

Syllabus- B.COM

Semester I:

Part	Sub Code	Sub Name	Hours	Credits
Part I	BAL10X	Tamil Hindi French	5	4
Part II	BEH101	English	5	4
Part III	BBC101	Financial Accounting I	5	4
	BBC102	Principles of Management	5	4
	BBC103	Business Economics	5	4
	BBC104	Business Communication	5	4
		Total	30	24

Semester II:

Part	Sub Code	Sub Name	Hours	Credits
Part I	BAL20X	Tamil Hindi French	4	3
Part II	BEH201	English	4	3
Part III	BBC201	Financial Accounting - II	5	4
	BBC202	Banking Theory, Law & Practice	4	3
	BBC203	Business Statistics	5	4
	BBC204	Business Law	4	3
Part IV	BCI204	Environmental Studies	2	2
	BBC206	Value Education	2	2
		Total	30	24

SEMESTER III

Part	Sub Code	Sub Name	Hours	Credits
Part I	BAL301	Tamil III	4	3
Part II	BEH301	English III	4	4
Part III	BBC301	Corporate Accounting - I	5	4
	BBC302	Company Law	5	4
	BBC303	Business Mathematics	5	4
	BBC304	Human Resources Management	5	4
Part IV	BBC3E1	Non Major Elective I – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil up to 10 th +2 but opt for other languages in degree programme.	2	2
		Total	30	24

SEMESTER IV

Part	Sub Code	Sub Name	Hours	Credits
Part I	BAL401	Tamil IV	4	3
Part II	BEH401	English IV	4	4
Part III	BBC401	Corporate Accounting - II	5	4
	BBC402	Financial Management	5	4
	BBC403	Practical Auditing	4	3
	BBC404	Entrepreneurial Development	4	3
Part IV	BBC4E2	Non Major Elective II – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied	2	2

		Tamil upto 10 th +2 but opt for other languages in degree programme.		
		Skill Based Elective I	2	4
		Total	30	24

Semester V:

Part	Sub Code	Sub Name	Hours	Credits
Part III	BBC501	E- Commerce and Business	4	3
	BBC502	Cost Accounting - I	4	3
	BBC503	Marketing Management	4	3
	BBC504	Income tax law and Practices - I	5	4
	BBC505	Management Accounting -I	5	4
	BBC506	Research Methodology	4	3
Part IV	BBC5E4	Skill Based Elective -II	2	2
	BBC5E5	Skill Based Elective -III	2	2
		Total	30	24

Semester VI:

Part	Sub Code	Sub Name	Hours	Credits
Part III	BBC601	Management Accounting -II	5	4
	BBC602	Cost Accounting - II	5	4
	BBC603	Services Marketing	5	4
	BBC604	Income tax law and Practices - II	5	4
	BBC605	Financial Services	5	3
Part V	BBC606	Salesmanship and Advertising	5	3
	BBC6VI	Extension Activities		1
		Total	30	23

BAL101	TAMIL – I						L	T	P	C	
	Total Contact Hours – 45						3	0	0	3	
	Prerequisite course – +2 Level Tamil										
	Course Coordinator Name& Department : இனவர ஸ்ரீம . சிவசுந்தரி & தமிழ் மொழி அறிவுரைப் பகுதி										
COURSE OBJECTIVES :- இயற்பெயர் பெற்றவர்களுக்கு இலக்கணம் மற்றும் பொது வரலாற்று ஆய்ச்சியர்களுக்கும்											
COURSE OUTCOMES (COs)											
CO1	இயற்பெயர் பெற்றவர்களுக்கு கவிதை இலக்கணம் யதனைப்போன்றவை அறவர										
CO2	இயற்பெயர் பெற்றவர்களுக்கு கட்டுரை இலக்கணம் யதனைப்போன்றவை அறவர										
CO3	இயற்பெயர் பெற்றவர்களுக்கு எழுத்து இலக்கணம் யதனைப்போன்றவை அறவர										
CO4											
CO5											
CO6											
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	M	M
	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									

அட்டை -3 உதவித் தகவல் (II) கருத்து - 4 கத்தகம் 9

1. கருத்துக்கள் கருத்துக்கள் - கருத்துக்கள் 2. கருத்துக்கள்-கருத்துக்கள்

3. கருத்துக்கள் - கருத்துக்கள் 4. கருத்துக்கள் கருத்துக்கள் கருத்துக்கள் - கருத்துக்கள்

கருத்து -4 கருத்துக்கள் கருத்துக்கள் 9

1. இதுபற்றி நமது கருத்து இலக்கிய வரலாறு

2. இதுபற்றி நமது கருத்து உரைநடை இலக்கிய வரலாறு

3. இதுபற்றி நமது கருத்து கருத்துக்கள் இலக்கிய வரலாறு

கருத்து -5 கருத்துக்கள் 9

1. கருத்துக்கள் கருத்துக்கள் 2. கருத்துக்கள் கருத்துக்கள் கருத்துக்கள்

3. கருத்துக்கள் கருத்துக்கள் கருத்துக்கள் கருத்துக்கள் கருத்துக்கள்

கருத்துக்கள்

1. இதுபற்றி நமது கருத்து, உரைநடை, கருத்துக்கள் (அலக-3) பகுதி பலகளைக் கழக கருத்துக்கள்

பகுதி வந்தல்கள்

1. கருத்துக்கள், “கருத்துக்கள் கருத்துக்கள்”, கருத்துக்கள், 2012
2. கருத்துக்கள், “கருத்துக்கள் கருத்துக்கள்”, கருத்துக்கள் கருத்துக்கள் கருத்துக்கள், 2012
3. கருத்துக்கள், “கருத்துக்கள் கருத்துக்கள்”, கருத்துக்கள் கருத்துக்கள், 2009
4. கருத்துக்கள், “கருத்துக்கள் கருத்துக்கள்”, கருத்துக்கள் கருத்துக்கள், 2008
5. கருத்துக்கள், “கருத்துக்கள் கருத்துக்கள்”, கருத்துக்கள் கருத்துக்கள், 2006

Course Coordinator

HOD

ENGLISH I

BEH101	ENGLISH I							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept: Mrs. SHEEBA - English										
COURSE OBJECTIVES:- :- To use English effectively for study purpose and enable the learner to communicate appropriately in real life situation.											
COURSE OUTCOMES (COs)											
CO1	Remember and recall the words according to the given context.										
CO2	Understand the necessity of grammar in Communication										
CO3	Apply the plots and themes discussed										
CO4	Analyze the various characters involved										
CO5	Evaluate the characters and summarizes the prescribed literature										
CO6	Create essays by evaluating the literary techniques and devices used.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	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/ Internship (PR)	
		✓									
4	Approval	Academic Council Meeting									

Lucy Gray William Wordsworth – Author biography – Summary – Critical Analysis - Ulysses Alfred Lord Tennyson– Author biography – Summary – Critical Analysis - The Road Not Taken – Robert Frost – Author biography – Summary – Critical Analysis

UNIT II – ONE ACT PLAYS

12

The Boy Comes Home - A.A.Milne – Author biography – Summary – Critical Analysis - The Referee - W.H.Andrews and Geoffrey Dearmer – Author biography – Summary – Critical Analysis

UNIT III- SHORT STORIES

12

The Unicorn in the Garden – James Thurber – Author biography – Summary – Critical Analysis - The Avenger – Anton Chekov – Author biography – Summary – Critical Analysis - The Gift of the Magi - O.Henry – Author biography – Summary – Critical Analysis

UNIT IV –PROSE B

12

Six Thinking Hats - Edward de Bono– Author biography – Summary – Critical Analysis - My Early Days Abdul Kalam – Author biography – Summary – Critical Analysis- I Have a Dream Martin Luther King– Author biography – Summary – Critical Analysis.

