVES: - <ul style="list-style-type: none"> Understand the importance of the use of quantitative application in decision Making Environment. To acquaint the students with the Statistical tools and techniques for managerial decisions. To identify right time for replacement of equipment and understand project management techniques 											
COURSE OUTCOMES (COs)											
CO1	Relate the concepts correlation analysis and regression analysis										
CO2	Differentiate between the Chi-square test and Analysis of Variance.										
CO3	Illustrate the problems applying Additional and Multiplication Theorem.										
CO4	Calculate the linear programming with graphical methods.										
CO5	Compare the Interpolation and Extrapolation and its methods.										
CO6	Solve the transportation problems and assignment problems to find feasible solution.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M							H	
	CO2	H									
	CO3	H	M								
	CO4	H	H								
	CO5	H	M								
	CO6	H									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
4	Approval	Academic Council Meeting									

UNIT-I: 9
Meaning of Quantitative Techniques – Role of Quantitative Techniques – Advantages and Limitations of Quantitative Techniques – **Correlation Analysis – Simple – Partial and Multiple –Regression Analysis** –Time Series.

UNIT-II: 9
Probability – **Problems applying Additional and Multiplication Theorem – Mathematical Expectations – Theoretical Distributions** – Binomial – Poisson – Normal Distribution..

UNIT-III: 9
Significance Tests in Small Samples (t-test) – **Testing the significance of the mean of a random sample – Testing difference between means of two samples** (Independent and Dependent Samples) – Chi-square test – Analysis of Variance (One way and two way classification).

UNIT-IV: 9
Linear Programming – Graphical Method – Simplex Method – **Transportation Problems – Initial Basic Feasible Solution – Modi Method** – Assignment Problems

UNIT-V: 9
Interpolation and Extrapolation – **Methods of Interpolation – Binomial Expansion Method** – Newton’s Method – Lagrange’s Method – Parabolic Curve Method – Extrapolation – Vital Statistics – Life Tables.

Note: Theory 40 Marks, Problems 60 Marks

TEXT BOOKS:

1. Quantitative Techniques for Business Decision, "Dr. P. R. Vittal", Margham Publication,2018.
2. Quantitative Techniques for Business Decision, "Sathya Devi", S. Chand,2010.
3. Quantitative Techniques, " C.R. Kothari" Vikas Publishing,2018.

REFERENCE BOOKS:

1. Quantitative Methods for Business Decision, "N. D. Vohran Zolo", Mc Graw Hill Publication,2011.
2. Quantitative Techniques for Managerial Decision, "U.K. Srivastava", New Age International Pvt Ltd,2011.
3. Kothari - Quantitative Techniques Vikas 1996, 3rd Edition.

CourseCoordinator

HOD

P18MCBC203	HUMAN RESOURCES MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Ms. Santhoshkumar / Commerce										
COURSE OBJECTIVES: - <ul style="list-style-type: none"> To give exposure to students about the basic concept for organizational effectiveness through the technique of applying human resource management. To impart knowledge on the concepts and principles of HRM followed in different types of organization. 											
COURSE OUTCOMES (COs)											
CO1	Recall the concept of Human Resource Management and its scope, objectives, Functions and needs.										
CO2	Discuss the process of manpower planning and re-engineering.										
CO3	Interpret the concept of Recruitment, Selection, Training Promotion, Career Planning and Transfers.										
CO4	Examine the factors affecting the performance appraisal and issues in QWL.										
CO5	Evaluate the levels and methods of collective bargaining.										
CO6	Synthesize the causes of Grievance and Procedure for grievance redressal.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						M		
	CO2	H	M								
	CO3		M			M					
	CO4	H									
	CO5		M			M					
	CO6	H		M							
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

12

Human Resource Management- Meaning – Nature and Scope, Objectives - Functions - Distinction between HRM and Personnel Management. Personnel Policies: Procedure and Programmes. Organization of HRM Department–Needs-RecentTrends in HRM Practices–Personnel Audit-Human Resource Information System need and benefits.

UNIT-II

12

Man Power Planning – Characteristics: Need, Process - Job Analysis- Job Description- Job Specification - Job Design- Job Evaluation Methods – Merits and Demerits - Job Enrichment-Job Enlargement –Re-Engineering - Recruitment – Sources - Selection- Selection Procedure, - Interviews – Placement – Induction.

UNIT-III

12

Training–Meaning,Need-Selection of Trainees-Methods of Training–Evaluation of Training-Management Development Programmes- Methods.- Promotion – Types, Merits- Demotions; Career Planning –Transfers.

UNIT-IV**12**

Performance Appraisal – Purpose- Factors Affecting Performance Appraisal – Criteria for Performance Appraisal – Performance Appraisal Techniques – Limitation of Appraisal Methods. Quality of Work Life – Issues in Quality of Work Life- Measuring QWL – Workers Participation in Management.

UNIT-V**12**

Grievance – Meaning, Causes of Grievance- Grievance Redressal Procedure – Collective Bargaining – Meaning – levels – methods – pre-requisites – Benefits.

TEXT BOOKS:

1. Human Resource Management, “Manmohan Joshi”, Margham Publication,2013.
2. Recruitment and Selection, “Dipak Kumar”, CenageLearning,2016.
3. Human Resource Management, Robert L. Mathis, Cengage Learning, 15th Edition,2016.

REFERENCE BOOKS:

1. Human Resource Management, “K. Aswathappa”, Mc Graw Hill Publication,2017.
2. Human Resource Management, “Dr. S. S. khanka”, S. Chand,2013.
3. Human Resource Management, Sean R. Valentine, Cenage Learning, 16th Edition,2019.

CourseCoordinator**HOD**

P18MCBC204	GLOBAL MARKETING						L	T	P	C		
	Total Contact Hours – 60						3	1	0	4		
	Prerequisite – B.Com											
	Course Coordinator Name & Department :- Dr.S.Kamaraj / Commerce											
COURSE OBJECTIVES: -												
To offer knowledge and expertise in the marketing business at global level and to provide exposure on marketing practices of business firms												
To analyze competition and collaboration in a global context outline and present:												
COURSE OUTCOMES (COs)												
CO1	Define the concept of Global marketing and its growth and benefits.											
CO2	Discuss about the International product policy and product positioning in foreign market											
CO3	Apply the concept of developing International advertising strategy.											
CO4	Identify the managing international distribution channels Multinational retailers and Wholesalers											
CO5	Describe the term International Marketing Information System and Research.											
CO6	Solve the Contemporary issues in International marketing.											
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	H	M							H		
	CO2	H	M									
	CO3	M		H								
	CO4	M	H	M								
	CO5	H						H				
	CO6	H										
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
					✓							
4	Approval	Academic Council Meeting										

UNIT-I

12

The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing.

UNIT-II

12

Developing Global Marketing strategies – Global marketing management –Planning and Organization – International Marketing Information System and Research – Understanding Global Consumers – Cultural Dynamics in assessing Global markets.

UNIT-III

12

International product policy – Product positioning in foreign market – Product standardization and Adoption – Brands, Trademarks, Packaging and Labeling – International marketing of services – International product pricing policy – Export pricing –Pricing for international markets.

UNIT-IV

12

International promotional policy – International advertising – Developing International advertising strategy – International sales force and their management – Other forms of promotion for global markets.

UNIT-V**12**

Overseas marketing channel policy – Managing international distribution channels Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing.

TEXT BOOKS:

1. Global Marketing, “J. Keegan warrew”, Pearson Education,2018.
2. International Marketing, “Philip R. Catesra”, Mc Graw Hill Publication,2017.
3. Global Marketing, Svend Hollensen, Pearson, 8thEdition,2014.

REFERENCE BOOKS:

1. International Marketing, “Rakesh Mohan Joshi”, Oxford University,2014.
2. International Trade, “De, C. D. Balaji, Margham Publication,2018
3. Global Marketing, Mark C Green, Prentice Hall, 3rdEdition,2010

CourseCoordinator**HOD**

P18MCBC205	ORGANISATIONAL BEHAVIOUR					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Mr.S.Robin/ Commerce & Economics										
COURSE OBJECTIVES: - To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organization.											
COURSE OUTCOMES (COs)											
CO1	Define the term organisational behaviour and relate with other social sciences.										
CO2	Explain the process and factors influencing the perception.										
CO3	Demonstrate the theories and determinants of Personality.										
CO4	Examine the styles of leadership and theories of motivation.										
CO5	Outline the process and techniques of organisational development.										
CO6	List the factors influencing organizational effectiveness.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M							H	
	CO2	H	M								
	CO3	H									
	CO4	M		H							
	CO5	H	M								
	CO6	M									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

9

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

UNIT-II

9

Perception: Process – Factors influencing perception - Distortion in Perception – Learning: Theories of Learning – Attitudes: Factors influencing Attitude.

UNIT-III

9

Personality: Theories of Personality – Determinants – Types - Emotional Intelligence – Features - Group Dynamics: Formal and Informal Groups – Group Cohesiveness – Stress Management: Causes and Effects of Stress – Coping strategies for stress.

UNIT-IV

9

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication – Conflict Management: Role Conflict – Goal Conflict and inter personal conflict.

UNIT-V

9

Organisation Development – OD Process and Techniques – Organisation Culture – Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

TEXT BOIOKS:

1. Organisational Behaviour, "L.M. Prasad", S. Chand,2014.
2. Organisational Behaviour, " P. Kumar, Gen Next,2010.
3. Organisational Behaviour, S.P. Robbins, Pearson, 15th Edition,2015.

REFERENCE BOOKS:

1. Organisational Behaviour, "J. Jaya Shankar", Margham Publication,2012.
2. Organisational Behaviour, "Dr. S.S. Khanka", Sultan Chand,2017.
3. Organisational Behaviour, Dr. M. Sivakumar, Lakshmi Publications, 2017

CourseCoordinator**HOD**

P18MCBC206	INDIRECT TAXES					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Dr.J.Kannan / Commerce & Economics										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> To Understand the basic principles underlying the Indirect Taxation Statutes (with reference to Central Excise Act, Customs Act, Service Tax, Value Added Tax, Central Sales Tax) To Compute the assessable value of transactions related to goods and services for levy and determination of duty liability 											
COURSE OUTCOMES (COs)											
CO1	Define the term Tax, Duty and GST and list the varieties of indirect taxes.										
CO2	Express the principles of valuation of good and factors for Levy of Excise Duty										
CO3	Prepare procedure for assessment & payment of excise duty.										
CO4	Categorize the genesis of service tax, taxable & nontaxable area also the philosophy and cenvat.										
CO5	Estimate the transactions covered GST and the procedure in assessment & administration of GST.										
CO6	Outline Constitutional Amendments										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M	H	M				H		
	CO2	H	H								
	CO3	M		H	M						
	CO4	M	H								
	CO5	H		H							
	CO6	M									
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I 12
Basics: Tax Vs Duty; Direct Tax Vs Indirect Tax – Powers of Union/States – Varieties of Indirect Taxes – Movement towards GST.

UNIT-II 12
Central Excise: Factors for Levy of Excise Duty – Goods, Excisable Goods, Manufacture, India – First principles of valuation of goods – Types of Excise Duty – Procedure for assessment and payment of Excise Duty – Philosophy of Cenvat – Registration.

UNIT-III 12
Service Tax: Genesis – First Principles of Taxable Service, Negative list, Exemption list, Taxable area, non-taxable area, point of taxation and valuation - Procedure for assessment and payment of Service Tax – Philosophy of Cenvat – Registration.

UNIT-IV**12**

Factors for levy of Customs Duty – First principles of valuation – Procedure for assessment and payment of Customs Duty – Types of Customs Duty – Warehousing – Drawback.

UNIT-V**12**

Need for Tax reforms – GST Principles – Single GST, Dual GST – Transactions covered under GST – Assessment and Administration of GST – Constitutional Amendments.

Note: Theory Only

TEXT BOOKS:

1. Indirect Taxes, “T.S. Reddy & Y. Hari Prasad Reddy”, Margham Publication, 2018.
2. Indirect Taxes Law and Practice, “V. S. Datey”, Taxmann, 2019.
3. Taxation Law & practice, “V. Balanchandran”, Prentice Hall India, 2012.

REFERENCE BOOKS:

1. Taxation Law & practice, “V. Balanchandran”, Prentice Hall India, 2012.
2. Indirect Taxes Law and Practice, “Dr. H. C. Mehrotra, Sahitya Bhavan, 2019.
3. Indirect Taxes Law and Practice, “V. S. Datey”, Taxmann, 2019.

CourseCoordinator

HOD

P18MCBC301	TOTAL QUALITY MANAGEMENT					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite – B.Com										
	Course Coordinator Name & Department: - Ms S.Jayanthy / Commerce and economics										
COURSE OBJECTIVES:- To make the students understand the recent concepts of total quality management and their importance in both manufacturing and service organization.											
COURSE OUTCOMES (COs)											
CO1	Recall the basic fundamentals of Quality Control, Quality and Cost Considerations.										
CO2	Determine the theory of Sampling Inspection, Standard Tolerance and Total Quality Control.										
CO3	Demonstrate the concept of Sampling Inspection in Engineering Manufacture.										
CO4	Correlate the Recent Technique for Quality Improvement, Zero Defect.										
CO5	Examine the Methods of Inspection and Quality Appraisal, Reliability Engineering, Value Engineering and Value Analysis, Quality Motivation Techniques.										
CO6	Illustrate the Selection of ISO Model, Implementation of ISO 9000 and environmental management system.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M	H								H
	CO2	M	M								
	CO3	M	H								
	CO4	H	M								
	CO5	H	H								
	CO6	H	M		M		H				
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

9

Introduction to Quality Control - Quality and Cost Considerations - Statistics and its Applications in Quality Control.

UNIT-II

9

Sampling Inspection in Engineering Manufacture - Statistical Quality Control by the Use of Control Charts - Methods of Inspection and Quality Appraisal - Reliability Engineering – Value Engineering and Value Analysis.

UNIT-III

9

Theory of Sampling Inspection - Standard Tolerance - ABC Analysis - Defect Diagnosis and Prevention.

UNIT-IV 9
Quality Improvement: Recent Technique for Quality Improvement - Zero Defect – Quality Motivation Techniques - Quality Management System and Total Quality Control.

UNIT-V 9
Selection of ISO Model and Implementation of ISO 9000 – Human Resource Development and Quality Circles – Environmental Management System and Total Quality Control.

TEXT BOOKS:

1. Sharma sunil, “Total Quality Management”, Sage publication pvt ltd,2018.
2. Prof V.Vijayan & H. Ramakrishnan, “Total Quality Management, S.Chand,2014.
3. Dr.V.Jayakumar, Dr.R.Raju, Total Quality Management, Lakshmi Publications,2013

REFERENCE BOOKS:

1. K. Sreeja Sukumar & S. Santhosh Kumar, “Total Quality Management in Education, Abhijeet Publications,2014.
2. P. Saravanavel & S. Balakumar, “Total Quality Management, Margham Publications,2010.
3. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education , (First Indian Reprints 2004).