UNIT V – GRAMMAR

12

Introduction to Basics of Communication Definitions, Types Listening Speaking Reading Writing

TEXT BOOKS:

1. Six Thinking Hats by Edward de Bono, Little Brown and Company, 1985
2. My Early Days by Abdul Kalam, October 7, 2013

REFERENCE BOOKS:

1. English for Communication by Board of Editors, Emerald
2. Roche Marc, “Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019
3. Strings of Gold (Part- II) Edited by Prof. Jasbir Jain (MacMillan), 2007

Course Coordinator

HOD

BAL104	HINDI-I						L	T	P	C
	Total Contact Hours – 45						3	0	0	3
	Prerequisite course – Grade 12									
	Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi									
COURSE OBJECTIVES:- To understand , read, write and speak Hindi language with grammatical.										
COURSE OUTCOMES (COs)										
CO1	Remember the behavior									
CO2	Understand the importance of money by story									
CO3	Apply the concept of Hindi grammar									
CO4	Analyze the usage of translation from English to Hindi									
CO5	Evaluate the unseen passage to answer the questions									
CO6	Create the knowledge in Hindi Language									
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	L	H	H						
	CO2	H	H	M						
	CO3	H	H	M						
	CO4	H	H	M						
	CO5	H	M	M						
	CO6	M	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

09

NAVEEN GADYA CHAYANIKA – 2 - Bholaram ka jeev - Mehamaan se Bhagavaan bachaaye -
Numerovali Thijori – Kaffan - Gunda

UNIT II

NON DETAILED TEXT: KAHANI KUNJ - Stories: 6 – 10 only

UNIT III

GRAMMAR: SHABDA VICHAR ONLY - NOUN, PRONOUN, ADJECTIVE, VERB, TENSE,
CASE ENDINGS - Theoretical & Applied

UNIT IV

09

TRANSLATION - English – Hindi only - ANUVADH ABHYAS – III - 1 – 15 Lessons Only

UNIT V

09

COMPREHENSION - 1 Passage from ANUVADH ABHYAS – III (16 – 30)

TEXT BOOKS:

UNIT 1 - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017

UNIT II - Govind Prakashan, Sadhar Bagaar, Mathura, Uttar Pradesh – 281001 - Editor: Dr V.P.
Amithab

UNIT III - Vyakaran Pradeep by Ramdev - Hindi Bhavan, 36, Tagor Town, Allahabad – 211002.

UNIT IV - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017.

UNIT V - Dakshina Bharat Hindi Prachar Sabha, Chennai – 600017

CourseCoordinator

HOD

BAL102	FRENCH-I						L	T	P	C
	Total Contact Hours – 45						3	0	0	3
	Prerequisite course – Grade 12									
	Course Coordinator Name & Department:- Ms. Tushita Naidu K / Département De Française									
COURSE OBJECTIVES:- To introduce students to basic principles and practice of oral and written communication.										
COURSE OUTCOMES (COs)										
CO1	To understand the basics of the language.									
CO2	To analyze the sentence patterns and form the grammar.									
CO3	To learn the basics of grammar along with its principles.									
CO4	To remember the anatomy of conjugations.									
CO5	To create dialogs and conversation on their own within the language & to practice oral and written skills.									
CO6	To remember the necessary rules of the language									
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	L	H	H						
	CO2	H	H	M						
	CO3	H	H	M						
	CO4	H	H	M						
	CO5	H	M	M						
	CO6	M	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 - Vous comprenez **9**

Alphabets - French Accents - Les Nombres – Pronunciations.

UNIT II Au travail! **9**

Masculine Singular and Feminine singular - Conjugaison des verbes (present tense) -
Les articles définis.

UNIT III En se detend? **9**

Conjugaison (faire-aller-venir-Vouloir-Pouvoir-Devoir)

UNIT IV Racontez-moi **9**

La date et l'heure – les saisons – les couleurs

UNIT V Bon voyage! **9**

Adjectifs demonstratives - Adjectifs possessives - Les Voyages / les transport-Bon appétit!-Article
partitif - Emploi des articles - Interrogation (Forme avec inversion) - Les repas - La fête

TEXT BOOKS:

A1 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

CourseCoordinator

HOD

BBC101/BBA101	FINANCIAL ACCOUNTING – I					L	T	P	C			
	Total Contact Hours – 60					3	1	0	4			
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies											
	Course Coordinator Name & Department:- Ms.Jayanthi– Commerce											
COURSE OBJECTIVES:- - 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. - To peep into the concept of depreciation accounting.												
COURSE OUTCOMES (COs)												
CO1	Identify the fundamentals of Basic Accounting, Concepts and Conventions											
CO2	Relate the concept of Accounting Equations, Journal- Ledger- Trial Balance and rectification of errors											
CO3	Compute final account of sole trading concern											
CO4	Explain the Accounts of Non- Trading organization,											
CO5	Examine the Causes and Various Methods of Depreciation											
CO6	Point out Single entry system account defects and difference between single entry and double entry system											
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	M	H	L								
	CO3	H	H	H								
	CO4	H	H	M								
	CO5	H	L	H								
	CO6	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

12

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book keeping - Journal, Ledger, Preparation of Trial Balance.

UNIT – II

12

Preparation of Final Accounts of a Sole Trading Concern – Simple Adjustments

UNIT III**12**

Preparation of Receipts and Payments Account, Income & Expenditure Account.

UNIT – IV 12

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded) .

UNIT – V 12

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System – **Statement of Affairs Method** .