CourseCoordinator

HOD

P18MCBC302	INCOME TAX THEORY LAW & PRACTICE					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department: -Dr.J.Kannan / Commerce										
COURSE OBJECTIVES:-											
To acquaint Students to know the latest Income Tax Law and enable them to file Income Tax Returns.											
COURSE OUTCOMES (COs)											
CO1	Outline the fundamentals of Income Tax Act, Definition, Income, Agriculture Income, Assesse, Previous year, Assessment year, Residential Status.										
CO2	Discuss the Scope of Total Income , Capital and Revenue , Receipts and Expenditure, Exempted Incomes, Set-off and Carry Forward of Losses, Income Tax Authorities										
CO3	Practice how to Compute Profits and Gains of Business or Profession, Capital Gain and Income from other sources.										
CO4	Examine the calculation of Income from Salaries and Income from House Property.										
CO5	Interpret the Deduction from Gross Total Income and Calculation of Tax Liability.										
CO6	Prepare the Procedure for Assessment Tax Deducted at Source (TDS), Assessment of Individuals, Hindu Undivided Family, Partnership Firms and Companies.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M					H		
	CO2	H	H	H							
	CO3	M	M								
	CO4	H	M	M							
	CO5	H		H							
	CO6	H	M	H							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

12

Income Tax Act – Definition – Income – Agriculture Income – Assesse – Previous year – Assessment year – Residential Status – Scope of Total Income – Capital and Revenue – Receipts and Expenditure – Exempted Incomes.

UNIT-II

12

Computation of Income from Salaries and Income from House Property.

UNIT-III

12

Computation of Profits and Gains of Business or Profession – Computation of Capital Gain - Computation of Income from other sources.

UNIT-IV

12

Set-off and Carry Forward of Losses – Deduction from Gross Total Income – Computation of Tax Liability.

UNIT-V

12

Income Tax Authorities – Procedure for Assessment – Tax Deducted at Source (TDS) – Assessment of Individuals, Hindu Undivided Family, Partnership Firms and Companies.

Note: Theory 40 Marks: Problems - 60 Marks

TEXT BOOKS:

1. Dr. H.C.Mehrotra &Dr. S. P. Goyal, “Income Tax Law and Practice, Lahitya bhawan publication, Assessement year 2019-2020
2. Naveen Mittal, Principles of Income Tax Law and Practice, Cengage Learning India Pvt. Ltd,publishing year2019
3. T.S.Reddy & Y. Hari Prasad Reddy, “Income Tax Law and Practice, MarghamPubications, Assessement Year 2016-2017.

REFERENCE BOOKS:

1. Taxmann, “Income Tax Rules, Taxmann Publisher, Assessement year 2019 –2020.
2. T.S.Reddy & Hari Prasad Reddy, “Income Tax Law and Practice, Margham Pubications, Assessement Year 2018-2019.
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax: Sahitya Bhawan Publications, New Delhi.

CourseCoordinator

HOD

P18MCBC303	RESEARCH METHODOLOGY					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite – B.Com										
	Course Coordinator Name & Department: -Dr.J.AnuDevi-Commerce & Economics										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> • To develop understanding of the basic framework of research process. • To develop an understanding of various research designs and techniques. • To identify various sources of information for literature review and data collection. • To develop an understanding of the ethical dimensions of conducting applied research. 											
COURSE OUTCOMES (COs)											
CO1	List out the basic fundamentals of research, nature, Scope, objects of Research, Report writing and presentation.										
CO2	Explain types of Research and Steps in the process of Research.										
CO3	Use the concept of data collection , Primary and secondary data, Questionnaire construction, Philosophy and Pre-testing, Testing of Hypothesis and theory of inference										
CO4	Categorize the Research Problem, data presentation, data Processing, Methods of Statistical analysis and interpretation of Data										
CO5	Choose the methods of sampling techniques, Attitude measurement and Scales.										
CO6	Prepare Research Design , Formulation of Hypothesis and Experimental Designs										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M							H
	CO2	H	H	H							
	CO3	M	M	M							
	CO4	H	H								
	CO5	M		M							
	CO6	M	M	H							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I

9

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research: Experimental Research – Survey Research – Case Study methods – ExPost Facto Research.

UNIT-II

9

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs

UNIT-III

9

Research Process – Steps in the process of Research, Data Collection and Measurement: Sources of Secondary data – Methods of Primary data collection – Questionnaire construction – Attitude measurement and Scales – Sampling and Sampling Designs – Philosophy and Pre-testing.

UNIT-IV

9

Data presentation and Analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference.

UNIT-V

9

Report writing and presentation –steps in Report writing - types of reports – Substance of Reports – Formats of Reports – Presentation of a Report - Documentation - Foot Note - Bibliography.

TEXT BOOKS:

1. A Thangamani Ramalingam and SN Senthil Kumar, "Essentials of Research Methodology" publisher Jaypee Brothers Medical Publishers, publish year 2019
2. C.R.Kothari Gaurav Garg, "Research Methodology methods & Techniques, New age international publishers, 2014.
3. Kumar, Ranjit, "Research Methodology", Pearson Education India, 2014.

REFERENCE BOOKS:

1. V. P. Saxena, "Research Methodology", Indira Publishing House, 2016.
2. Uma Sekaran, "Research Methods for Business", John Wiley 2015 and sons.
3. Chawla, Deepak & Sondhi, Neena (2011). Research methodology: Concepts and cases, Vikas Publishing House Pvt. Ltd. Delhi.

Course Coordinator**HOD**

P18MCBC304	PROJECT MANAGEMENT					L	T	P	C			
	Total Contact Hours – 45					2	1	0	3			
	Prerequisite – B.Com											
	Course Coordinator Name & Department: -Ms.V.Saillaja / Commerce											
COURSE OBJECTIVES:- To impart knowledge on the formation of projects to implementation of projects.												
COURSE OUTCOMES (COs)												
CO1	List the types of project and project life cycle.											
CO2	Choose the opportunities for investment and screening methods for project.											
CO3	Interpret the objectives and essentials of a project methodology and its types.											
CO4	Produce the concept of project execution, project administration, project communication and Project control.											
CO5	Predict the Scheduling to match availability of man power and release of funds.											
CO6	Select the factors influencing effective project management, project time monitoring and cost monitoring.											
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	H									H	
	CO2	H	M									
	CO3	H	M									
	CO4	M										
	CO5	H	M									
	CO6	H										
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
					✓							
4	Approval	Academic Council Meeting										

UNIT-I

9

Project – Meaning – Nature – Types of project and project life cycle – Project management – Nature and scope of project management– Project management as a profession – Role of project manager.

UNIT-II

9

Project Identification and Formation: Project environment – Identification of investment opportunities – Projects screening – Feasibility study – Project selection – Project formulation – Stages in project formulation – Project report preparation – Planning Commission's guidelines for project formulation.

UNIT-III

9

Project Appraisal: Objectives, essentials of a project methodology – Market appraisal – Technical appraisal – Financial appraisal – Socio – economic appraisal – Management appraisal

UNIT-IV

9

Project Planning and Scheduling: Objectives – Process or Planning Components or good planning – Project designing and project scheduling and time estimation – Scheduling to match availability of man power and release of funds – Cost and time.

UNIT-V

9

Project Execution and Administration – Project contracting: Contract pricing, types – Project organization: Forms of organization – Project direction – Project communication – Project co ordination – Factors influencing effective project management – project time monitoring and cost monitoring – Project over runs. Project Control: Control techniques – PERT, CPM–Project audit.

TEXT BOOKS:

1. Vishwanath Murthy, “ Project Management – The Complete Process (with case Studies from Renewable Energy Sector), ViskasPublishing,2019
2. Gray and Larson and Desai , “Project Management”, Publisher McGraw Hill, publish year2014
3. Rosa T. Williams, “Project Management”, Random Exports Publishers & Distributors, 1st January2013.

REFERENCE BOOKS:

1. Kalpesh Ashar, “Project Management (Essentials you always wanted to know), Vibrant Publishers,7th September2019.
2. Bhanesh Patel, “Project Management”, Vikas Publishing, 2018, 2ndEdition.
3. Bob Hughes, Mike Cotterell and Rajib Mall: Software Project Management – Fifth Edition, Tata McGraw Hill, New Delhi, 2012

Course Coordinator**HOD**

P18MCBC305	MARKETING MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department: -Ms.G.Santhoshkumar/Commerce& Economics										
COURSE OBJECTIVE:-											
<ul style="list-style-type: none"> • Enable students to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. • Develop effective marketing strategies to achieve organizational objectives. 											
COURSE OUTCOMES (COs)											
CO1	List the philosophies of Marketing Management.										
CO2	Describe the process of marketing management and discuss about the strategic planning.										
CO3	Interpret the factors influencing Consumer Behaviour and process of buying decision.										
CO4	Identify the strategies and approaches of pricing and compare the consumer and industrial products.										
CO5	Estimate the concept of Sales Force decisions, Selection, Training, Compensation and Control.										
CO6	Prepare an awareness of Consumer Rights in the Market Place and formulate the Vertical, Horizontal and Multi-channel Systems Consumer Protection.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M	M						H		
	CO2	H			H						
	CO3	H	M	H							
	CO4	M	H								
	CO5	M									
	CO6	H									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I**12**

Introduction: Marketing Management Philosophies – What is marketing – The concepts of marketing.- E-Marketing – Social Media Marketing.

UNIT-II**12**

Strategic Planning – Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, Developing Marketing Mix Analysis of Macro and Micro environment Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting – Techniques.

UNIT-III**12**

Buyer behaviour: Factors Influencing Consumer Behaviour – Buying Situation – Buying Decision Process – Industrial Buyer Behaviour:-. Market Segmentation: Targeting and Positioning - Competitive Marketing Strategies.

UNIT-IV**12**

Product Policies – Consumer and Industrial Product Decisions, Branding, Packaging and Labeling – New Product Development and Product life Cycle Strategies - Pricing – Pricing strategies and approaches.

UNIT-V**12**

Promotion Decisions: Promotion Mix - Advertising – Sales Promotion - Sales Force decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.

TEXT BOOKS:

1. Philip Kotler, “Marketing Management (With Indian Case Study), Pearson, 31 July 2017.
2. R.S.N. Pillai, “Marketing Management, S. Chand, 2012.
3. R.S.N. Pillai & Bagavathi, “Marketing Management, S. Chand publishing, 2012.

REFERENCE BOOKS:

1. R S N Pillai & Bagavathi S. Chand Publishing Marketing Management 2018.
2. Arun Kumar & N. Meenakshi, “Marketing Management, Vikas Publishing, 2016.
3. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

Course Coordinator**HOD**

P18MEBC022	INTERNATIONAL TRADE					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Dr.J.Anudevi / Commerce & Economics										
COURSE OBJECTIVES											
<ul style="list-style-type: none"> • Provide students with the fundamental concepts of foreign trade. • Introduce students to concepts of terms of trade. • Enable the students to learn about various trade policies. • Gain familiarity on tariff and balance of payments. 											
COURSE OUTCOMES (COs)											
CO1	Identify the Differences between domestic and International business.										
CO2	Explain the fundamentals concepts of foreign trade.										
CO3	Use obtained exposure to terms of trade and its impact.										
CO4	Identify basic concepts of tariff and balance of payments.										
CO5	Sketch International networks for settlements										
CO6	Categorize Structure and Functions of IBRD, IFC and WTO.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						H		
	CO2	M	M								
	CO3	H	M								
	CO4	M	M								
	CO5	H	H			M					
	CO6	H	H								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I	12
International Business – Meaning – Definition – Features – Differences between domestic and International business.	
UNIT-II	12
Structure of India’s foreign trade: Composition and Direction – EXIM Bank – EXIM Policy of India.	
UNIT-III	12
Foreign Direct Investment in the world economy–Benefits and advantages to host and home countries- Regional Economic Integration: SAARC, ASEAN,NAFTA.	
UNIT-IV	12
International Financial Institutions – World Bank – IMF- Structure and Functions of IBRD – IFC - WTO.	
UNIT-V	12
Foreign Investment Institutions: Instruments - GDRs, ADRs, FIIs – Role in Indian capital market- International networks for settlements – SWIFT – CHIPS – CHAPS – FDFIRE.	

TEXT BOOK:

1. Dr. C B Gupta, International Trade, S.Chand Publishing,2014
2. Dr. S. Sankaran, International Trade, Marham Publications,2014
3. Francis Cherunilam, International Trade and Export Management, Himalaya Publis hing House, Fifth Edition2013.

REFERENCE BOOKS:

1. Hill.C.W; Competiting In The Global Market Place, Irwin , Mcgraw Hill, Third Edition2014.
2. Charles W.L,Hill,Irwin, International Business, Mcgraw Hill, Fourth Edition2014.
3. Philip R.Cateora , International Marketing , Irwin Mcgraw Hill, Ninth Edition2012.

Course Coordinator

HOD

P18MEBC023	MANAGEMENT INFORMATION SYSTEM					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Ms. R.Priya / Commerce & Economics										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To enable the students understand the concept Management Information system and implementation. To Display proficiency solving business problems using modern productivity tools. 											
COURSE OUTCOMES (COs)											
CO1	Recognize the management information system decision support										
CO2	Express the in depth knowledge about concept of Business systems										
CO3	Initiate on students to learn about Information systems for business operations										
CO4	Estimate the learned basic knowledge about Information systems for Managerial Decision support										
CO5	Examine the Learned basic knowledge about Information systems for strategic advantage										
CO6	Employ Artificial Intelligence Technologies.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M					H			H
	CO2	H	H								
	CO3	H	M								
	CO4	H	H					H			
	CO5	H	M					H			
	CO6	H	H					H			
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I

12

Introduction To Business Systems: Need for IS in Business – fundamentals of IS – System concepts – Components of IS – IS resources Activities – Overview of IS – Operation Support Systems, Management Support Systems, Other Classification – System approach to Problem solving – Global business scenario – trends in technology and applications.

UNIT-II

12

Information Systems for Business Operations: Business Information Systems – Marketing Information Systems – Manufacturing Information Systems – Human Resource Information Systems – Accounting Information Systems, Financial Information Systems – Transaction Processing System.

UNIT-III

12

Information Systems for Managerial Decision Support: Management Information & Decision Support Systems – Management Information Systems – Expert Systems – Examples, Executive Information Systems – Artificial Intelligence Technologies.

UNIT-IV**12**

Information Systems for Strategic Advantage: Strategic roles of IS - Breaking Business Barriers - Reengineering Business Processes Improving Business Quality - Creating Virtual Company - Building knowledge Creating Company - Using Internet Strategically - Challenges of Strategic IS - Enterprise-wide systems and E-Business applications. Internet and GST: Online Registration and filing of returns.

UNIT-V**12**

Managing Information Systems: Enterprise Management - Information Resource Management - Strategic Management, Operational Management - Resource Management Technology Management - Distributed Management. Organizing Planning - IS planning methodologies - Critical Success Factors - Business Systems Planning - Computer Aided Planning Tools, Security & Ethical Challenges; IS controls - Facility Controls - Procedural Controls - Computer Crime - Privacy Issues.

TEXT BOOKS:

1. A.K. Gupta, Management Information System, S. Chand Publication, 2017
2. Jane P. Laudon & Kenneth C. Laudon, "Management Information Systems", Pearson Publication, 2011.
3. Mohapatra Sanjay, "Cases in Management Information System", PHI Learning, 2008.

REFERENCE BOOKS:

1. Ramesh Behl & James A.O. Brien & George M. Marakas, "Management Information System, MC Graw Hill, 2018. Patricia Wallace, "Introduction to Information System", Pearson Publication, 2015.
2. Raymond McLeod, Management Information System, September 1983.
3. Management Information Systems, Jaiswal and Mittal, Oxford Printing Press, 2012.

Course Coordinator**HOD**

P18MCBC401	INVESTMENT MANAGEMENT					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Dr.D.Venkatramaraju / Commerce & Economics										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To Understand different investment alternatives in the market To gain knowledge how securities are traded in the market. 											
COURSE OUTCOMES (COs)											
CO1	Recall the Nature and scope of Investment Management.										
CO2	Discuss to the Parties involved in the new issue market.										
CO3	Employ the Security Analysis.										
CO4	Examine the Stock Exchanges NSE and BSE.										
CO5	Compare the Traditional and Modern approach.										
CO6	Reconstruct the types Mutual Fund Operations in India.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M							H	
	CO2	H	H								
	CO3	H	M	H							
	CO4	H	M								
	CO5	M	M								
	CO6	M	H								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I**9**

Investment Management - Nature and scope - Objectives – Process – Investment Media Security and Non-security forms of Investment - gilt edged securities – Sources of Investment information.

UNIT-II**9**

New Issues Market – Methods of Issuing – Parties involved in the new issue market – Secondary market – Stock Exchanges – NSE and BSE – Trading mechanism – online trading – SEBI and Investors production.

UNIT-III**9**

Security Analysis – Approaches – Fundamental Analysis – Technical Analysis – Dow Theory – Random Walk Theory – Efficient Market Hypothesis

UNIT-IV**9**

Portfolio Analysis – Traditional and Modern approach – Rationale of Diversification of Investments – Markovitz theory – Sharpe Index Model - Capital Asset Pricing Model

UNIT-V**9**

Investment companies in India – Types Mutual Fund Operations in India – UTI – SEBI and RBI Guidelines for Mutual Funds

TEXT BOOKS:

1. Prasanna Chandra, "Investment analysis and Portfolio Management", McGraw Hill, 1st July 2017, 5th Edition.
2. V.K. Bhalla, "Fundamentals of Investment Management", S.Chand & Company, 1st December 2010.
3. Yogesh Maheshwari, Investment Management 2008.

REFERENCE BOOKS:

1. Zvi Bodie, Alex Kane, Alan J. Marcus Pitabas Mohanty, "Investments", Mc Graw Hill Education. 10th Edition, 1st July 2017.
2. Dr. L. Natarajan, "Investment Management (Security analysis & Portfolio Management)", Margham Publications, 1st January 2012.
3. Bhalla V.K, Investment Management – 1 June 2008

Course Coordinator

HOD

P18MCBC402	ADVANCED COST & MANAGEMENT ACCOUNTING					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Dr.J.Kannan / Commerce & Economics										
COURSE OBJECTIVES											
<ul style="list-style-type: none"> To make students understand the basic accounting equation and accounting principles and making them understand the process of preparation of financial statements. To expose students to tools and techniques of financial statement analysis. To equip student's with the ability to analyze and understand company's financial situation To expose students to fundamentals of cost and variable costing 											
COURSE OUTCOMES (COs)											
CO1	Define the meaning, objectives, Nature and Scope of Cost Accounting										
CO2	Determine the Remuneration method.										
CO3	Practice the normal and abnormal loss and gains.										
CO4	Calculate the Ratio analysis.										
CO5	Estimate the Management Accounting.										
CO6	Formulate the types of budget.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	H					H		
	CO2	H			M						
	CO3	H	H								
	CO4	H		M							
	CO5	H	M								
	CO6	M	M								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I**12**

Cost Accounting – meaning – objectives – Nature and Scope – methods of costing – techniques of costing - classification and coding of costs – inventory control – stock levels – inventory systems - methods of pricing material issues.

UNIT-II**12**

Labour costs – Direct and indirect – importance –Remuneration method – labour performance reports – labour turnover and stability – Overheads – Importance – allocation and apportionment of overheads - overhead cost control.

UNIT-III**12**

Process costing - normal and abnormal loss and gains – equivalent production - joint product and by product - contract costing.

UNIT-IV**12**

Management Accounting – Nature & Scope – Tools and Techniques – Ratio analysis – marginal costing– cost-volume profit analysis – Break-even analysis – utility and limitations of cost volume profit analysis – Financial

and profit planning – objectives.

UNIT-V

12

Budget administration – types of budget – advantages – budgeting and budgetary control - Standard Costing, Material, Labour and Overhead variances.

Note: Theory 40 Marks: Problems 60 Marks

TEXT BOOKS:

1. V.K. Saxena, C. D. Vashist, “Advanced Cost & Management Accounting”, Sultan Chand, 1st January2015.
2. Ravi M. Kishore, “Cost & Management Accounting” Taxmann, 1st January2018.
3. Advanced Management Accounting - Cost Management, J.B Gupta (3rdEdition).

REFERENCE BOOKS:

1. Sanjay, “ Cost & Management Accounting” SBPD Publishing House (Sahitya Bhawan Publishers & Distributors Pvt Ltd), 2015 1stEdition.
2. R.K. Shukla, “Cost & Management Accounting”, Bharat Law, 1st January2017.
3. Cost & Management Accounting, ReliancePublications.

Course Coordinator

HO

P18MCBC403	STRATEGIC MANAGEMENT					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Mr.S.Robin / Commerce & Economics										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To provide insights into the core concepts of strategic management. To evaluate various business strategies in dynamic market environments. To gain insights into various strategic management models. 											
COURSE OUTCOMES (COs)											
CO1	Identify the Scope and Benefits of Strategic Management.										
CO2	Describe the Business Strategy and Corporate Strategy.										
CO3	Demonstrate the Cyert and March's Behavioural Theory.										
CO4	Measure the SWOT Analysis.										
CO5	Classify Diversification, Acquisition and Joint Venture										
CO6	Illustrate Strategic Control and Evaluation.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M							H	
	CO2	M	M					H			
	CO3	M		H							
	CO4	H	M								
	CO5	M									
	CO6	H						M			
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT-I**9**

Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Models – Strategic change – Strategic Leadership and Decision making.

UNIT-II**9**

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Forecasting – Internal Scanning - Mission – objectives – Stakeholder Theory – Cyert and March's Behavioural Theory – Objectives of Non-Profit Organizations – Social Responsibility and Business Ethics.

UNIT-III**9**

Strategy Formulation – Business Strategy – Corporate Strategy – Diversion Strategy – Portfolio Analysis – BCG Growth /Share matrix – Strategic choice – Development of policies – Strategic Alliances.

UNIT-IV**9**

Strategy Implementation – Organization for action – Staffing – Strategic leadership – MBO – Total Quality Management – Functional Strategies – Growth Strategies – Diversification, Acquisition and Joint Venture – Recovery – Recession and Divestments Strategies – Management Burnout.

UNIT-V**9**

Strategic Control and Evaluation – Establishing Strategic control – premise control – Implementation control – Strategic Surveillance – Special Alert Control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and Innovation – Strategic Effectiveness.

TEXT BOOKS:

1. Dr. C.B. Gupta, “Strategic Management (Text and Cases), S.Chand, 4 July2016.
2. Azhar Kazmi, “Strategic Management”, Mc Graw Hill Publication, 1st July 2017, 4thEdition.
3. Mary Coulter , Strategic Management in Action, 6thEdition

REFERENCE BOOKS:

1. R. Srinivasan, “ StrategicManagement”
2. Dr Mary A. Coulter, Missouri State University Strategic Management in Action, 6thEdition.
3. Strategic Management in Action, Jerald Smith, Mary K Coulter, and Peggy AGolden.

Course Coordinator**HOD**

Bharath Institute of Higher Education and Research
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Department of Commerce

P18MEBC031	CHANGE MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – UG Level										
	Course Coordinator Name & Department:-Dr.D.VenkataramaRaju / Commerce										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> • To Identify the types of changes that occur in organizations • To analyze the main components of planning and structuring a change 											
COURSE OUTCOMES (COs)											
CO1	Recall the Nature, forces, types and models of organizational change.										
CO2	Recognize the Progress and challenges in organizational change management.										
CO3	Apply the Mapping change.										
CO4	Categorize the intervention strategy model and total project management model.										
CO5	Measure the Systems approach to change.										
CO6	Sketch the total project management model.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M	H								H
	CO2	H	H	H							
	CO3	M	M								
	CO4	M	M								
	CO5	M									
	CO6	H	M								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I	12
Nature, forces, types and models of organizational change - impact of change, transition management.	
UNIT-II	12
Progress and challenges in organizational change management - learning organization, role of politics.	
UNIT-III	12
Motivating and enabling change, managing complex major changes Effective change leader.	
UNIT-IV	12
Mapping change – the cultural web – cultural attributes to change – resistance to change.	
UNIT-V	12
Systems approach to change, intervention strategy model, total project management model.	

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Department of Commerce

TEXT BOOKS:

1. Leading change, "John P. Kotler", McMillian Publishers,2012.
2. Change Management (A guide of effective implementation)," Robert A. Paton A James, Mc Calman,2009.
3. Creating organizational transitions, McKinsey Global Survey Results, McKinsey Quarterly, July2012

REFERENCE BOOKS:

1. Management & organizational Behaviour, "Dr. S. C. Saksena & Dr. Gaurav Sankalp, ShityanBhawanPublication,
2. Leadership Excellence Murphy, M. Why CEOs get fired, September,2005.
3. Best Practices in Change Management, Prosci,2016.

CourseCoordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18MEBC032	FINANCIAL MARKETS AND SERVICES					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite –B.Com										
	Course Coordinator Name & Department:-Ms.G.Vinothini / Commerce										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> • To understand the intricacies of the macro aspects of Indian Financial Systems and relating it with corporate decision-making. • To get in depth knowledge about financial services • To familiarize various types and sources of financial services and its uses. 											
COURSE OUTCOMES (COs)											
CO1	Record the Overview of Financial systems In India.										
CO2	Differentiate the Capital Markets & Money Markets.										
CO3	Demonstrate the capital market services & money market services.										
CO4	Correlate the financing pattern										
CO5	Estimate the credit rating: CRISIL, ICRA & care.										
CO6	Model the working of public and private mutual funds in India										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M					H		
	CO2	H	H		M						
	CO3	H	M	M							
	CO4	M	M								
	CO5	M	H		M						
	CO6	M	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I

12

Overview of Financial systems In India – Structure, Regulation Role And Functions Of Financial Systems – Financial Instruments – Financial Markets – Capital Markets & Money Markets – Interlink Between Money Market & Capital Market – Characteristics Of Financial Markets – Functions Of Stock Exchange – Introduction To Forex.

UNIT-II

12

Objectives of financial services – types of financial services – capital markets services & money markets services – intermediaries: banking financial corporations, non banking financial corporations & insurance corporations – financial services sector problems and reforms.

UNIT-III

12

Venture capital: growth of venture capital in India – financing pattern – legal aspects and guidelines for venture capital – leasing- types of leases – leasing vs borrowing – credit rating : CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements – factoring in Indian context.

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Department of Commerce

UNIT-IV

12

Mutual funds: concepts and objectives – functions and portfolio classification-guidelines for mutual funds – working of public and private mutual funds in India – debt securitisation – de-mat services – need and operations –role of NSDL & CSDL.

UNIT-V

12

Regulatory & legal framework of government in banking-- role of RBI –functions of stock exchange - listing & formalities in stock exchange – laws governing SEBI--role of SEBI – laws governing non banking financial corporations – laws pertaining anti- money laundering.

TEXT BOOKS:

1. I M. Bhole , Financial Institutions and Market, TATA McGraw Hill
2. Financial Markets and Institutions” - Frederic S Mishkin and Stanley Eakins.
3. “ Financial Markets Institutions and Financial Services” - Dr Vinod Kumar/Atul Gupta /Manmeet Kaur.

REFERENCE BOOKS:

1. V.A. Avadhani , Marketing of Financial Services, Himalayas Publishers, Mumbai
2. Vasant Desai, Indian Financial Systems, Himalaya Publishers
3. Financial Institutions and Markets” - Bhole.

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
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Department of Commerce

P18MEBC021	INTERNATIONAL ECONOMICS					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Ms. J.Saranya / Commerce										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To introduce the students about both classical and modern theories of international trade in goods and services, as well as empirical research on trade. 											
COURSE OUTCOMES (COs)											
CO1	Recall the basic concept theories, international trade.										
CO2	Discuss the fundamentals concepts of foreign trade.										
CO3	Demonstrate on exposure to terms of trade and its impact.										
CO4	Categorize the concepts of tariff and balance of payments.										
CO5	Identify Measures for Correcting disequilibrium										
CO6	Summarize about various trade policies.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M								H
	CO2	L	M								
	CO3	M	M								
	CO4	H	H								
	CO5	H	L								
	CO6	H	M								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I

12

Foreign Trade - Need, Inter Regional and International Trade, Theories of International Trade - Adam Smith - Ricardo, Haberler and Heckscher - Ohlin Theory.

UNIT-II

12

Terms of Trade - different Concepts of Terms of Trade - Determinants of Terms of trade - static and dynamic gains from trade - capital saving and labour saving technologies and its impact on terms of trade.

UNIT-III

12

Gains from trade - Trade Policy - Free Trade: Meaning - Case for and against Free Trade. Protection: Meaning - Arguments for and against protection.

UNIT-IV

12

Tariff: Meaning and types - Effects of Tariff. Quotas: Meaning and Types - Effects of quotas on imports.

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UNIT-V

12

Balance of payment - Meaning - Structure - Balance of Payment and Balance of Trade - Disequilibrium in BOP & BOT - Causes for disequilibrium in BOP - Measures for Correcting disequilibrium.

TEXT BOOKS:

1. Dr H L Hhatia, International Economics, Vikas Publishing, 2018.
2. Paul R. Krugman, Maurice Obstfeld, Marc Melitz, International Economics: Theory and Policy, Pearson Publications, 1 Dec 2017.
3. Dominick Salvatore, International Economics: Trade and finance, Wiley Publications, 11th Edition, 1 Jan 2014

REFERENCE BOOKS:

1. M.L. Jhingan, International Economics, Vrinda Publications, 1 Jan 2016.
2. H.G. Mannur, International Economics, 2/e, Vikas Publications, 1 Jan 2018.
3. Feenstra, R. Advanced International Trade. Princeton University Press, 2004.

Course Coordinator

HOD

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Department of Commerce

P18MEBC033	PORTFOLIO MANAGEMENT					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:- Dr.J.Kannan / Commerce & Economics										
OBJECTIVES											
<ul style="list-style-type: none"> • To familiarize about portfolio management. • To read about asset classes and risks involved in it and selection process. • To get detailed knowledge about alternative investments and strategic commodities. 											
COURSE OUTCOMES (COs)											
CO1	List the Institutional client objectives and preferences.										
CO2	Discuss the Basic Asset Allocation Techniques.										
CO3	Practice the Advanced Asset Allocation Techniques.										
CO4	Analyze the Fixed Income Portfolio Value Distributions.										
CO5	Predict the Alternative Investments.										
CO6	Classify Strategic Commodities.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M	M	M						H	
	CO2	M	M	M							
	CO3	M	M	M							
	CO4	H	M								
	CO5	H	H								
	CO6	M		H							
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT-I

12

Introduction to Portfolio Management: Investment Policy Statement - Institutional client objectives and preferences - Individual/Private client objectives and preferences.

UNIT-II

12

Asset Classes, Risk Premia, and Asset Allocation - Basic Asset Allocation Techniques (mean variance; passive approach)- Advanced Asset Allocation Techniques (alpha strategies; active approach).

UNIT-III

12

Asset Selection: Equity, Fixed Income Investments - Equity Asset Class Characteristics- Equity Portfolio Risk - Fixed Income Asset Class Characteristics. - Roles of Duration, Convexity - Fixed Income Portfolio Value Distributions.