NOTE; theory 40%, problems 60%

REFERENCES:**TEXT BOOKS**

1. R. L Gupta & V.K Gupta - Financial Accounting, S. Chand & Sons. 2016.
2. Mohamed Hanif and Amitabha Mukherjee – Financial Accounting 3rd edition, McGraw Hill. 2016
3. T.S. Reddy & Murthy - Financial Accounting, Margham Publications, Chennai. 2012

REFERENCE BOOKS

1. S.P Jain & K.L Narang- Financial Accounting, Kalayani Publications. 2014
2. R.S.N Pillai & Bagavathy- Financial Accounting, Margham Publications. 2012.
3. M. Hanif & A. Mukherjee – Financial Accounting – 1, 4th Edition, Tata McGrawHill Publishing, 2017.

BBC102/ BBA 102	PRINCIPLES OF MANAGEMENT					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Mr.S.Kamaraj– Commerce										
COURSE OBJECTIVES:- - To enable the students to understand the concept of management. - To provide knowledge on the planning in the organization. - To acquire the knowledge on organizing functions in the management. - To peep into the concept of staffing functions in the organization. - To impart the knowledge on the direction and controlling in the organizing.											
COURSE OUTCOMES (COs)											
CO1	Recall the Functions of Management										
CO2	Discuss the process of the Planning in the organization										
CO3	Describe the process of recruitment, selection and training.										
CO4	Explain the methods of Performance Appraisal										
CO5	Show the knowledge of planning on organizing functions in the management										
CO6	Relate the tools for directing by using planning and organizing functions.										
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		
	CO2		M					H			
	CO3		M					H			
	CO4		H					M			
	CO5			M	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											

UNIT I 9

Management- definition-nature – the management process- difference between administration and management – Henry fayol’s principles of management.

UNIT II 9

Planning – definition – characteristics – elements – of a good planning – planning process – benefits and limitations of planning.

UNIT III **9**

Organising – definition – Authority and responsibility – Delegation – Centralisation and Decentralisation.

UNIT IV **9**

Staffing – definition – steps in staffing process – man power planning – recruitment – selection – training – performance appraisal.

UNIT V **9**

Direction and controlling – characteristics of direction – importance of direction – characteristics of control – importance of control – control process.

TEXT BOOKS

1. Neeru Vasishth and Vibhuti Vasishth, Principles of Management, Taxmann Publications, 2019
2. L.M. Prasad - Principles of Management, Sultan & Sons 2015.
3. J. Jayasankar - Principles of Management, Margham Publications 2011.

REFERENCE BOOKS

1. Dinkar Pagare- Principles of Management, Sultan & Sons. 2018.
2. C. D. Balaji – Principles of Management, Margham Publications. 2015.
3. Ramesh B. Rudani – Principles of Management, McGraw Hill Education (India) Private Limited (2013).

Course Coordinator

HOD

BBC103	BUSINESS ECONOMICS					L	T	P	C		
	Total Contact Hours – 45					3	1	0	4		
	Prerequisite course – Commerce/ Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department :- Mr.S.Kamaraj- Commerce										
COURSE OBJECTIVES :- - To learn the basic economic theories and concepts to business decisions. - To gain knowledge on the demand analysis for the market. - To understand the break even analysis and market competition of the firm. - To provide knowledge on the economic fluctuations of the firm. - To provide knowledge on national income and per capita income of the county.											
COURSE OUTCOMES (COs)											
CO1	List Out the basic economic theories and concepts to business decisions.										
CO2	Discuss the Law of Demand										
CO3	Utilize the Law of Diminishing Marginal utility										
CO4	Compare the cost-Economies of scale and Break Even Analysis										
CO5	Gain knowledge about the Monopolistic Competition and Oligopoly										
CO6	Relate the national income and per capita income of the county										
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	
	CO2		H								
	CO3				M	H					
	CO4	M	H								
	CO5		H					H			
	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	9
Introduction– Definition – Scope and Importance of Economics – Basic concepts of wealth- Welfare and scarcity views on economics	
UNIT- II	9
Meaning of demand – Law of Demand- Determinants and distinctions of Demand – Elasticity of Demand– Demand Forecasting- Meaning of Supply- Law of Supply- Determinants of supply	
UNIT- III	9
Law of Diminishing Marginal utility- Equi-Marginal utility- Indifference curve - Definition-Properties and Consumer Equilibrium	
UNIT- IV	9
Meaning of Production- Factors of production – Cost of production- Classification of cost- Economies of scale -Break Even Analysis	
UNIT- V	9
Market Competition- Monopoly-Monopolistic Competition -Oligopoly-Pricing Objectives and methods - National Income – National product and National Income – Per capita Income	

TEXT BOOKS

1. P. N Reddy & M R Appanniah – Business Economics, Himalaya Publications. 2019
2. P. M. Salwan- Business Economics Taxmann Publications – 2018
3. S. Sankar – Business Economics, Margham Publications. 2012.

REFERENCE BOOKS

1. V. R. Palanivel & A. Kannan – Business Economis, Himalaya Publication 2017
2. R. K. Lekhi - Managerial Economics – Kalyani Publications 2013.
3. H.L. Ahuja – Business Economics – S. Chand Publishing

Course Coordinator

HOD

BBC104	BUSINESS COMMUNICATION					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce/ Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department :- Mr.S.Kamaraj- Commerce										
COURSE OBJECTIVES :- - To understand the concept, process and importance of communication. - To develop skills of effective communication - both written and oral.											
COURSE OUTCOMES (COs)											
CO1	List the principles for effective communication and barriers of communication.										
CO2	Explain the various methods of communication										
CO3	Describe the essentials of business letter.										
CO4	Familiarize modern forms of communication										
CO5	Illustrate the concept of correspondence and meetings.										
CO6	Differentiate the different types of correspondence.										
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	M							H
	CO2	H	H	M							
	CO3	H	H	M							
	CO4	H	M	H							
	CO5	H	H	M							
	CO6	H	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**
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. Mallika Nawal – business communication, Cengage Learning Publication- 2019
2. N.S Raghunathan & B. Santhanam – Business Communication, Margham Publications. 2018
3. Rajendra Pal, J. S. Korahilli – Essentials of Business Communication, Sultan & Sons.2013.

REFERENCE BOOKS

1. V. R Palanivel & N. Subburaj– Business communication, Himalaya Publication.2015.
2. R.C. Bhatia – Business Communication – Ane Books Pvt Limited - Edition 2010.
3. P.D. Chaturvedi & Mukesh Chaturvedi, Business Communication Concepts, Cases and Applications, Pearson Publication, 2nd Edition, 2017.

Course Coordinator

HOD

BAL201		TAMIL – II				L	T	P	C		
		Total Contact Hours – 45				3	0	0	3		
		Prerequisite course – TAMIL – I									
		Course Coordinator Name& Department : ஸ்ரீமதி ஸ்ரீமதி . ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி & தம ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி									
COURSE OBJECTIVES :- ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி											
COURSE OUTCOMES (COs)											
C01	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
C02	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
C03	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
C04	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
C05	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
C06	ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி										
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	PS01	PS02	PS03
2	C01	H	M						H	M	M
	C02	H	M								
	C03	H	M								
	C04	H	M								
	C05	H	M								
	C06	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								

ஸ்ரீமதி 1 9
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- 1 - 20
 - 21,22,25,26,35
 - 1 - 5

ஸ்ரீமதி 2 9
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 - 1 - 10

- 1 - 5
 - ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி

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ஸ்ரீமதி 3 9
 ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி - ஸ்ரீமதி ஸ்ரீமதி ஸ்ரீமதி
 - 1 - 10

BEH201	ENGLISH II							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept.: Mr.S.KUMARESAN - English										
COURSE OBJECTIVES:- To have a better understanding of the English language skills and its implementation it in day to day life activities.											
COURSE OUTCOMES (COs)											
CO1	Remember and recall the concepts of English language										
CO2	Understand the necessity of grammar in Communication										
CO3	Apply the plots and themes discussed										
CO4	Analyze the various characters involved										
CO5	Evaluate the characters and summarize the prescribed literature										
CO6	Create essays by evaluating the literary techniques and devices used.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO 1	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/ Internship (PR)	
		✓									
4	Approval	Academic Council Meeting									

UNIT 1: PROSE

12

The Refugee – K.A. Abbas – Author biography – Summary – Critical Analysis.- The Lion and the Lamb – Leonard Clark – Author biography – Summary – Critical Analysis.

UNIT 2: POEMS **12**

1. The Solitary Reaper – William Wordsworth – Author biography – Summary – Critical Analysis.- Gift – Alice Walker – Author biography – Summary – Critical Analysis.

UNIT 3: SHORT STORIES **12**

The Fortune-Teller – Karel Capek – Author biography – Summary – Critical Analysis - The Postmaster – Rabindranath Tagore – Author biography – Summary – Critical Analysis.

UNIT 4: ONE-ACT PLAYS **12**

The Death Trap – Saki (H.H. Munro) – Author biography – Summary – Critical Analysis -. The Dear Departed: A Comedy in One-Act – Stanley Houghton – Author biography – Summary – Critical Analysis.

UNIT 5: COMMUNICATIVE GRAMMAR **12**

Seeking and giving information – statements and questions 2. Being informal – phrasal verbs 3. Expressing ability, possibility, etc – Modals and other devices

TEXT BOOKS:

1. The Death Trap by Saki, The Novels and Plays of Saki, 2001
2. Pooja Khanna, “English Communication”, S.CHAND Publishing, 2016
3. Rabindranath Tagore, “The Postmaster”, Penguin India, 2000

REFERENCE BOOKS:

1. K.A.Abbas Suresh Kohli, “An Evening in Calcutta”, HarperCollins, 2015
2. Stanley Houghton, “Five one act plays”, Alpha Edition, 2019
3. Edited Prof. Jasbir Jain, “Strings of Gold (Part- II)”, MacMillan, 2016

Course Coordinator

HOD

BAL204	HINDI-II						L	T	P	C
	Total Contact Hours – 45						3	0	0	3
	Prerequisite course – Grade 12									
	Course Coordinator Name & Department:- Mrs Rani Selvan / Hindi									
COURSE OBJECTIVES:- To understand and improve the skills in the Language of Hindi										
COURSE OUTCOMES (COs)										
CO1	Remember of Ramayana In Sabari part									
CO2	Understand the historical stories									
CO3	Apply the concept of translation									
CO4	Analyze and develop the letter writing skills									
CO5	Evaluate and develop the speaking skills									
CO6	Create knowledge in letter writing and speaking 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	PS O1	PS O2
2	CO1	L	H	H						
	CO2	H	H	M						
	CO3	H	H	M						
	CO4	H	H	M						
	CO5	H	M	M						
	CO6	M	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 09
MODERN POETRY - SHABARI

UNIT II 09
ONE ACT PLAY - EKANKI SANKALAM

UNIT III 09
TRANSLATION - HINDI – ENGLISH ONLY

UNIT IV 09
LETTER WRITING - Leave letter - Job Application - Ordering books - Letter to Publisher - Personal letter

UNIT V 09
CONVERSATION - Doctor & Patient - Teacher & Student - Storekeeper & Buyer - Two Friends - Booking clerk & Passenger at Railway station – Auto rickshaw driver and passenger.

Text Books:

By Naresh Mehtha, Veerendra Kumar Mishra

Reference Books:

UNIT 1 – Publisher's - Lokbharathi Prakashan, 1 Floor, Duebari Building, Mahatma Gandhi Marg,

Allahabad – 1.

UNIT II – Publishers – Vani Prakasam, New Delhi-110002

UNIT III – Publishers – Dakshin Bharath Hindi Prachar Sabha, Chennai- 17

Course Coordinator

HOD

BAL202	FRENCH-II	L	T	P	C
	Total Contact Hours – 45	3	0	0	3
	Prerequisite course – Grade 12				
	Course Coordinator Name & Department: - Ms. Tushita Naidu K / Département De				

		Française								
COURSE OBJECTIVES: - To introduce students to the complexity of the grammar and how to overcome it with simple rules.										
COURSE OUTCOMES (COs)										
CO1		To being able to interpret the language.								
CO2		To familiarize with methodological approaches in the study of literary and cultural texts, such as close reading, socio-historical contextualization, and literary and cultural theory.								
CO3		To obtain advanced proficiency in spoken and written French.								
CO4		To encourage the development of skills in linguistics, translation, and comparative studies.								
CO5		To remember the anatomy of conjugations in past tense.								
CO6		To evaluate the given text critically and enhance communication 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	PS O1	PS O2
2	CO1	L	H	H						
	CO2	H	H	M						
	CO3	H	H	M						
	CO4	H	H	M						
	CO5	H	M	M						
	CO6	M	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 -Quelle journee!

9

La Conjugaison pronominale -L'imperatif -L'expression de la quantite (peu-in peu de-quelque – etc.)

UNIT II - Qu'on est bien ici !

9

Prepositions et adverbs de lieu - Verbs exprimant un déplacement (emploi des prepositions)
Le logement/la localisation/ l'orientation/l'état physique/le temps qu'il fait

UNIT III -En se détend?

9

L'imparfait-Emplois du passé composé et de l'imparfait-Expression de la durée-
L'enchaînement des idées (alors, donc, mais) /Le sens réciproque

UNIT IV- On s'appelle?

9

Les pronoms compléments directs -Les pronoms compléments indirects de personne -c'est/ il
est-Imperatif des verbes avec pronoms-La formation des mots

UNIT V Un bon conseil !

9

Expression du déroulement de l'action--passé récent--Présent progressif-future proche-Les
phrases rapportées- La place de l'adjectif- La proposition relative finale avec -qui

TEXT BOOKS:

A1 ECHO- J. GIRARDET, J. PECHEURB CLE PUBLICATION.