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UNIT-IV	12
Alternative Investments- Private Equity- Hedge Funds - Venture Capital- REITs.	
UNIT-V	12
Strategic Commodities: Oil, Gold	

TEXT BOOKS:

1. S. Kevin, Security Analysis and Portfolio management, Prentice Hall India Publications, 2006.
2. Portfolio Management for New Products, Elko J. Kleinschmidt, Robert Cooper, and Scott J. Edgett
3. Portfolio Management for New Products, 2nd Edition, G. Cooper, Scott J. Edgett, and Elko J. Kleinschmidt

REFERENCEBOOKS:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Mc Graw Hill India Publications, 5th edition, 2017.
2. S. Kevin, Portfolio Management, Prentice Hall India Publications, 2nd edition, 2006.
3. Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt, Portfolio Management for New Products.

CourseCoordinator

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Department of Commerce

P18PRBC4P1	PROJECT (DISSERTATION AND VIVA-VOCE)					L	T	P	C		
	Total Contact Hours – 45					0	0	18	9		
	Prerequisite – B.Com										
	Course Coordinator Name & Department:-Dr.J.Anudevi / Commerce										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To facilitate the students to understand the Business enterprises systematically and present the research report as per the acceptable format. 											
COURSE OUTCOMES (COs)											
CO1	Define the objectives and purpose of the project.										
CO2	Choose the Basic chapters of the project.										
CO3	Initiate the new Techniques in the project.										
CO4	Analyze the data of the research.										
CO5	Estimate the Alternatives of the project.										
CO6	Model the interpretations of the project.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M							H
	CO2	H	H	M							
	CO3	H	H	H							
	CO4	H	M								
	CO5	H	H	H							
	CO6	H	M	M							
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
4	Approval	Academic Council Meeting									

PROJECT (DISSERTATION AND VIVA-VOCE)

9

The project topics are to be finalized to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce. Each candidate should submit three copies of dissertation as per the guidelines to the department concerned.

Marks

Dissertation	150
Viva- Voce Examination	50

CourseCoordinator

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Bharath Institute of Higher Education and Research
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Department of Commerce

P18OEBA001	ADVERTISING AND SALES MANAGEMENT						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course –UG Level										
	Course Coordinator Name & Department:- T Manjiniprakash/BBA										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> ● Identify the terms and concepts that are commonly used in promotion and advertising. ● Demonstrate preparation to comprehend the basic advertising. ● Give the relationship which underlines these terms and concepts To familiarize the students with the basic fundamentals of accounting. ● To impart knowledge on final accounts of sole trading concern. ● To enable the students on the concept of income & expenditure and receipts and payments. 											
COURSE OUTCOMES (COs)											
CO1	Students gain basic knowledge of Advertising its functions, roles and development of advertising.										
CO2	Know about Advertising design and its strategies.										
CO3	Expose on Advertising, media and about its types.										
CO4	To forecast sales and its techniques used in management.										
CO5	Students were enriched about salesmanship, sales planning, budgeting.										
CO6	Develop an advertising plan and present and defend it persuasively.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	L	M						M	L	
	CO2	H	L								
	CO3	L	H								
	CO4	H	L								
	CO5	L	M								
	CO6	M	L								

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3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/ Seminar/ Internship (PR)
							✓	
4	Approval	Academic Council Meeting						

UNIT - I

6

Introduction to Advertising- Definition -Roles of Advertising- Functions of Advertising-Steps in Development of Advertisement

UNIT – II

6

Advertising Design- Appeals- Structure of an Advertisement - Message Strategies - Cognitive strategy- Executorial Strategies-Creating Advertising- Advertising Effectiveness.

UNIT–III

6

Advertising Media - Merit and demerits- Kinds of Advertising - Advertising Media- print media - Broadcasting media- Non-media advertising- online advertising.

UNIT – IV

6

Sales Management - Defining - Objectives -Strategies- Sales Executives – Functions -Qualities - Sales Presentation Techniques - Emerging Trends in Sales Management.

UNIT – V

6

Selling Concept - Objectives- scope and techniques of Salesmanship- Sales Planning- Importance – process- Sales Budget- Objectives-uses of sales Budget.

Text book

1. Advertising & promotion: George E.Belch, THM
2. Advertising Management, Dr. Varma&Aggarwal, kingBooks

References:

1. Sales promotion and advertising management by M .N.Mishra. Himalaya Publication.
2. Advertising and sales management by SanjeevChauhan (Astha publication)
3. Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.

T Manjiniprakash

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18OEBA002	BPO MANAGEMENT							L	T	P	C	
	Total Contact Hours – 30							2	0	0	2	
	Prerequisite course – UG Level											
	Course Coordinator Name & Department:- .P.Srinivasan/ Business Administration											
COURSE OBJECTIVES: -												
<ul style="list-style-type: none"> • To familiarize the students with the basic fundamentals of BPO industry • To impart knowledge on BPO industry • To enable the students on the concept of various decisions in Business Process Outsourcing 												
COURSE OUTCOMES (COs)												
CO1	Develop a strategic understanding of the concepts of BPO's and its benefits											
CO2	Explaining various models used in functioning of BPO's and Trends.											
CO3	Describe the opportunities and challenges in Human Resources BPO											
CO4	Analyzes about call centers its functions, processes and classifications											
CO5	Developing efficiency in understanding the customers and capabilities in handling calls.											
CO6	To understand the future trends in BPO industry.											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	
	CO1	H	M						M	L		
	CO2	H	L									
	CO3	H	M									
	CO4	M	H									
	CO5	M	M									
	CO6	L	M									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engineering (ES)	Professional Core (PC)	Open Elective (OE)	Project/Term Paper/Seminar/Internship(PR)					
						√						
4	Approval	Academic Council										

Bharath Institute of Higher Education and Research
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		Meeting
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UNIT – I **6**

Business Process Outsourcing – Meaning – definition - Basics - Benefits - BPO Models - - BPO Companies in India.

UNIT-II **6**

Healthcare BPO – Structure of the American Healthcare Sector – Activity Profile –Future Trends and Threats – Case Study – Cbay Systems.

UNIT - III **6**

Human Resource BPO – Reasons for outsourcing HR – Activities involved in HR BPO – HR Outsourcing Trends – Career in HR BPO – Emerging BPO Domains – Media and Entertainment BPO – Publishing BPO.

UNIT – IV **6**

Call Centres – Functions – Processes – classifications – Telemarketing – Tele selling – Preparing for a Job – Approach – Training – Selection Process.

UNIT – V **6**

Improving Efficiency – Handling Calls – Team Player – Pleasing the Customers – Converse efficiently – Reducing stress.

TEXT BOOKS:

1. BPO Industry in India by S K Awasthi by Jain Book
2. Business Process Outsourcing: Its Prospects and Challenges by Barua.

REFERENCE BOOKS

1. Sudhindra Mokhasi (2009), BPO – Sutra : True stories from India’s BPO and call centres, -Rupa & Co.
2. Kulkarni, Sarika. (2005), Business process outsourcing – Delhi, Jaico Publishing House.
3. Shikapur, Deepak (2004), BPO Digest. Ameya Inspiring Books.

Mr. P. Srinivasan

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
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P18OEBA003	CALL CENTER MANAGEMENT-Voice and Non Voice	L	T	P	C
	Total Contact Hours –30	2	0	0	2
	Prerequisite course – UG Level				
	Course Coordinator Name & Department:-A.Jhony / BBA				

COURSE OBJECTIVES:-					
<ul style="list-style-type: none"> • Develop and motivate a call centre team. • Get the most out of call monitoring technology and prepare effective management reports. • React to and plan for operational bottlenecks. • Give meaningful feedback to call-centre agents and set achievable goals and targets. • Students will learn about the roles and methods of different kinds of call centers. They will apply this by designing their own call center and trying to anticipate customer needs. 					

COURSE OUTCOMES (COs)					
CO1	Gaining a basic knowledge about call centers its functioning and classifications.				
CO2	To know about handling the Issues and problems related to calls in a efficient manner.				
CO3	Gives knowledge of technical communications, speech process and educate conversation of oral skills.				
CO4	Students acquire knowledge towards pre-interview about Interview questions and answering techniques				
CO5	Analyses fully about the medias of communications.				
CO6	Demonstrate awareness of the pragmatics of call center planning and operation				

Mapping of Course Outcomes with Program outcomes (POs)
(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
	CO1	M	H						M	H	
	CO2	M	H								
	CO3	L	H								
	CO4	L	H								
	CO5	M	H								
	CO6	L	H								

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	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/Internship(PR)
							✓	
4	Approval	Academic Council Meeting						

UNIT – I **6**
 Call centers – Meaning – Functions – Processes - Classifications – Tele selling – Types of call centers.

UNIT – II **6**
 Improving Efficiency – Handling calls – Team Players – Components and working of call center – Issues and problems.

UNIT – III **6**
 Nature of Technical communication: Stages of communication – Nature of Technical Communication - The speech process – Conversation and Oral skills.

UNIT – IV **6**
 Job Interview: Pre – Interview preparation techniques – Interview questions – Answering Strategies – Frequently asked Interview questions.

UNIT – V **6**
 Communication media – Telephone – Fax – Internet – Email – Video conferencing.

TEXT BOOKS

1. Brad Cleveland - Call Center Management on Fast Forward: Succeeding in the New Era of Customer Relationships (3rd Edition) Third Edition,
2. Mr. Thomas Anthony Laird - Advice from a Call Center Geek: Rethinking Call Center Operations,

REFERENCE BOOKS

1. W. Stallings “Data and Computer Communication” Pearson Education, 5 Edition, 2001.
2. M. AshrajRizvi,” Effective Technical Communication”, Tata McGraw – Hill Education, 2005.
3. R.S.N.Pillai&Bagavathi – Modern commercial correspondence.

A.Jhoney

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18OEBA004	CUSTOMER RELATIONSHIP MANAGEMENT							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Dr.D Arun Kumar /BBA										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> • To Popularize the students with the basic fundamentals of CRM. • To improve knowledge & skills on Customer relationship of Marketing strategy. • To develop the students on the concept of Customer service. 											
COURSE OUTCOMES (COs)											
CO1	To popularize with the basics of CRM.										
CO2	Can increase awareness about Customer relationship.										
CO3	Able to be aware of the concept of Customer service.										
CO4	Can respond to the concept of Customer needs.										
CO5	Develop confidence in the practical aspects of Customer Satisfaction										
CO6	Identify the main Customer Expectations.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO 2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	M	L						M	L	
	CO2	L	L								
	CO3	M	L								
	CO4	L	L								
	CO5	M	H								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Core Elective (CE)		Non-Major Elective (NE)	Open Elective (OE)		Project/Term Paper/Seminar/ Internship(PR)
									✓		
4	Approval	Academic Council Meeting									

UNIT – I

6

CRM – Introduction – Definition – Need for CRM – Customer satisfaction – Customer loyalty – Product Marketing – Direct Marketing-

UNIT – II

6

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

Customer learning relationship – Key stages of CRM - Force driving CRM – Benefits of CRM – Growth of CRM Market in India – Key principles of CRM.

UNIT – III

6

CRM – Program – Ground work for effective use of CRM – Components of CRM – Types of CRM.

UNIT - IV

6

CRM Process - Frame work – Governance process- Performance evaluation process.

UNIT-V

6

Use of Technology in CRM – Call center process – CRM Technology tools – Implementation – Requirements analysis – selection of CRM Package – reasons and failure of CRM.

TEXT BOOK

1. Kristin Anderson & Carol Kerr – Customer Relationship Management – McGrawHill 2002
2. Sheth – Customer Relationship Management – McGraw Hill Edition 1st Edition 2000

REFERENCE BOOK

1. Dr. P .Sheela Rani – Customer Relationship Management – Margham Publication.
2. K. Balasubramaniam – Customer Relationship Management – GIGO Publication, 2005.
3. Dr. Ravi Kalakota E – business – Road map for success, Pearson education Asia, 2000.

Dr.D.ArunKumar

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
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Department of Commerce

P18OEBA005	ENTREPRENEURSHIP DEVELOPMENT					L	T	P	C		
	Total Contact Hours – 30					2	0	0	2		
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Dr.DArun Kumar /BBA										
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> • To make publicity on the students with the basic fundamentals of Entrepreneur Development • To improve knowledge & skills on Entrepreneurship. • To develop the students on the concept of Entrepreneurial skills. 											
COURSE OUTCOMES (COs)											
CO1	To popularize with the basics of Entrepreneur development.										
CO2	Can increase awareness about Entrepreneurship.										
CO3	Able to be aware of the concept of Entrepreneurial skills.										
CO4	Can respond to the concept of Entrepreneurial knowledge.										
CO5	Develop confidence in the practical aspects of Business Opportunity.										
CO6	Identify the main Innovations in Entrepreneurial Development.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO 2	PO3	PO4	PO5	PO6	PO 7	PS O1	PS O2	PS O3
2	CO1	L	L						M	L	
	CO2	L	M								
	CO3	L	L								
	CO4	L	L								
	CO5	L	L								
	CO6	L	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)			
							√				
4	Approval	Academic Council Meeting									

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Department of Commerce

UNIT – I **6**
Introduction to Entrepreneurship: Meaning and concept of entrepreneurship - the history of entrepreneurship development - role of entrepreneurship in economic development

UNIT – II **6**
The Entrepreneur: Meaning of entrepreneur - the skills required to be an entrepreneur, and role models, mentors and support system.

UNIT – III **6**
Business Opportunity Identification: Business ideas, methods of generating ideas - legal form of new venture, protection of intellectual property -marketing the new venture.

UNIT – IV **6**
Preparing a Business Plan: Meaning - significance of a business plan - components -feasibility study.

UNIT – V **6**
Financing the New Venture: Importance - types of ownership securities - venture capital - types of debt securities -determining ideal debt-equity mix - financial institutions and banks.

TEXT BOOK

1. Robert D. Hisrich, Mathew J Manimala, Michael P Peters, Dean A Shepherd, “Entrepreneurship”, 9e,McGraw Hill Education, 2014.
2. Peter F. Drucker, “Innovation and Entrepreneurship”,Harper Collins, 2009.

REFERENCE BOOK

1. John Bessant, Joe Tidd, “Innovation and Entrepreneurship”,2e,Wiley India Private Limited, 2012.
2. Robin Lowe, Sue Marriott,"Enterprise: Entrepreneurship and Innovation: Concepts,Contexts and Commercialization"1e,Routledge, 2012.
3. VeeraBhadrappaHavinal – Management Entrepreneurship – New Age International Publishers.

Dr.D.ArunKumar

CourseCoordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18OEBA006	HUMAN RESOURCE MANAGEMENT	L	T	P	C
	Total Contact Hours – 30	2	0	0	2
	Prerequisite course – UG Level				
	Course Coordinator Name & Department:- P.Srinivasan / BBA				

COURSE OBJECTIVES:-

- Today’s competitive business environment owes its success to effective management of its human resource.
- The quality of the organization’s employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm’s productivity, level of customer service, reputation, and survival.
- The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.
- Students gained knowledge in the present day human resources development practice by incorporate themselves in the changing environment of HRM.

COURSE OUTCOMES (COs)

CO1	Identify how firms gain a sustainable competitive advantages through people
CO2	To be aware of the responsibility managers of have concerning human resource management
CO3	Identify the importance of change management.
CO4	To implement basics compensation and performance appraisal
CO5	Importance of labour welfare and grievance handling for employment
CO6	Understand the importance of Employee participation and Relations.

Mapping of Course Outcomes with Program outcomes (POs)
(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	P S	P S
2	CO1	H	H						M	O 2	O 3
	CO2	M	M								
	CO3	L	H								
	CO4	M	L								
	CO5	M	M								
	CO6	H	H								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)	
								√			

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4	Approval	Academic Council Meeting
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UNIT – I

6

Human Resource Function- Human Resource Philosophy – Changing environments of HRM – Strategic human resource management – Role of HR Managers.

UNIT – II

6

Recruitment & Placement: Sources, Developing and using application forms - IT and online recruitment - Selection process, basic testing concepts - types of test - work samples & simulation - selection techniques – interview - Designing & conducting the effective interview - computer aided interview.

UNIT – III

6

Training & Development: Employee Orientation- Training process- Need analysis- Training techniques- special purpose training- Performance appraisal: Methods - Problem and solutions - MBO approach - Performance appraisal in practice.

UNIT – IV

6

Basic Compensation & Pay plans - factors determining pay rate - Current trends in compensation - Computerized job evaluation - financial incentives - benefits - Insurance benefits - retirement benefits – welfare measure

UNIT – V

6

Trade unions - Discipline administration - grievances handling - Labour Welfare: Importance & Implications of labour legislations - Employee health.

TEXT BOOKS

1. Dr. R.Venkatapathy&AssissiMenacheri, Industrial Relations &Labour Welfare, Adithya Publications, CBE, 2001. 5. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005
2. L.M. Prasad – Human Resource Management – S. Chand & Sons – 2007.

REFERENCEBOOKS

1. Gary Dessler, "zo& Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
2. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
3. P.SrinivasanHuman Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.

David A. DeCen

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P.Srinivasan

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18OEBA007	LOGISTICS & SUPPLY CHAIN MANAGEMENT	L	T	P	C
	Total Contact Hours – 30	2	0	0	2
	Prerequisite course: UG Level				
	Course Coordinator Name & Department:- T.Manjiniprakash / BBA				

COURSE OBJECTIVES:-

- To make the students to understand the usefulness of logistics and supply chain.
- This document lists the course’s major subject areas and the knowledge, comprehension, application, analysis, synthesis and evaluation skills that they are designed to impart.
- Identify the sources of cost in a supply chain.
- Define inventory and types of inventory in a supply chain.
- Define transportation cost and identify the factors that contribute to this cost.
- Calculate inventory cost and transportation cost for a logistics problem.
- Define fixed and variable cost.
- Understand the economies of scale in transportation and inventory cost

• **COURSE OUTCOMES (COs)**

CO1	Identify and Analyze Business Models, Business Strategies and corresponding Competitive Advantage.
CO2	Formulate and implement Warehouse Best Practices and Strategies.
CO3	Plan Warehouse and Logistics operations for optimum utilization of resources
CO4	Apply logistics and purchasing concepts to improve supply chain operations
CO5	Apply quality management tools for process improvement
CO6	Create an ideas about logistics and supply chain management

Mapping of Course Outcomes with Program outcomes (POs)
(1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H						H	O	O
	CO2	H	M								
	CO3	M	M								
	CO4	L	M								
	CO5	H	M								
	CO6	M	H								

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3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professiona I Core	Core Elective	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)
								✓		
4	Approval	Academic Council Meeting								

UNIT –I

6

Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships - Functional applications - Logistics Organization - Logistics in different industries.

UNIT –II

6

Logistics Activities: – objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, information handling and procurement Transportation and Packaging - Reverse Logistics - Global Logistics

UNIT-III

6

Fundamentals of Supply Chain - Development of SCM - Strategic Supply Chain Management and Key components - Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.

UNIT-IV

6

Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities warehouse – Inventory – Transportation – Information - Sourcing, and Pricing – Revenue management.

UNIT-V

6

Demand and Inventory Aggregate Planning in a Supply Chain: role - strategies Implementation Responding to predictable variability in supply chain – Types of supply chains - creating responsive supply chains lean

TEXT BOOKS

1. Supply Chain Management: Ronald H. Ballou, Samir K. Srivastava, Pearson Education Ltd, Jan 2007.
2. Supply Chain Management: Anil Sinha, McGraw Hill Education, August 2011.

REFERENCE BOOKS

1. Logistics And Supply Chain Management: Martin Christopher, Pearson Education Ltd, 2016.
2. Supply Chain Management: Sunil Chopra, Peter Meindl, Dharma Virus Kalra, Pearson Education Ltd, 2016.

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Department of Commerce

3. Supply Chain And Logistics Management: V. Anandaraj, S. Kumaran, IshankaSaikira, Airwalk Publication, Jan 2018.

T.Manjiniprakash.

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P18OEBA008		OFFICE MANAGEMENT						L	T	P	C
		Total Contact Hours – 30						2	0	0	2
		Prerequisite course – UG Level									
		Course Coordinator Name & Department:- D.K.Sowmiyalakshmi /BBA									
COURSE OBJECTIVES: -											
<ul style="list-style-type: none"> • To familiarize the students with the basic fundamentals of accounting. • To impart knowledge on final accounts of sole trading concern. • To enable the students on the concept of income & expenditure and receipts and payments. 											
COURSE OUTCOMES (COs)											
CO1	To make them understand office management and duties of an office manager										
CO2	To give an idea about proper filing and indexing of office documents										
CO3	To understand the principles of record management and different types of records in business organization.										
CO4	To enable them to aware about safety hazardous and steps to improve office safety.										
CO5	To introduce different measures of office work										
CO6	Create an ideas about office management										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	P S	P S
2	CO1	H	H						H	O 2	O 3
	CO2	M	M								
	CO3	M	H								
	CO4	L	H								
	CO5	H	H								
	CO6	H	M								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)	
								✓			
4	Approval	Academic Council Meeting									

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Faculty of Arts and Science
Department of Commerce

UNIT –I

6

Introduction: Meaning, functions and importance of office management; office management and organization. Principles of office management and organization. Principal departments of modern office.

UNIT-II

6

Office Manager: qualities of office manager. The authorities and responsibilities of an office manager. Office accommodation: Selection of site. Office layout. Environment and working conditions.

UNIT-III

6

Office equipment's - Reproduction equipment - Typewriter - Duplicators - Photo Copier - Communication Equipment - Intercom - Telephone - Use of Computers in Office Management Office System - Procedure - Routine - And methods - Paper work in office Filling functions.

UNIT-IV

6

Office Communication: Various means of communication- Their use, Correspondence through Internet - Office Correspondence -Central vs. Departmental Correspondence - Handling Mail - Postal Services - Oral written - Internal and external communication - Records Management Types - Forms Controls - Principles - Foremost - Continuous stationery

UNIT-V

6

Office Supervisor - Meaning and characteristics of Supervisor - Status - Place and Role of Supervisor - Effective Supervisor - Qualification - skill of Supervisor.

TEXT BOOKS

1. Modern Office Management: N. D Sharma, And Publishers, Jan 2006.
2. Office Management: Prashansa K. Ghosh, S. Chand & Sons, Jan 2010

REFERENCE BOOKS

1. Office Management: R.S.N Pillai&Bhagavathi, S. Chandler & Come, Dec 2010.
2. Office Management: R. Nangia, G. K Gupta, Crescent Publishing House.
3. Office Management: Dr. R. K Chopra, PriyankaGauri, Himalaya Publishing House, Jan 2017.
4. Of Non-Trading Organization-Receipts And Payment Account- Income And Expenditure Account

D.K.Sowmiyalakshmi

CourseCoordinator

HOD

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

P180EVC001	PHOTOGRAPHY AND VIDEOGRAPHY						L	T	P	C	
	Total Contact Hours – 60						2	0	0	2	
	Prerequisite – UG Level										
	Course Coordinator Name & Department:- P. Nagarajan, Dept of Visual Communication										
COURSE OBJECTIVES											
<ul style="list-style-type: none"> • To understand the fundamentals of Photography and Videography • To examine the technical factors of indoor and outdoor photography and Videography • To enable the students to equip themselves to become a photography and Videography professionals. 											
COURSE OUTCOMES (COs)											
CO1	Can analyze the fundamentals of Photography and Videography										
CO2	Understanding of the camera operations										
CO3	Evaluating the lighting										
CO4	Can be aware of the wrong exposures										
CO5	Can promote various types of photography and Videography										
CO6	Understanding the concept of photo-journalism										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M								
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	H	M								
	CO6	H	M								
3	Category	Humanities & Social Studies	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other		
								✓			
4	Approval	Academic Council Meeting									

Bharath Institute of Higher Education and Research
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Department of Commerce

UNIT-I: **12**

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations, Introduction to Television Production, Types of telecasting, Television Crew, an overview of direction.

UNIT-II: **12**

Types of Still and video cameras. Types of Lenses. Visual Perception, Art direction, floor management- indoor & outdoor, production management, budget preparation. Locations: In-door, set, on-sights sets, - Outdoor on-sight sets, blue matte. Etc.,

UNIT-III: **12**

Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters. Camera techniques & operation, Framing, shots & movements (wide, medium, close ups, shadow, zoom, pan, tilt, aerial etc.,),

UNIT-IV: **12**

Photography for advertising-Consumer and industrial. Usage of various types of camera lenses (Normal, Tele, Zoom etc.,), usages of various filters (day ,night, colour correcting filter, diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.,)

UNIT- V: **12**

Basics of photo-journalism, Photo-features, Photo - essays, Writing captions, Visual story telling. Planning a shoot-studio, location, set props and casting. Colour temperature, lighting for different situations (interviews, indoor, out-door), types of lighting(Back, Front, full, semi, etc.,)

TEXT BOOKS:

- 1.The Art of Photography: A Personal Approach to Artistic Expression, Barnbaum, Bruce, Rocky Nook
- 2.Photography Demystified: Your Guide to Gaining Creative Control, David McKay, Photography Inc.
3. Television Productions: A History of All Series and Pilots, by JonAbbott, Publisher: McFarland & Company (May 13, 2009)
- 4.Production Management for TV and Film: The Professional's Guide, Methuen Drama (August 1, 2010)

REFERENCE BOOKS:

- 1.The Photographer's Eye,Szarkowski, John, The Museum of Modern Art, New York (Publisher)
- 2.Creative Composition: Digital Photography Tips and Techniques, Davis, Harold, Wiley
- 3.From Concept to Screen: An Overview of Film and Television Production, Robert Benedetti, Pearson; 1 edition (June 11, 2001)
- 4.The Television Handbook, Routledge, Holland, P (1999)

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Department of Commerce

P180EEN001	SOFT SKILLS							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite – Higher Secondary Level										
Course coordinator name & Dept: Mrs. Caroline– English											
COURSE OBJECTIVES:- To effectively complement the already existing Hard Skills so that the combination becomes a winning blend that could project the candidate’s true worth in proper perspective.											
COURSE OUTCOMES (COs)											
CO1	Remember the personal as well as professionals goals of the students										
CO2	Understand the manners during professional meetings										
CO3	Apply the right reasons of stress										
CO4	Analyze the importance of communication skills										
CO5	Evaluate the excellence in both personal and professional life										
CO6	Create the Growth & development of soft skills										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PS O3
2	CO1	H	H						H		
	CO2	H	H								
	CO3	H	H								
	CO4	H	L								
	CO5	H	L								
	CO6	H	H								
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship (PR)	
									✓		
4	Approval	47 th Academic Council Meeting									

UNIT I- LISTENING / VIEWING

6

Listening and note-taking – Listening to telephonic conversations – Ted talks – Inspiring Speeches – Watching documentaries on personalities, places, socio-cultural events, TV news programmes and discussions to answer different kinds questions, viz., identifying key idea and comprehension questions... so on.

UNIT II- SPEAKING

6

Elements of presentation skills-Structure of presentation-presentation tools- mock interviews – group discussion – introducing one self and others – welcome address and proposing a vote of thanks- role play – debating.

UNIT III - READING

6

Different genres of text (literature, media, technical) for comprehension – Reading strategies like note-making – reading graphs, charts and graphic organizer – Sequencing sentences – reading online sources like e-books, e-journals and e-newspapers.

UNIT IV - WRITING

6

Resume/Report preparation/Letter Writing-Structuring the resume-comprehension- Describing charts and tables – writing for media on current events.

UNIT V- PROJECT

6

Gender injustice: Dowry-Violence against women -Sexual Harassment -Eve teasing-Female infanticide-Prostitution. **Social problem:** Poverty-unemployment-Child Labour-Terrorism-Drug abuse-Alcoholism-Corruption. **Industrial problem:** Work and Labour organization-Elements-Principles-Staff and Functional Activities. **Industrial Conflict:** Strikes-Disputes-Grievances-Industrial development in India-Steps in Automation process-Industrial policy-Liberation.

Text books

- 1 .Rizvi ashraf ,Effective Technical Communication , Tata amcgraw Hill Education Private Ltd,New Delhi,2011.
2. Townsend Roz , Presentation skills for the upwardly mobile , Emerald Publishers .

Reference

1. T.M.Farhathullah, communication skills for Technical students, Orient Longman Ltd,2002.
2. Andree J Rutherford, Basic communication skills for Technology, Pearson Education,Asia (Singapore) Pte.Ltd, Banglore , 2001.

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Sub. code : P18OEEN002	Sub name: MASS MEDIA AND COMMUNICATION						L	T	P	C
	Total Contact Hours – 30						2	0	0	2
	Prerequisite – UG Level									
	Course coordinator :– Dr.P.AROCKIA NATHAN Dept of English									
COURSE OBJECTIVES : To impart students with the efficient knowledge of important events in through literature										
COURSE OUTCOMES (COs)										
CO1	Remember the art of writing, report and editing									
CO2	Understand the skills of writing									
CO3	Apply the Role & importance in social change									
CO4	Analyze the social structure of Indian society									
CO5	Evaluate the growth & development of communication and media									
CO6	Create the interpreting the meaning from the text									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2
2	CO1	3	3	3	3	3	3	3		
	CO2	3	3	3	3	3	3	3		
	CO3	2	3	3	2	3	2	3		
	CO4	2	2	2	2	2	2	2		
	CO5	2	2	2	2	2	2	2		
	CO6	2	3	3	2	2	2	2		
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)
								✓		
4	Approval	Academic Council Meeting								

UNIT I -Communication and Media

6

Communication & Media: Definition, meaning and concept.
 Different types of communication: verbal and written
 Scope and Process of Mass Media & Communication

UNIT II -History of Mass media

6

History of the development of electric media in India: Radio & TV
 Role of media in society, Impact of media on audience,
 Media effects, limitations and different form of media.

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UNIT- III- Role&Responsibilities	6
Role and responsibilities of journalist, ethics, careers, Media management, Media laws in India, and freedom of press Qualities and Responsibilities of a reporter	
UNIT IV -Theories &Principles	6
Theories and Principles of Editing Communication and theories of social change, Role of media in social change, Development communication	
UNIT V-Technology&Development	6
Changing trends of mass communication under the process of globalization Technology in the development of media.	