CourseCoordinator

HOD

BBC 201/BBA 201	FINANCIAL ACCOUNTING – II	L	T	P	C
	Total Contact Hours – 60	3	1	0	4
	Prerequisite course – Commerce/ Mathematics Studied in Higher Secondary studies				

Course Coordinator Name & Department :- Ms. G. Vinothini - Commerce

COURSE OBJECTIVES :-

- To enable the students to gain knowledge on branch accounts.
- To train the students on departmental accounts.
- To gain the knowledge on hire purchase and installment system.
- To enrich the knowledge of students about the partnership admission.
- To learn about the partnership dissolution.

COURSE OUTCOMES (COs)

CO1	Recall the Concept and different types of branch accounts.
CO2	Explain the Inter departmental account transfer at cost or selling price
CO3	Illustrate the Hire purchase and installment Default and repossession accounting system
CO4	Prepare the partnership admission, Retirement and death capital accounts
CO5	Analyze the Dissolution and Insolvency of a partnership accounts
CO6	Compute piecemeal distribution of partnership accounts

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	M	M	M							
	CO3	M	L	M							
	CO4	H	H	H							
	CO5	M	H	H							
	CO6	H	L	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								

(HS)

UNIT – I 12

Branch Accounts: - Dependent branches - **Stock and debtors system** -
Distinction between wholesale profit and retail profit

UNIT – II 12

Departmental Accounts: - **Basis for allocation of expenses** - Inter departmental transfer at cost or selling price-Treatment of expenses which cannot be allocated.

UNIT – III 12

Hire purchase and installment - Default and repossession - Hire purchase **trading account**. Installment purchase system.

UNIT – IV 12

Admission of a partner - Retirement of a partner - Death of a partner.

UNIT – V 12

Dissolution of a partnership - **Insolvency of a partner** (Application of Indian Partnership Act 1932)-Insolvency of all partners - Gradual realisation of assets and piecemeal distribution.

Note: Theory 40%, Problems 60%

TEXT BOOKS

1. R. L Gupta & V.K Gupta - Financial Accounting, S. Chand & Sons. 2016.
2. Mohamed Hanif and Amitabha Mukherjee – Financial Accounting 3rd edition, McGraw Hill. 2016.
3. T.S. Reddy & Murthy - Financial Accounting, Margham Publications, Chennai. 2012

REFERENCE BOOKS

1. S.P Jain & K.L Narang- Financial Accounting, Kalayani Publications. 2014
2. R.S.N Pillai & Bagavathy- Financial Accounting, Margham Publications. 2012
3. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand & Company Ltd., 2002, Reprint – 2008.

UNIT I: INTRODUCTION 9

Role of banks and Economic development- **central banking** and role of RBI and their functions.

UNIT II: COMMERCIAL BANKS 9

Commercial banks – functions – accepting deposits – lending of funds, E_Banking – ATM cards, debit cards, personal Identification Number – online enquiry and update facility – **electronic fund transfer** – electronic clearing system.

UNIT III: CUSTOMERS 9

Opening of account- types of deposit account – types of customers (individuals, firms, trusts and companies) – **importance of customer relations**- consumer grievances and redressal – Ombudsman

UNIT IV: LENDING AND BORROWINGS 9

Principles of lending – **types of borrowings** – precautions to be taken by a banker

UNIT V: NEGOTIABLE INSTRUMENTS 9

Negotiable instruments – promissory note – bills of exchange, cheque, draft – definitions, features – crossing- endorsement – material alteration – paying banker – rights and duties – **statutory protection** – dishonor of cheques – role of collecting banker.

REFERENCE BOOKS:

1. Sundharam & varshney Banking Theory and Practice, Sultan Chand & Co, New Delhi, 2005
2. B.Santhanam,Banking and Financial Systems , Margham Publishers, Chennai,2007
3. Dr. S. Guruswamy, Banking Law Theory and Practice, Margham Publishers, Chennai, 2009
4. Dr. Nirmala Prasad, K.Chandradass.J, Banking and Financial System, Himalaya publishing House, Mumbai, 2004

BBC203/BBA 202		BUSINESS STATISTICS				L	T	P	C		
		Total Contact Hours – 45				2	1	0	3		
		Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies									
		Course Coordinator Name & Department:- Ms. S. Jayanthy - Commerce									
COURSE OBJECTIVES:- - To provide theoretical appreciation and use of science of statistics to make better business decisions. - To expertise with statistical tools and techniques for social science research - To understand statistical tools for quantitative analysis - To educate the students on quantitative analysis and to use statistical techniques for analysis of business data. - To understand the statistical tools for research and business decision making.											
COURSE OUTCOMES (COs)											
CO1	Define the Diagrammatic and graphical representation of data.										
CO2	Express the theoretical appreciation and use of science of statistics to make better business decisions										
CO3	Generalize their enriched knowledge on statistical tools for quantitative analysis										
CO4	Correlate their experience on statistical tools and techniques for social research and performance appraisal										
CO5	Estimate the use of statistical techniques for analysis of business data										
CO6	Formulate an Time Series Analysis										
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	H							
	CO3	H	M	H							
	CO4	H	H	H							
	CO5	H	H				H				
	CO6	H	M	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

Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation - Measures of Skewness.

Correlation - Karl Pearson's Coefficient of Correlation-

Spearman's Rank Correlation- Regression Lines and Coefficients.

Theoretical Distribution – Binomial, Normal and Poisson Distribution

Time Series Analysis - Trend - Seasonal Variation.

1. S. B. Gupta & M. P. Gupta, Business Statistics, Sultan & Sons. 2014.
2. J. K Sharma, Business Statistics, Vikas Publisher. 2014.
3. Beri - Business statistics, McGraw Hill Publisher- 2009

1. Dr. S.M. Shukla, Dr.S.P. Sahai, Business Statistics, Sahitya Bhawan Publication. 2018
- 2.B.M Agarwal – Business Statistics, Himalaya Publisher. 2010.
- 3.David M. McEvoy – A Guide to Business Statistics, John Wiley & Sons Inc, 2018.