Text Books

1. Vivian, John, Mass Media & communication Boston, Massachusetts : Pearson Allyn and Bacon, c.2008.
2. Stovall, James Glen, Writing for the mass media, New Jersey : Pearson Education, Inc., c.2012

Reference Books:

1. Parthasarathy, Rangaswami, journalism in India, sterling Publisher pvt. Ltd. New Delhi.
2. D.S. Mehta. Mass communication and Journalism in India New Delhi, Allied Publishers, 2011

Course Coordinator

HOD

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P18OESC001	COMPUTER APPLICATIONS						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Dr. S.Thiru Nirai Senthil / BCA										
COURSE OBJECTIVES:-											
Learners will be familiar with basic of computer application. Learners will understand the applications of computer & able to know about the operating systems.											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge in fundamental computer applications										
CO2	Understand the concept of input device functions										
CO3	Identify the suitable input devices for application										
CO4	Analyze the input and output devices and its processes										
CO5	Evaluate data and storage devices for application										
CO6	Create an real time application using a system software and application software										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	L							H	
	CO2	H	L								
	CO3	H	L								
	CO4	H	L								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
								✓			
4	Approval	Academic Council Meeting									

UNIT I

6

Brief History of Development of Computers ,Computer System Concept, Computer System Characteristics ,Capabilities and Limitations, Types of Computers-Personal Computer (PCs) - IBM PCs, Types of PCs- Desktop, Laptop, Notebook, Palmtop, etc. Basic Components of a Computer System - Control Unit, ALU, Input/ Output Unit- Memory, Storage Fundamentals - Primary Vs Secondary memory.

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UNIT II

6

Input Devices : Keyboard, Mouse, Joystick, Scanners, Digital Camera, MICR, OCR, OMR, ,Light pen, Touch Screen.

UNIT III

6

Output Devices: Monitors - Characteristics and types of monitor, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc. Printers - Daisy wheel, Dot Matrix, Inkjet, Laser. Plotter, Sound Card and Speakers.

UNIT IV

6

Various Storage Devices - Magnetic Disks, Hard Disk Drives, Floppy, Disks, Optical Disks.

UNIT V

6

Computer Software, Need, Types of Software - System software, Application software System Software - Operating System, Compiler , Assemblers, Interpreter.

TEXT BOOKS:

1. S.K. Basandra, "Computers Today", Galgotia Publications, 2010.
2. Alexis Leon & Mathews Leon, "Fundamentals of Information Technology", Vikas Publishing House, New Delhi, 2009.

REFERENCE BOOKS:

1. Rajeev Mathur, "Dos Quick Reference", Galgotia Publications.

Course Coordinator

HOD

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Department of Commerce

P18OESC002	MULTIMEDIA							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Dr. S.Thiru Nirai Senthil / BCA										
COURSE OBJECTIVES:- To Understand the basic multimedia concepts and designing concepts.											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge in basic concepts of multimedia										
CO2	Analyze the multimedia application problems.										
CO3	Understand the Video capturing, Sound capturing, editing concepts.										
CO4	Identify the basic multimedia design principles.										
CO5	Evaluate the multimedia system and Design Process.										
CO6	Create a real time application using a multimedia concept.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	L								
	CO2	H	-								
	CO3	H	-								
	CO4	H	L								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/	
								✓			
4	Approval	Academic Council Meeting									

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UNIT I

6

Multimedia Fundamentals: Concept of multimedia, Fundamental criteria for the design of a multimedia presentation, Multimedia Application Goals & Objectives, opportunities in multimedia production.

UNIT II

6

Role of multimedia-development of team members, avoiding problems in planning a multimedia application.

UNIT III

6

Multimedia Building Blocks: Text, Graphics, Video capturing, Sound capturing, editing.

UNIT IV

6

Basic design principle: proximity, visual hierarchy, Symmetry, Asymmetry, Repetition, unity, Contrast, dynamics, Emphasis, Multimedia Authoring tools.

UNIT V

6

Design, Development and evaluation of multimedia a system, Development of user interface design, Design Process.

Text Books

1. John Villamil, Casanova, Louis Molina, “An introduction to multimedia”,1998.
2. Mohammad Dastbaz, “Designing Interactive Multimedia Systems”,2002.

Reference Books

1. Bohdan O. Szuprowicz, “Multimedia Networking”,1995.
2. Stephen McGloughlin, “Multimedia on the web”,1997.

Course Coordinator

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P18OESC003	ADVANCED EXCEL							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- S.Anupriya / BCA										
COURSE OBJECTIVES:- To identify the various functions in Excel Sheet											
COURSE OUTCOMES (COs)											
CO1	Understand the advanced Excel formulas.										
CO2	Evaluate IF conditions, AND, OR functions.										
CO3	Analyze the advanced filter options.										
CO4	Execute the multiple windows, splitting windows management.										
CO5	Understand the pivot table methods.										
CO6	Create a real time application by creating, modifying Excel sheet.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3
2	CO1	H	L								H
	CO2	H	L								
	CO3	H	L	M	M						
	CO4	H	L	M	M						
	CO5	H	L	M	M						
	CO6	H	L	M	M						
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
								✓			
4	Approval	Academic Council Meeting									

UNIT I

6

Uses of Advance Excel Formulas -VLOOKUP, HLOOKUP, SUMIF, SUMIFS, SUMPRODUCT, DSUM, COUNTIF, COUNTIFS, IF, IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTTEXT, OR, AND, SEARCH, INDEX, MATCH etc

UNIT II

6

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Various Methods and Uses of IF Conditions , Usage of "IF" Conditions? , Creation of Multiple IF Conditions in One Cell , Use the IF Conditions with the Other Advance Functions, How to use nested IF statements in Excel with AND, OR Functions Sorting, Data Forms, Adding Data Using the Data Form, Finding Records Using Criteria

UNIT III

6

Filtering Data, AutoFilter, Totals and Subtotals, Row, Various Methods of Filter and Advance Filter options , Creating and Updating Subtotals , Various Method of Sorting Data ,Creating, Formatting and Modifying Chart.

UNIT IV

6

Customizing the Quick Access Tool Bar , Managing Windows ,Multiple Windows , Splitting Windows.

UNIT V

6

Various Methods and Options of Pivot Table, Using the Pivot Table Wizard, Changing the Pivot Table Layout, Subtotal and Grand total Options, Formatting, and Grouping items

Text Books

1. Jordan Goldmeler, “Advanced Excel Essentials” ,A Press, 2015 edition.

Reference Books

1. John Walkenbach, “Microsoft Excel 2013 Bible”, Wiley Publications,2013.

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P18OESC004	WEB DESIGNING						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- V.Ramya/BCA										
COURSE OBJECTIVES:- To Understand the basic web designing concepts.											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge in web basics and server side scripting.										
CO2	Execute the HTML coding.										
CO3	Apply hyper links between webpages										
CO4	Evaluate the Embedded Style Sheets & Linking External Style Sheets.										
CO5	Create the backgrounds and user style sheets.										
CO6	Create a real time application using web designing concept.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3
2	CO1	H	L								H
	CO2	H									
	CO3	H									
	CO4	H									
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
								✓			
4	Approval	Academic Council Meeting									

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UNIT I	6
Introduction - The Internet in Industry and Research - Evolution of the Internet and World Wide Web - Web Basics – Client Side Scripting versus Server Side Scripting.	
UNIT II	6
Introduction – First HTML example – Headings – Linking - Images, alt Attribute, Void Elements.	
UNIT III	6
Using Images as Hyperlinks-Special Characters and Horizontal Rules – Lists – Tables.	
UNIT IV	6
Introduction - Inline Styles - Embedded Style Sheets - Linking External Style Sheets	
UNIT V	6
Backgrounds - Element Dimensions - Box Model and Text Flow - Drop-Down Menus - User Style Sheets.	

Text Books

1. Paul Deitel, Harvey Deitel, Abbey Deitel, “Internet & World Wide Web: How To Program”, 5th Edition, Pearson Publication, 2012.

Reference Books

1. Jennifer Niederst Robbins, “Learning Web Design”, Fourth Edition, O’Reilly Media, 2012.
2. Thomas Michaud, “Foundations of Web Design, Introduction to HTML & CSS”, Pearson Publication, 2014.
3. Bayross, “Web Enable Commercial Application Development Using HTML, DHTML, JavaScript, Perl CGI”, BPB Publications, 2010.
4. T. A Powell, “Complete Reference HTML (Third Edition)”, TMH, 2002.

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P18OESC005	PHOTOSHOP							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- V.Brindha/BCA										
COURSE OBJECTIVES:-											
Learners can Apply methods to specific 3D Images and to identify various designs appropriate for Animation											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge to Create and save Images in fundamental computer applications										
CO2	Understand the title bar, menu bar, option bar, image title bar in photo shop program.										
CO3	Execute Zooming & Panning an Image while Working with Images.										
CO4	Analyze Color manipulations & Working with Toolbox										
CO5	Gain knowledge in Working with layers.										
CO6	Create a real time application using 3D image and Animation.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3
2	CO1	H	L								H
	CO2	H	-								
	CO3	H	-								
	CO4	H	-								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/	
								✓			
4	Approval	Academic Council Meeting									

UNIT I

6

Introduction to Adobe photoshop, Getting started with photoshop, creating and saving a document in photoshop, page layout and back ground.

UNIT II

6

Photoshop program window-titlebar, menu bar, option bar, image window, image title bar, status bar, ruler, palettes ,tool box, screen modes, saving files, reverting files, closing files.

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UNIT III

6

Images: working with images, image size and resolution, image editing, color modes and adjustments, Zooming & Panning an Image, Rulers, Guides & Grids-Cropping & Straightening an Image, image backgrounds, making selections.

UNIT IV

6

Working with tool box: working with pen tool, save and load selection-working with erasers- working with text and brushes-Color manipulations: color modes- Levels – Curves - Seeing Color accurately - Patch tool

UNIT V

6

Layers: Working with layers- layer styles- opacity-adjustment layers.

Text Books

1. Reema Thareja ,”Fundamentals of Computers”,Oxford University Press,2014.

Reference Books

1. Photoshop: Beginner's Guide for Photoshop - Digital Photography, Photo Editing, Color
2. Adobe Creative Team ,”Adobe Photoshop Class Room in a Book”,2014.

Course Coordinator

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P18OESC006	FLASH							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- N.Mathimagal/ BCA										
COURSE OBJECTIVES:-											
Learners can identify methods appropriate for Basic Animation. Apply methods to design with flash.											
COURSE OUTCOMES (COs)											
CO1	Understand inWorking with flash, drawing with flash using Animation tools and Mixer.										
CO2	Execute working with multiple objects, importing color palettes										
CO3	Analyze Basic animation and working in the timeline,										
CO4	Create Frames, key frames, deleting, copying and reversing frames										
CO5	Evaluate the Shape tweening and shape hinting in motion										
CO6	Apply methods to design with flash										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3
2	CO1	H	L								
	CO2	H	-								H
	CO3	H	-								
	CO4	H									
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core.(PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
								✓			
4	Approval	Academic Council Meeting									

UNIT I

6

Working with flash, drawing with flash, drawing with the pencil, modifying lines, drawing with the pen, the oval and rectangle tools, free transform tool, envelope modifier, the brush tool, using the mixer.

UNIT II

6

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Adding custom colors to color palette, importing color palettes, working with multiple objects, grouping objects.

UNIT III **6**

Basic animation and working in the timeline, the timeline, movie properties.

UNIT IV **6**

Frames vs. key frames, deleting, copying, and reversing frames, frame-by-frame vector animation, Animation on an image.

UNIT V **6**

Shape twining , shape hinting , Shape tweening text , edit multiple frames , animating gradients, basic motion tweening.

Text Books

1. Nick Vandome , "FLASH 5 in easy steps" , Dreamtech press, 2001.

Reference Books

1. E A Vander Veer & Chris Graver, "Flash CS3", Orelly Publications, 2009.

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P18OESC007	COMPUTER HARDWARE AND NETWORKING								L	T	P	C
	Total Contact Hours – 30								2	0	0	2
	Prerequisite course – UG Level											
	Course Coordinator Name & Department:- V.Ramya/BCA											
COURSE OBJECTIVES:- Learners familiar with the basic concepts of Microprosser, Controller, Server and to demonstrate the traditional imperative design of CPUs, cards, PCs and BIOS.												
COURSE OUTCOMES (COs)												
CO1	Design the structure of Micro Processor and PCs and CPUs											
CO2	Understand the structure of PC architecture and the study of various PCs											
CO3	Understand the Basics of Processor											
CO4	Study the CPU, Chips, Processor and Controllers											
CO5	Working with Internal Components cards and Higher Level Processor											
CO6	Used to develop the Backups, Switches Routers, BIOS, Floppy Disk and zip Driver											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO 2	PSO 3	
2	CO1	3	3	1	1	1	1	3	H			
	CO2	3	3	1	2	2	2	3				
	CO3	3	2	3	1	3	3	3				
	CO4	3	2	2	1	1	2	3				
	CO5	2	2	2	1	1	1	3				
	CO6	3	3	3	2	3	3	3				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/		
								✓				
4	Approval	Academic Council Meeting										

UNIT I

6

Microprocessor System - Introduction of System overview, Introduction to Processors, Memory Interfacing, Interfacing I/O Devices, Interfacing Data Converters, Display Interface, Serial I/O and Data Communication, Higher level Processors.

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UNIT II **6**

Introduction to PC Architecture Study of PC-AT/ATX System, Pentium, Core, Core 2 Core, Core 2 Duo, I3, I5, I7.

UNIT III **6**

Processor Basics of Processor and CPU Block Diagram of Computer and Computer Generation Motherboards, Chipset and Controllers, BIOS and the Boot Process, Computer Memory.

UNIT IV **6**

Internal Components IDE and SATA Devices: Hard Disk Drive and CD/DVDs Drives, SCSI Devices, Floppy Disk, Zip Drive, Backup Drive, Expansion Cards- LAN Card, IDE Card , VGA and SVGA Cards, Sound Card, Interface Cards, I/O cards, Video Cards, USB Card, Fire-Wire Cards, Internal Ports, Cables and Connector Types.

UNIT V **6**

Introduction of Network Cable like UTP, STP, Fiber Optics, Hub, Unmanageable Switch, Manageable Switch, Router, Modem, Wi-Fi, Access Point, PCI Wireless Card, USB Wireless Device, Print Server, USB Network Sharer, Backup Device, Server Hardware etc.

Text Books

1. Ramesh Gaonkar, “Microprocessor Architecture Programming and Application with the 8085”, Penram International Publication, October 2013.

Reference Books:-

1. M.L. Gupta, “Electronics and Radio Engineering”, Dhanpat rai & Sons, New Delhi.
2. B. Govinda rajalu, “PC AND CLONES Hardware, Troubleshooting and Maintenance”, Tata Mc-graw-Hill Publication.
3. Stephen J. Bigelow, “PC Troubleshooting and Repair”, Dream tech Press, New Delhi.

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		COMPUTER PROGRAMMING					L	T	P	C	
P18OESC008	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – UG Level						1				
	Course Coordinator Name & Department:- S.Anupriya/ BCA										
COURSE OBJECTIVES:-											
Learners understand the basic concepts of C programming. Practice the use of conditional and looping statements. Implement arrays, functions and pointers. Gain skills to handle strings and files.											
COURSE OUTCOMES (COs)											
CO1	Understand the concept of data types, loops, functions, array, pointers, string, structures and files.										
CO2	Design flow-chart, algorithm and program logic.										
CO3	Analyze problems, errors and exceptions.										
CO4	Apply programming concepts to compile and debug c programs to find solutions.										
CO5	Gain knowledge to use Function, Pointers, Structures, Unions & preprocessor directives										
CO6	Construct programs that demonstrate effective use of C.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	L	M				H			
	CO4	H	L	M				H			
	CO5	H	L	M				H			
	CO6	H	L	M				H			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
								✓			
4	Approval	Academic Council Meeting									

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UNIT I **6**

Generation and Classification of Computers, Basic organization of a Computer, Number System, Binary, Decimal, Conversion, Problems.

UNIT II **6**

Algorithm, Pseudo code, Flow Chart, Problem formulation, Problem solving , Introduction to “C” programming, Fundamentals, Structure of C Program , compilation and linking processes, Constants, Variables, Data Types.

UNIT III **6**

Expressions using operators in C, Managing input and output operations, Decision making and Branching, Looping Statements.

UNIT IV **6**

Arrays, Initialization, Declaration, One Dimensional and Two Dimensional Arrays, String, String Operations, String Arrays.

UNIT V **6**

Function, Definition of Function, Declaration of Function, Recursion, pointers, pointer and arrays, Structure data type, Structure definition, Structure declaration, Structure within a structure, Union, Storage classes, Pre-processor directives.

Text Books:-

1. Anita Goel and Ajay Mittal, “Computer Fundamentals and programming in C”, Dorling Kindersley (India) Pvt Ltd., Pearson Education in South Asia 2011.
2. Pradip Dey, Manas Ghosh, “fundamentals of computing and programming in c”, First edition, Oxford University Press, 2009.
3. Yashavant P. Kanethar, “Let Us C”, BPB Publications, 2011.

Reference Books:-

1. Byron S Gottfried, “ Programming with C”, Schaum’s Outlines, 2nd Edition, Tata McGraw-Hill 2006.
2. Dromey R.G., “How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007.
3. Kernighan., B.W and Ritchie, D.M, “ The C Programming Language”, Second Edition, Pearson Education, 2006.

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P18OESC009	OFFICE AUTOMATION TOOLS							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- V.Brindha/BCA										
COURSE OBJECTIVES:- Learners understand the basic concepts of word, Excel, Power Point.											
COURSE OUTCOMES (COs)											
CO1	Understand the text manipulations for word documents.										
CO2	Analyze the templates and mail merge concepts.										
CO3	Apply the cell editing, formulae, built in functions used in the Excel Sheet.										
CO4	Develop the power point slide designs and backgrounds.										
CO5	Develop the graphics and animations using wizards.										
CO6	Create a document and apply various formatting techniques										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
	CO1	H	L								H
	CO2	H	L								
	CO3	H	L	M				H			
	CO4	H	L	M				H			
	CO5	H	L	M				H			
	CO6	H	L	M				H			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
								✓			
4	Approval	Academic Council Meeting									

UNIT I

6

Text Manipulations- font size, style, color. Alignment- left, right and justify, paragraph alignment, Usage of Numbering, Bullets, Footer and Headers, Usage of Spell check, and Find & Replace, Text Formatting, Picture insertion and alignment.

UNIT II

6

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Insertion – Table, chart, clip art, shapes, borders. Creation of documents, saving of documents, using templates, Creation templates, Mail Merge Concepts, Copying Text & Pictures from Excel.

UNIT III

6

Creating of Excel sheet, Cell Editing, Usage of Formulae and Built-in Functions, File Manipulations, Data Sorting, Worksheet Preparation, Drawing Graphs, Usage of Auto Formatting.

UNIT IV

6

Start power point, Create blank presentation, Selecting slide layout , Insert new slide, Editing presentation , Designing and formatting presentation , Change font, font color, size, style of text, Bullet and numbering, Slide design, layout, change background , preparing slide show presentation.

UNIT V

6

Inserting Clip arts and Pictures, Frame movements, Insertion of new slides. Preparation of Organization Charts, Presentation using Wizards, Usage of design templates, working with tables, graphics and animation, working with graphs and organization charts.

Text Books

1. Joyce Cox, Joan Lambert and Curtis Fryc, “Step by Step Microsoft Office Professional 2010”, Microsoft press edition.

Reference Books

1. Ralph T.Reilly, “The Handbook of Office Automation”, Universe Publications,2012.

Course Coordinator

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P18OEMI001	CLINICAL MICROBIOLOGY							L	T	P	C
	Total Contact Hours – 30							2	0	0	2
	Prerequisite course – Under graduate degree in any discipline										
	Course Coordinator Name & Department:- Dr. J. Senthil & Microbiology										
COURSE OBJECTIVES:- Learners will be familiar with microbiological related diagnostic techniques. Learners will understand the microbial morphology, structure, characters, classification, diseases and diagnostic tests.											
COURSE OUTCOMES (COs)											
CO1	Recall the general classification of microbes.										
CO2	Recognize the different specimen collection methods and staining methods.										
CO3	Apply different diagnostic tests to identify the diseases.										
CO4	Apply the role of human pathogens in causing diseases.										
CO5	Analyze the importance of antimicrobial compounds.										
CO6	Analyze and develop new antimicrobial drugs and antibiotics against wide range of pathogens.										
Mapping of Course Outcomes with Program Outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						H		
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	H	M								
	CO6	H	M								
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)
									✓		
4	Approval	Academic Council Meeting									

UNIT I

6

General introduction about clinical microbiology, Sterilization and Disinfection., Culture Media preparation, Staining Methods, Collection and Transportation of Specimen - General Principles, Containers, Rejection, Samples - Urine, Faeces, Sputum, Pus, Body fluids, Swab, Blood, Disposal of Laboratory/Hospital Waste.

UNIT II

6

General characters and classification of bacteria, Characteristics - Growth and maintenance of Bacteria, Pathogenicity and diagnosis of bacterial pathogens, antimicrobial compounds against clinical pathogens.

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UNIT III

6

Morphology and structure of fungi - Classification of fungi - Nutrition and cultivation of fungus - Cutaneous & Sub cutaneous and Systemic Mycosis - Lab diagnosis of fungal Infections - Opportunistic fungal infections.

UNIT IV

6

General characters of viruses. - Classification of viruses. - Lab diagnosis of viral infections. - Cultivation of viruses. - Bacteriophages - Retro viruses - HIV, Hepatitis virus, Pox virus . - Picorna virus - Polio. - Orthomyxo virus - Influenza. - Arbo virus - Chikungunya, Dengue. - Herpes and Adeno virus.

UNIT V

6

Definition - parasitism, host, vectors etc. Classification of Parasites, Phylum Protozoa- general Pathogenic and non pathogenic protozoa, Phylum Nematelminthes/Round worms (Nematoda), Phylum Platyhelminthes - class - Cestoda, class - Trematoda, Lab diagnosis of parasitic infections.

TEXT BOOKS:

1. Monica Chees Brough. Medical laboratory manual for tropical countries, Elsevier Health Sciences, Butter worths, 1987.
2. Bailey and Scott. Diagnostic Microbiology, Eighth edition, The Mosby Company, 1990.

REFERENCE BOOKS:

1. Keith Struthers K. Clinical Microbiology, 2nd Edition, CRC Press, 2017.
2. Jennie Wilson. Clinical Microbiology -An Introduction for Healthcare Professional, 8th Edition, Bailière Tindall, 2000.

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P18OEMI002	HERBAL MEDICINE						L	T	P	C		
	Total Contact Hours – 30						2	0	0	2		
	Prerequisite course – Under graduate degree in any discipline											
	Course Coordinator Name & Department:- Dr. J. Senthil & Microbiology											
COURSE OBJECTIVES:-												
Learners will be familiar with medicinal herbs. Learners will understand the importance of herbal drugs and herbal therapies.												
COURSE OUTCOMES (COs)												
CO1	Recall the herbal medicines used in daily life.											
CO2	Recognize the different methods of herbal extraction and its types.											
CO3	Apply various herbal medicines in curing the diseases.											
CO4	Analyze the role of herbs in drug discovery.											
CO5	Evaluate the importance and toxicity studies of herbal extracts.											
CO6	Create and develop new drugs from wide range of medicinal plants available worldwide.											
Mapping of Course Outcomes with Program Outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L Low												
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1								H			
	CO2											
	CO3											
	CO4											
	CO5											
	CO6											
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)		
								✓				
4	Approval	Academic Council Meeting										

UNIT I

6

Definition of Herbal drug, Importance of Herbal therapies, Herbs used as nutraceuticals and healing agents. Making and using herbal medicines for common ailments like cold, skin infections and Diarrhea; Analytical Profiles of selected herbs.

UNIT II

6

General methods of extraction, types and principles of extractions - merits and demerits, selection of

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Department of Commerce

suitable extraction methods, purification and recovery of solvents

UNIT III

6

Different methods for isolation and estimation of phyto-constituents from medicinal herbs like *Mucuna pruriens*, *Garcinia combogia*, Green tea, *Hypericum species* etc.

UNIT IV

6

Qualitative and Quantitative estimation of standardized extracts by HPTLC, Biological standardization - Pharmacological screening of herbal extracts and Microbiological evaluation of herbal extracts, Toxicity studies of herbal extracts.

UNIT V

6

Herbal drugs acting on brain and nervous system – Rheumatoid arthritis – Psychoactive drugs – Depressants, Stimulants, hallucinogens – sources, effects, basic mechanism of action.

TEXT BOOKS:

1. Indian Herbal Pharmacopoeia, Vol.1 & 2, RRL, 1 DMA, 1998, 2000.
2. Kokate CK, Purohit and Gokhale. Text book of Pharmacognosy, 4th edition, Nirali Prakashan, 1996.

REFERENCE BOOKS:

1. Toxicology and Clinical Pharmacology of Herbal Products, Melanie JohnsCupp.
2. Choudhary RD. Herbal drug industry, 1st edition, Eastern publisher, New Delhi, 1996.

Course Coordinator

HOD

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P18OEPH001	ELECTRICAL TECHNICIAN							L	T	P	C
Total Contact Hours - 60		2	1	0	4						
Prerequisite – B.Sc Physics											
Course Coordinator Name & Department:- Dr. S.Anandhi / Physics											
OBJECTIVES: Students will have an appreciation on the electrical systems and electrical equipment typically used in the Oil and Gas production plant.											
COURSE OUTCOMES (COs)											
CO1	Analyze and solve routine technical problems related to electrical systems by applying mathematics and science principles.										
CO2	Explain how to used electrical tools, operate and maintain specific equipment in the Oil and Gas production plant										
CO3	Explain how to perform corrective and preventive maintenance in electrical tasks.										
CO4	Understand the work on electrical systems safely and efficiently.										
CO5	Understand the electrical system and electrical equipment used in the Oil and Gas production plant.										
CO6	To execute the principle and how to working process of the transformer and classification of transformer										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PS O2	PS O3
2	CO1	H	H					H			
	CO2	H	H					H			
	CO3	M	M					H			
	CO4	M	H					H			
	CO5	H	H					H			
	CO6	H	H					H			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NIE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
								✓			
4	Approval	Academic Council Meeting									

UNIT-I

Basic Principle Of Petroleum - Overview of Oil and Gas Processing -Wellhead Platform and Equipment **6**

UNIT-II

Introduction to Instrumentation -P & ID Drawing -Introduction to Distributed Control System (DCS) **6**

UNIT-III

6

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Safety in Electrical Maintenance - Batteries and Chargers -Reading Electrical Diagrams -Cables and Conductors - Terminations and Splices - Motor Branch Circuit Protections

UNIT-IV

6

Three Phase AC Induction Motors - AC Generator Maintenance -Fire & Gas Detection and Safety Systems and SIS -DC Generator-Construction&Principle- Types-Series,-Shunt &Compound Generator- EMF equation, Characteristics - (OCC & LCC). Armature reactions-commutation Efficiency, Regulation & Applications. DC Motor- Construction& Principle. Types- Series, Shunt & Compound Motors. Characteristics curve-Applications. Necessity of starter- Construction and Working of- starters (3 point& 4 point). Speed control of DC Shunt-motor (armature & Field control. Traction System.- Trouble shooting –Care and maintenance.

UNIT-V

6

Transformer –Principle -Construction-Classification of Transformers - EMF equation ,rating - Loading, Losses & Efficiency Regulation. Parallel Operation- Cooling methods, Transformer- oil testing. Care and maintenance,- Protective devices. Tap Changer – ON load and OFF- load. Auto transformer, Instrument- Transformer- CT &PT. Welding Transformer.

TEXT BOOKS

1. Fundamental Electrical circuits by Charles K.Alexandeer and Matthew NOSadiku(2003)
2. Fundamental of Digital circuits 3rd edition by Kumar A Anandh

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AUDIT COURSE

P18ACEN001	AUDIT COURSE : ENGLISH FOR RESEARCH PAPER WRITING						L	T	P	C	
	Total Contact Hours – 30						2	0	0	0	
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Ms.Subathra/English										
COURSE OBJECTIVES:- Understand the skills needed when writing a Title Ensure the good quality of paper at very first-time submission.											
COURSE OUTCOMES (COs)											
CO1	Recognize to prepare and Plan the word order, breaking of long sentences, structural formation of paragraph and being concise without any ambiguities.										
CO2	Describe how to write abstract and introduction to any topic or project.										
CO3	Relate the skills require for the discussions and conclusions.										
CO4	Express the quality of paper and time management in writing skills.										
CO5	Illustrate the useful phrase and how to ensure the paper is as good.										
CO6	Prepare the oral presentation in class using effective delivery strategies.										
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PS O2	PSO3
2	CO1		H	L					-	-	-
	CO2		H	L							
	CO3		H	L							
	CO4		H	L							
	CO5		H	L							
	CO6		H	L							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)	
									✓		
4	Approval	Academic Council Meeting									

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UNIT - 1: PLANNING AND PREPARATION :	6
Planning and Preparation - word order - breaking up long sentences, structuring, paragraphs and sentences, being concise and removing redundancy, avoiding ambiguity and vagueness.	
UNIT-2 : ABSTRACT	6
Clarifying who did what - highlighting your findings - hedging and criticizing - paraphrasing and plagiarism - sections of a paper - abstracts - introduction.	
UNIT -3 : DISCUSSION AND CONCLUSION	6
Review of the literature - methods - results - discussion - conclusions, the final check - key skills are needed when writing a title - key skills are needed when writing an abstract - key skills are needed when writing an introduction - skills needed when a review of the literature.	
UNIT -4 : WRITING SKILLS	6
Skills are needed when writing the methods - skills needed when writing the results - skills are needed when writing the discussion - skills are needed when writing the conclusions.	
UNIT -5: QUALITY AND TIME MAINTAINANCE	6
Useful phrases - how to ensure paper is as good as it could possibly be the first -time submission.	

TEXT BOOKS :

1. Goldbort R (2006) Writing for Science, Yale University Press (Available on Google Books).
2. Day R(2006), How to Write and Publish a Scientific Paper, Cambridge University Press.

REFERENCE BOOKS :

1. HighmanN, Handbook of Writing for the Mathematical Sciences, SIAM, Highman's Book, 1st, Edition, 1998.
2. Adrian Wallwork, English for Writing Research Papers, Springer New York Dordrecht Heidelberg London, 2nd Edition, 2011.

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Department of Commerce

P18ACCE002	AUDIT COURSE : DISASTER MANAGEMENT							L	T	P	C
	Total Contact Hours – 30							2	0	0	0
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Ms.Jhoney/ Dept. of Business Administration										
COURSE OBJECTIVES:- Develop an understanding of standards of humanitarian response and practical relevance in specific types of disasters and conflict situations.											
COURSE OUTCOMES (COs)											
CO1	Remember the key concepts in disaster risk reduction and humanitarian response.										
CO2	Understand the disaster risk reduction and humanitarian response policy from multiple perspectives.										
CO3	Illustrate the standards of humanitarian response.										
CO4	Criticize the practical relevance in specific types of disasters and conflict situations.										
CO5	Evaluate the strengths and weakness of disaster management approaches.										
CO6	Predict the planning and programming in different countries, particularly their home country or the countries they work .										
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1						H		-	-	-
	CO2						H				
	CO3						H				
	CO4						H				
	CO5						H				
	CO6						H				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
											✓
4	Approval	Academic Council Meeting									

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Department of Commerce

UNIT - : INTRODUCTION: 6

Disaster : Definition - Factors and Significance - Difference between Hazard and Disaster - Natural and Manmade Disasters - Difference - Nature - Types and Magnitude.