HOD

BBC204/ BBA 304	BUSINESS LAW					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Mr. G. Santhoshkumar- Commerce										
COURSE OBJECTIVES:- - To expose the students’ knowledge on agreements - To sensitize students on the law of contract. - To gain a comprehensive knowledge on all aspects of legal rules as to contracts and sale of goods. - To impart knowledge on legal aspects relating to business. .											
COURSE OUTCOMES (COs)											
CO1	Recall the Formation and Essential Elements of Contract.										
CO2	Respond the fundamental principles of business laws.										
CO3	Operate the Breach of Contract and Remedies – Quasi Contracts										
CO4	Calculate the cost-Economies of scale and Break Even Analysis										
CO5	Measure the Duties and Rights of An Agent - Termination of An Agency										
CO6	Collect the knowledge on all aspects of legal rules as to contracts and sale of goods Act										
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	M							
	CO3	H				M					
	CO4	H	H								
	CO5		H					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: LAW OF CONTRACT 9

Indian contract act - Formation and Essential Elements of Contract -
Types of Contract and Agreements - offer and acceptance –
considerations- Lawful Object and Free Consent

UNIT II: AGREEMENTS 9

Capacity - flaw in consent, void agreements –Essential Elements –wagering agreements- illegal agreements

UNIT III: DISCHARGE OF CONTRACT 9

Performance – tender –Essentials of a Valid Tender- Types of Tenders Discharge of Contract
– Breach of Contract and Remedies – Quasi Contracts

UNIT IV: CONTRACT OF AGENCY 9

Contract Of Agency – Essentials For A Valid Agency- Types Of

Agency- Duties And Rights Of An Agent - Termination Of An Agency.

UNIT V: SALE OF GOODS ACT 9

Sale of goods act –sale and agreement to sell - formation - caveat emptor - implied conditions and warranty - rights of unpaid seller

TEXT BOOKS

1. S.S Gulshan, G. K. Kapoor – Business Law, New Age International Publisher. 2019.
2. Dr. B.K Jain, CA. Shashank. S. Sharma – Business Law, Central Law Publication. 2019
3. VK Jain and Shashank S. Sharma – Business laws , Taxmann publications, 2nd Edition, 2019

REFERENCE BOOKS

1. P. C Tulsian Bharat Tulsian- Business Law, Mc Graw Hill Education. 2018.
 2. M. C Kuchhal Vivrk Kuchhal – Business Law, Vikas Publisher. 2017.
- Essentials of Business Law – Ewan Macintyre, Pearson Publishers, 2015.

BCI204	Environmental Sciences					L	T	P	C		
	Total Contact Hours – 30					2	0	0	2		
	Prerequisite course –Higher Secondary studies										
	Course Coordinator Name & Department:- – Dr. G. Gurumoorthy / Chemistry										
COURSE OBJECTIVES :-											
To make the students learn about the science from the basic and understood all theoretical background with all concepts thoroughly to protect the habitat of biotic and abiotic ecosystem.											
COURSE OUTCOMES (COs)											
CO1	Remember the fundamental concept of environmental impact and importance of natural Resources										
CO2	Understand about the Ecosystem, Biodiversity and its conservation										
CO3	Understand the various environmental pollution, effects and prevention.										
CO4	Apply the environmental legislations and environmental production act.										
CO5	Apply the human rights, value education, environment and human health: women and child welfare, public awareness										
CO6	Analyze the local area, local polluted site and local simple ecosystem.										
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	L	H			H		H		
	CO2	H	L	H			H				
	CO3	H	L	H			H				
	CO4	H	L	H			H				
	CO5	H	L	H			H				
	CO6	H	L	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: Introduction to Environmental Sciences: Natural Resources: 6

Environmental sciences – relevance – significance – public awareness – forest resources – water resources – mineral resources – food resources – conflicts over resource sharing – exploitation – land use pattern – environmental impact – fertilizer – pesticide Problems - case studies.

Unit – II: Exosystem, Biodiversity and its conservation: 6

Ecosystem – concept – structure and function – producers, consumers and decomposers – food chain – food web – ecological pyramids – energy flow – forest, grassland, desert and aquatic ecosystem – definition – genetic, species and ecosystem diversity – biodiversity – definition – genetic, species and ecosystem diversity – values and uses of biodiversity –

biodiversity at global, national (india) and local levels – hotspots, threats to biodiversity – conservation of biodiversity – insitu and ex-situ.

Unit – III: Environmental Pollution and Management

6

Environmental pollution – causes – effects and control measures of air, water , marine, soil, solid waste. Thermal, nuclear pollution and disaster management – floods, earth quake, cyclone and land slides, role of individuals in prevention of pollution – pollution case studies.

Unit – IV: Social issues – Human population:

6

Urban issues – energy – water conservation – environmental ethics – global warming – resettlement and rehabilitation issues – environmental legislations – environmental production act. 1986 – air, water, wildlife and forest B.C.A.: syllabus (CBCS) conservation act - population growth and explosion – human rights and value education – environmental health – HIV/AIDS – role of it in environment and human health – women and child welfare – public awareness – case studies.

Unit – V: Field Work:

Visit to a local area / local polluted site / local simple ecosystem – report submission.

Text book:

1. K. Kumarasamy, A. Alagappa Moses and M. Vesanthy, 2004, Environmental Studies, Bharathidasan University Pub, 1, Trichy.
2. Rajamannar, 2004, Environmental Studies, EVR College Pub, Trichy.
3. S. Kalavathy, (ED.) 2004, Environmental Studies, Bishop Heber College Pub., Trichy.

Reference book:

1. Rajamannar, 2004, Environmental Studies, EVR College Pub, Trichy.
2. S. Kalavathy, (ED.) 2004, Environmental Studies, Bishop Heber College Pub. Trichy.
3. G. TylerMiller, Scott Spoolman, 2018, Environmental science, 16th edition.

Course Coordinator

HOD

BBC206	VALUE EDUCATION						L	T	P	C
	Total Contact Hours – 30						2	0	0	2
	Prerequisite course – Higher Secondary level									
	Course Coordinator Name & Department:- Ms. G. Vinothini, Commerce									
COURSE OBJECTIVES:- - To enable the students to understand the Social values. - To provide knowledge on the features for life. - To acquire the knowledge on Human rights. - To impart the knowledge on Environment and Ecological balance. - To educate the knowledge on Social evils.										
COURSE OUTCOMES (COs)										
CO1	List out the Formation and Essential Elements of Contract.									
CO2	Determine the Self esteem, duties and responsibilities of individuals, Social values									
CO3	Apply to create peace and non violence and Dr. APJ Abdul Kalam’s ten points for Enlightened citizenship									
CO4	Determine the Environment and Ecological balance									
CO5	Measure the Knowledge on Environmental conservations and enrichment									
CO6	Formulate the awareness on Corruption, crime, terrorism, Alcoholism, Drug addiction, Dowry									
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	PS O1	PS O2
2	CO1	3	3	3	1	2	3	2		
	CO2	3	2	3	2	1	3	3		
	CO3	3	1	2	2	3	3	1		
	CO4	2	3	3	3	3	1	3		
	CO5	3	2	3	2	2	1	3		
	CO6	2	2	3	3	3	3	1		
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**

Value education: Definition- relevance to present day – concept of human values – self introspection – Self esteem- duties and responsibilities of individuals- Social values- role of media in value building.

UNIT II **6**

Salient features for life: Truth, commitment,, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity and inclusiveness, Team work- positive creative thinking.