UNIT - 2 : REPERCUSSIONS OF DISASTERS AND HAZARDS: 6

Economic Damage - Loss Of Human And Animal Life - Destruction Of Ecosystem - Natural Disasters: Earthquakes - Volcanisms - Cyclones - Tsunamis - Floods - Droughts And Famines - Landslides And Avalanches - Man-made disaster.

UNIT -3 : DISASTER PRONE AREAS IN INDIA: 6

Study Of Seismic Zones - Areas Prone To Floods And Droughts - Landslides And Avalanches - Areas Prone To Cyclonic And Coastal Hazards With Special Reference To Tsunami - Post-Disaster Diseases And Epidemics.

UNIT -4 : DISASTER PREPAREDNESS AND MANAGEMENT 6

Preparedness: Monitoring Of Phenomena Triggering A Disaster Or Hazard - Evaluation Of Risk: Application Of Remote Sensing, Data From Meteorological And Other Agencies - Media Reports: Governmental And Community Preparedness.

UNIT -5 : RISK ASSESSMENT 6

Disaster Risk: Concept And Elements - Disaster Risk Reduction, Global And National Disaster Risk Situation - Techniques Of Risk Assessment - Global Co- Operation In Risk Assessment And Warning, People's Participation In Risk Assessment - Strategies for Survival.

TEXT BOOKS:

1. R. Nishith, Singh AK, "Disaster Management in India: Perspectives, issues and strategies "New Royal book Company.

REFERENCE BOOKS:

1. Sahni, PardeepEt.Al. (Eds.)," Disaster Mitigation Experiences And Reflections", Prentice Hall Of India, New Delhi.
2. Goel S. L. , Disaster Administration And Management Text And Case Studies" ,Deep &Deep Publication Pvt. Ltd., New Delhi.

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P18ACEN003	AUDIT COURSE : SANSKRIT FOR TECHNICAL KNOWLEDGE							L	T	P	C
	Total Contact Hours – 30							2	0	0	0
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Ms.Subathra / Dept. of English										
COURSE OBJECTIVES:- Learners will get a working knowledge in illustrious Sanskrit, the scientific language in the world.											
COURSE OUTCOMES (COs)											
CO1	Remember the learning of Sanskrit to improve brain functioning										
CO2	Review the Learning of Sanskrit to develop the logic in mathematics, science & other subjects enhancing the memory power										
CO3	Practice the engineering scholars equipped with Sanskrit will be able to explore the huge knowledge from ancient literature										
CO4	Identify the uses of basic Sanskrit language										
CO5	Estimate Ancient Sanskrit literature about science & technology can be understood										
CO6	Develop the projects either individual or group on presentations.										
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1		H	L					-	-	-
	CO2		H	L							
	CO3		H	L							
	CO4		H	L							
	CO5		H	L							
	CO6		H	L							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)	
									✓		
4	Approval	Academic Council Meeting									

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UNIT -1 : INTRODUCTION: 6

Alphabets, Consonants, Nouns Declensions; Nominative, Accusative(singular, dual and plural)

UNIT - 2 : BASIC OF SANSKRIT LITERATURE: 6

Instrumental case, Dative, Ablative, and Indeclinables, verbal conjugation: first person, second person, third person: Present Tense.

UNIT - 3 : FUNDAMENTALS OF SANSKRIT ARCHITECTURE: 6

Genitive, locative and Vocative Absolute, Masculine Gender, Feminine Gender and Neuter Gender.

UNIT -4 : VERBAL CONJUGATION: 6

Verbal Conjugation: Past Tense and Future Tense Declensions ending in Rāmaḥ, Kaviḥ, Bhānuḥ, Mātr , Mālā

UNIT - 5 : TRANSLATION: 6

Translation of simple sentences, Stories & selected Subhashitas

TEXT BOOKS:

1. “Abhyaspustakam” – Dr.Vishwas, Samskrita-Bharti Publication, New Delhi.
2. Sanskrit for Beginners by Dr. M. Narasimhacharyand Dr.S. Ramaratnam, N&R Publications, Chennai & New Delhi.

REFERENCE BOOKS :

1. “Teach Yourself Sanskrit” Prathama Deeksha-VempatiKutumbshastri, Rashtriya Sanskrit Sansthanam, New Delhi Publication.
2. “India’s Glorious Scientific Tradition” Suresh Soni, Ocean books (P) Ltd., New Delhi.

Course Coordinator

HOD

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		AUDIT COURSE : VALUE EDUCATION					L	T	P	C	
P18ACBA004	Total Contact Hours – 30						2	0	0	0	
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Mr.Srinivasan/ Dept. of Business Administration										
COURSE OBJECTIVES:-											
Our objectives are to promote a new understanding and framework help learners to achieve positive and purposeful lives for themselves and their communities through engaging with values to guide and inform their behaviour.											
COURSE OUTCOMES (COs)											
CO1	Remember and describe feelings of self-worth that arise through striving for personal success in physical activity and sport										
CO2	Demonstrate the tolerance of other people's abilities during physical activity and sport										
CO3	Generalize the Values, attitudes that they need to develop in their class programmes										
CO4	Choose the essential steps to become good leaders.										
CO5	Select their role and contribution to the nation building.										
CO6	Prepare to understand value of education and self- development										
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1				H			L	-	-	-
	CO2				H			L			
	CO3				H			L			
	CO4				H			L			
	CO5				H			L			
	CO6				H			L			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
									✓		
4	Approval	Academic Council Meeting									

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UNIT-I: **6**
Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self esteem.

UNIT-II: **6**
Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III: **6**
Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV: **6**
Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

UNIT-V: **6**
Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism. Environmental issues - mutual respect of different cultures, religions and their beliefs.

TEXT BOOKS:

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995).
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.

REFERENCE BOOKS:

1. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.
2. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990)
3. S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
4. M.M.M.Mascaronhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
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P18ACLW005	AUDIT COURSE : CONSTITUTION OF INDIA								L	T	P	C
	Total Contact Hours – 30								2	0	0	0
	Prerequisite course – UG Level											
	Course Coordinator Name & Department:- Mr.Prakash/Dept. of Law											
COURSE OBJECTIVES:- To Understand the premises informing the twin themes of liberty and freedom from a civil rights perspective.												
COURSE OUTCOMES (COs)												
CO1	Underline to address the growth of Indian opinion regarding modern Indian intellectuals											
CO2	Express the constitutional role and entitlement to civil and economic rights											
CO3	Utilize the emergence of nationhood in the early years of Indian nationalism.											
CO4	Distinguish the role of socialism in India											
CO5	Judge the commencement of the Bolshevik Revolution											
CO6	Predict its impact on the initial drafting of the Indian Constitution											
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	
2	CO1			H				L	-	-	-	
	CO2			H				L				
	CO3			H				L				
	CO4			H				L				
	CO5			H				L				
	CO6			H				L				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
									✓			
4	Approval	Academic Council Meeting										

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UNIT -1 : HISTORY OF MAKING OF THE INDIAN CONSTITUTION: 6

History - Drafting Committee, (Composition & Working)

UNIT -2 : PHILOSOPHY OF THE INDIAN CONSTITUTION: 6

Preamble - Salient Features - Directive Principles of State Policy - Fundamental Duties.

UNIT - 3 : CONTOURS OF CONSTITUTIONAL RIGHTS & DUTIES: 6

Fundamental Rights - Right to Equality - Right to Freedom - Right against Exploitation - Right to Freedom of Religion - Cultural and Educational Rights - Right to Constitutional Remedies.

UNIT -4 : ORGANS OF GOVERNANCE: 6

Parliament - Composition - Qualifications and Disqualifications - Powers and Functions - Executive President - Governor - Council of Ministers - Judiciary, Appointment and Transfer of Judges, Qualifications - Powers and Functions.

UNIT - 5 : LOCAL ADMINISTRATION & ELECTION COMMISSION : 6

District's Administration head: Role and Importance - Introduction, Mayor and role of Elected Representative CEO of Municipal Corporation - Pachayati raj: Introduction, PRI: Zila Pachayat - Elected officials and their roles - Introduction of Election Commission - Election Commission: Role and Functioning - Chief Election Commissioner and Election Commissioners - State Election Commission: Role and Functioning - Institute and Bodies for the welfare of SC/ST/OBC and women.

TEXT BOOKS:

1. The Constitution of India, 1950 (Bare Act), Government Publication.
2. Dr. S. N. Busi, Dr. B. R. Ambedkar framing of Indian Constitution, 1st Edition, 2015.

REFERENCE BOOKS:

1. M. P. Jain, Indian Constitution Law, 7th Edn., Lexis Nexis, 2014.
2. D.D. Basu, Introduction to the Constitution of India, Lexis Nexis, 2015.

Course Coordinator

HOD

Bharath Institute of Higher Education and Research
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P18ACBA006	AUDIT COURSE : PEDAGOGY STUDIES								L	T	P	C
	Total Contact Hours – 30								2	0	0	0
	Prerequisite course – UG Level											
	Course Coordinator Name & Department:- Dr.Arunkumar / Dept. of Business Administration											
COURSE OBJECTIVES:- To inform programme design and policy making undertaken by the DfID, other agencies and researchers.												
COURSE OUTCOMES (COs)												
CO1	List common training so everyone teaches from the same curriculum											
CO2	Describe to learners what is expected of them											
CO3	Illustrate the teacher education (curriculum and practicum) and the school curriculum and guidance materials best support effective pedagogy.											
CO4	Inspect the review existing evidence on the review topic to inform programme design.											
CO5	Assess how the outcomes of a single course align with larger outcomes for an entire program											
CO6	Plan appropriate teaching strategies, materials and assessments											
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	
2	CO1		H	L					-	-	-	
	CO2		H	L								
	CO3		H	L								
	CO4		H	L								
	CO5		H	L								
	CO6		H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship (PR)		
									✓			
4	Approval	Academic Council Meeting										

UNIT - 1 : INTRODUCTION AND METHODOLOGY: 6

Aims and rationale, Policy background, Conceptual framework and terminology - Theories of learning - Curriculum - Teacher education - Conceptual framework, Research questions - Overview of methodology and Searching.

UNIT - 2 : THEMATIC OVERVIEW: 6

Pedagogical practices are being used by teachers in formal and informal classrooms in developing countries - Curriculum, Teacher education.

UNIT - 3 : EVIDENCE ON THE EFFECTIVENESS OF PEDAGOGICAL PRACTICES :-6

Methodology for the in depth stage: quality assessment of included studies - How can teacher education (curriculum and practicum) and the school curriculum and guidance materials best support effective pedagogy? Theory of change - Strength and nature of the body of evidence for effective pedagogical practices.

UNIT - 4 : PROFESSIONAL DEVELOPMENT: 6

Alignment with classroom practices and follow up support - Peer support - Support from the head teacher and the community - Curriculum and assessment - Barriers to learning: limited resources and large class sizes

UNIT - 5 : Research gaps and future directions:- 6

Research design - Contexts - Pedagogy - Teacher education - Curriculum and assessment - Dissemination and research impact.

TEXT BOOKS:

1. Ackers J, Hardman F (2001) Classroom interaction in Kenyan primary schools, Compare, 31 (2): 245-261.
2. Agrawal M (2004) Curricular reform in schools: The importance of evaluation, Journal o Curriculum Studies, 36 (3): 361-379.
3. Akyeampong K (2003) Teacher training in Ghana - does it count? Multi-site teacher education research project (MUSTER) country report 1. London: DFID.

REFERENCE BOOKS:-

1. Akyeampong K, Lussier K, Pryor J, Westbrook J (2013) Improving teaching and learning of basic maths and reading in Africa: Does teacher preparation count? International Journal Educational Development, 33 (3): 272–282.
2. Alexander RJ (2001) Culture and pedagogy: International comparisons in primary education. Oxford and Boston: Blackwell.
3. Chavan M (2003) Read India: A mass scale, rapid, ‘learning to read’ campaign.

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P18ACBA007	AUDIT COURSE : PERSONALITY DEVELOPMENT THROUGH LIFE ENLIGHTENMENT SKILLS							L	T	P	C
	Total Contact Hours – 30							2	0	0	0
	Prerequisite course – UG Level										
	Course Coordinator Name & Department:- Mr.Srinivasan/Dept.of Business Administration										
COURSE OBJECTIVES:- To become a person with stable mind, pleasing personality and determination											
COURSE OUTCOMES (COs)											
CO1	Identify the way to achieve the highest goal happily										
CO2	Review to awaken wisdom for learners										
CO3	Schedule to study of Shrimad-Bhagwad-Geeta will help the student										
CO4	Developing his personality and achieve the highest goal in life										
CO5	Evaluate the person who has studied Geeta will lead the nation and mankind to peace and prosperity										
CO6	Propose to study of Neetishatakam will help in developing versatile personality of students										
Mapping of Course Outcomes with Program outcomes (POs) (H/M/L indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1		H					H	-	-	-
	CO2		H					L			
	CO3		H					H			
	CO4		H					L			
	CO5		L					H			
	CO6		H					H			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
									✓		
4	Approval	Academic Council Meeting									

Bharath Institute of Higher Education and Research
Faculty of Arts and Science
Department of Commerce

UNIT - 1 : HOLISTIC DEVELOPMENT OF PERSONALITY- I **6**

Neetisatakam-Holistic development of personality : Verses- 19,20,21,22 (wisdom) - Verses- 29,31,32 (pride & heroism) - Verses- 26,28,63,65 (virtue) - Verses- 52,53,59 (dont's) - Verses- 71,73,75,78 (do's).

UNIT - 2 : BHAGWADGEETA: **6**

Approach to day to day work and duties. ShrimadBhagwadGeeta: Chapter 2-Verses 41, 47,48. Chapter 3- Verses 13, 21, 27, 35.

UNIT - 3: BHAGWAD GEETA:- **6**

ShrimadBhagwadGeeta: Chapter 6-Verses 5, 13, 17, 23, 35, Chapter 18-Verses 45, 46, 48.

UNIT - 4: BASIC KNOWLEDGE: **6**

Statements of basic knowledge. ShrimadBhagwadGeeta: Chapter2-Verses 56, 62, 68. Chapter 12 - Verses 13,14, 15, 16,17, 18.

UNIT - 5: ROLE MODEL : - **6**

Personality of Role model. Shrimad BhagwadGeeta: Chapter2-Verses 17, Chapter 3-Verses 36,37,42, - Chapter 4-Verses 18, 38,39 - Chapter18 – Verses 37,38,63.

TEXT BOOK:

1. P.Gopinath, “Bhartrihari’s Three Satakam (Niti-sringar-vairagya)”, Rashtriya Sanskrit Sansthanam, New Delhi.

REFERENCE BOOK:

1. “Srimad Bhagavad Gita” by Swami SwarupanandaAdvaita Ashram (Publication Department), Kolkata.
2. http://openlearningworld.com/section_personality_development.html

Course Coordinator

HOD