UNIT III **6**

Human rights: Universal declaration of Human rights- human rights violation – National integration – peace and non violence – Dr. APJ Abdul Kalam’s ten points for enlightened citizenship

UNIT IV **6**

Environment and Ecological balance: Interdependent of all being – living and non living – the binding of man and nature – Environmental conservations and enrichment.

UNIT V **6**

Social evils : Corruption – cyber crime, terrorism, Alcoholism, Drug addiction, Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

TEXT BOOK

1. N. Arumugam, S. Mohana, Lr. Palkani- value based education- Saras Publication, 2009
2. DN Ghose, Value Education- dominant publishers, 2005
3. M.G. Chitakra, Education and Human values, A.P.H Publishing Corporation. New Delhi

REFERENCE BOOKS

- 1) For Life, for the future: Reserves and Remains – UNESCO Publications.
- 2) Values, A Vedanta kesari presentations, Sri Ramakrishna Math, Chennai

Course Coordinator

HOD

BAL301	TAMIL – III					L	T	P	C		
	Total Contact Hours – 45					3	0	0	3		
	Prerequisite course – TAMIL –II										
	Course Coordinator Name& Department : .ம. &										
COURSE OBJECTIVES :- க இலக மற ந இலக யத											
COURSE OUTCOMES (COs)											
C01											
C02											
C03											
C04											
C05											
C06											
Mapping of Course Outcomes with Program outcomes (POs)											
(L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	P01	P02	P03	P04	P05	P06	P07	PS01	PS02	PS03
2	C01	H	M						H	M	M
	C02	H	M								
	C03	H	M								
	C04	H	M								
	C05	H	M								
	C06	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								

பகுதி 1

9

சுருக்கப் பதிகம் - இலக்கணவழி - அனுகூலமாக - 115-148, 201-219
மனக்கமகஸ - சந்திரனாசனத்தொகுதி - ஆயுதப்பாத்திரம் - 1 - 115
பாத்திரம் - பாத்திரம் - பாத்திரம் - 851 - 860
பாத்திரம் -

பகுதி 2

9

பாத்திரம் - பாத்திரம் - பாத்திரம் - பாத்திரம் - 10
பாத்திரம்
பாத்திரம் - பாத்திரம் - பாத்திரம் - 10
சுருக்கப்பாத்திரம் - உமறுபாத்திரம் - மனக்கமகஸ - பாத்திரம் - 1-10
-

பகுதி 3

9

பாத்திரம் - பாத்திரம் - 1-10
பாத்திரம் - பாத்திரம் - 1-10
-
பாத்திரம் - பாத்திரம் - 1-10

பகுதி 4

9

மனக்கமகஸ - அனுகூலமாக - 1-10 நன்கு - சுவாஸ்யம் - 8,12,18,24,39
பாத்திரம் - பாத்திரம் - 1-25

பகுதி 5

9

கருக்கமகஸ இலக்கணவழி , நன்கு இலக்கணவழி

பாத்திரம்

1. ந.பா.பாத்திரம், "பாத்திரம்", பாத்திரம், 2010
2. பாத்திரம், "பாத்திரம் பாத்திரம்", பாத்திரம், 2014
3. பாத்திரம் பா.பாத்திரம், "பாத்திரம் பாத்திரம் உன்", பாத்திரம் பாத்திரம், 2010
பாத்திரம் பாத்திரம்:
1. பாத்திரம் பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்", பாத்திரம் பாத்திரம், 2017
2. பாத்திரம் பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்", பாத்திரம் பாத்திரம், 2015
3. பா.பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்", பாத்திரம் பாத்திரம், 2018
4. பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்", பாத்திரம் பாத்திரம், 2010
5. பாத்திரம் பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்", பாத்திரம் பாத்திரம், 2016
6. அ.பாத்திரம், "பாத்திரம் பாத்திரம் பாத்திரம்: பாத்திரம் பாத்திரம்", 1999

Course Coordinator

HOD

ENGLISH- III

BEH301	ENGLISH- III							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept: Mrs. B.JANUA SHERLY – English										
COURSE OBJECTIVES:- To enhance the reading, writing, listening and speaking of the English language skills..											
COURSE OUTCOMES (COs)											
CO1		Remember and recollect the value of LSRW skills.									
CO2		Understand the competence of the four modes of language skills.									
CO3		Apply the grammatical concepts and the correct usage of the English language.									
CO4		Analyze their personality traits and develop interpersonal skills for a better career in life									
CO5		Evaluate the knowledge and write resume official letters and reports									
CO6		Create and develop their ability as critical thinkers and readers.									
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	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/ Internship (PR)	
		✓									
4	Approval	Academic Council Meeting									

Types of Listening (Theory / Definition) - Tips for Effective Listening -Academic Listening (Lectures) - Listening to Radio and Television

UNIT 2 - TELEPHONE SKILLS

12

Basics of Telephone communication -How to handle calls- telephone manners -Leaving a message - Making requests -Greeting and Leave Taking over phone (etiquette) - Handling the situations especially trouble shooting Teleconference - handling Tele interviews for Call Centers

UNIT 3 - WRITING SKILLS

12

Standard Business letter - Report writing- Email drafting and Etiquettes - Preparing Agenda and writing minutes for meetings - Making notes on Business conversations

UNIT 4 - CAREER SKILLS

12

Applying for job -Cover letters -Resume and Effective Profiling - Interviews - Group discussions

UNIT 5 – PERSONAL SKILLS

12

Empathy (Understanding third person's point of view) -Intrapersonal skills -Interpersonal skills- Problem solving

TEXT BOOKS:

1. Improve Your IELTS Listening and Speaking Skill by Barry Cusack, 2007
2. Roche Marc, “Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019

REFERENCE BOOKS:

1. Frederick H. Wentz, “A Workbook to Develop Skills For Employment”, Create space Independent Pub,2012
2. S. P. Dhanavel, “English and Soft Skills”, Orient Black Swan, First edition, 2010
3. English for Communication by Board of Editors, Emerald

Course Coordinator

HOD

BBC301	CORPORATE ACCOUNTING – I					L	T	P	C			
	Total Contact Hours – 60					3	1	0	4			
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies											
	Course Coordinator Name & Department:- Ms G.Anandhi -Commerce											
COURSE OBJECTIVES:- - To gain comprehensive understanding of all aspects relating to corporate accounting. - To lay down a theoretical foundation for the preparation of financial statements. - To gain accounting knowledge in banking and insurance companies. - To gain knowledge about managerial remuneration accounting. - To understand about issues and redemption of shares and debentures												
COURSE OUTCOMES (COs)												
CO1	Remember the basic concept of issue of shares, types, forfeiture of shares											
CO2	Classify the Issue of shares and Redemption of Preference share,											
CO3	Illustrate the final account of company											
CO4	Analyze the profit prior to incorporation											
CO5	Appraise the statement of Insurance companies											
CO6	Categorize the balance sheet of banking companies											
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						H		
	CO2	H	L	H								
	CO3	H	M	H								
	CO4	M	H	H								
	CO5	L	H	L								
	CO6	M	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 – I 12

Issue of shares and debentures - Various kinds - Forfeiture - Re-issue - Underwriting of shares and debentures.

UNIT – II 12

Redemption of preference shares and debentures - Purchase of business - Profits prior to incorporation.

UNIT – III 12

Preparation of company final accounts - Company balance sheet preparation – Computation of Managerial Remuneration.

UNIT – IV 12

Final Accounts of Banking Companies (including Balance Sheet).

UNIT – V 12

Final Accounts of Insurance Companies (including Balance Sheet).

NOTE: Theory 40%, Problems 60%

TEXT BOOKS

1. C.A. Dr. P.C Tulsian, CA. Bahart tulsian – Advanced Corporate Accounting, Sultan & Sons. 2015
2. S.N Maheswari, Sunil K Maheswari – Corporate Accounting , Sultan & Sons.2013
3. Rajasekaran &Lalitha Pearson Education India,2010

REFERENCE BOOKS

1. S.N.Maheswari-Corporate Accounting, Vikas Publishing-2018
2. R. Radhika- Corporate Accounting, MC Graw Hill Education. 2015
3. T.S. Reddy and A. Murthy - Corporate Accounting, Margham Publications.2013.

Course Coordinator

HOD

BBC302/BBA506	COMPANY LAW					L	T	P	C		
	Total Contact Hours –45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:-Mr. G. Santhosh Kumar-Commerce										
COURSE OBJECTIVES:- - To provide an overview of legal environment of joint stock companies. - To expose the students’ knowledge on incorporation and commencement of companies. - To enable the students to gain deep knowledge on prospectus of the company. - To provide knowledge on understanding about appointment, duties and responsibilities of managerial personnel. - To offer exposure about winding up of a company.											
COURSE OUTCOMES (COs)											
CO1	Relate the Introduction – Meaning and Definition of a Company,										
CO2	Describe the Formation of a company, Rights of the Members – Liabilities of the Members – Termination of Membership										
CO3	Initiate the Women’s directors -Meetings-Resolutions, Winding up of Company										
CO4	Examine the liquidator powers, duties and liabilities										
CO5	Estimate the Memorandum of Association and its contents-Articles of Association										
CO6	Manage an Consequences of Misstatements in a prospectus, Certificate of incorporation and commencement of business										
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		
	CO2	H	H								
	CO3			H		M					
	CO4		H								
	CO5	H	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

Meaning and definition of joint stock companies – **characteristics** – lifting on corporate veil – kinds of companies – privileges enjoyed by private companies – difference between private and public companies.

UNIT – II 9

Formation of company – role of promoters – incorporation – memorandum of association – its contents – alteration – doctrine of ultra vires – **articles of association** – contents – doctrine of indoor management – constructive notice – certificate of incorporation – certificate commencement of business.

UNIT – III 9

Prospectus – contents – statement – in – lieu – of prospectus – misstatement in prospectus – its consequences – shares – kinds – debentures – kinds – allotment of shares – transfer of shares – differences between shares, **debentures** and stock.

UNIT- IV 9

Company management – appointment – rights, duties and liabilities of managerial personnel – meetings – its requisites – agenda – notice – quorum – voting – types of resolutions – **membership** – rights and liabilities of members – termination of membership.

UNIT-V 9

Winding up of a company – types of winding up – compulsory winding up – **voluntary winding up** – liquidator – his powers, duties and liabilities – statement of affairs – committee of inspection – consequences of winding up.

TEXT BOOKS

1. N.D. Kapoor, Company Law, Sultan chand & Sons. 2016.
2. P.P.S.Gogna, Company Law, S.Chand Publishing-2016.
3. Avatar Singh, Company Law, 17th Edition, EBC Explorer – 2018.

REFERENCE BOOKS:

1. M.L Shukal – Principles of Company Law, S. Chand. 2017.
2. N.M.Wechlekar – Mercantile Law-N.D.Kapoor,2017
3. M. Sreenivasan – Company Law & Secretion Practices. Sultan Chand Sons. 2015

Course Coordinator

HOD

BBC303/BBA 303	BUSINESS MATHEMATICS					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Ms.S. Jayanthi-Commerce										
COURSE OBJECTIVES:-											
- To provide basic knowledge of mathematics and its application. - To introduce mathematics so that they can be used in the field of commerce and industry. - To acquaint the students with wide ranging applications of mathematical techniques to commerce economics and practical situation. - To train the students to calculate payroll wages and commissions. - To enrich the students’ knowledge regarding interest and annuity.											
COURSE OUTCOMES (COs)											
CO1	Discuss about the set theory, Algebra , Interest and Annuity										
CO2	Determine the Proportion and Variations, Exponential and Logarithmic Series										
CO3	Operate the Integral calculus, Solutions to Linear Equations										
CO4	Solve the Binominal Theorem, Payroll, Wages and Commission										
CO5	Assess the Interest and Annuity - Banker's Discount, Arithmetic, Geometric Progressions										
CO6	Prepare the Maxima and Minima of Univariate Functions,										
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		
	CO2	H	M								
	CO3	H									
	CO4	H					L				
	CO5	H									
	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 9

Theory of Sets - Set Theory - Definition, Elements and Types of Sets, Operations on Sets, Relations and **Functions of Sets**

UNIT – II 9

Algebra - **Ratio**, Proportion and Variations

UNIT – III 9

Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series - Arithmetic, Geometric and Harmonic Progressions

UNIT- IV 9

Differential Calculus - Differentiation - Meaning-, Rules; Maxima and Minima of Univariate Functions; Application of Maxima and Minima in business

UNIT-V 9

Interest and Annuity - Banker's Discount - Binary Number System - Matrices - Meaning and Operations- Matrix inversion - Solutions to Linear Equations - Payroll, Wages and Commission

TEXT BOOKS

1. P. R. Vittal, Business Mathematics, Margham Publications. 2018.
2. Dr Padmalochan Hazarika -Business Mathematics, S. Chand Publishing- 2016
3. Mr. M. Wilson – Business Mathematics, Himalaya Publisher. 2015.

REFERENCE BOOKS

1. Kailash Thakur – Business Mathematics Logical Reasoning & Statistics. S. Chand. 2018.
2. V. K. Kapoor. Business Mathematics, Publishing House Pvt. Ltd. 2016.
3. Gary Clendenen, Stanley A. Salzman -Business Mathematics(13th Edition), 10 February 2014

Course Coordinator

HOD

BBC304	HUMAN RESOURCE MANAGEMENT						L	T	P	C	
	Total Contact Hours – 60						3	1	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:-D.K.Sowmiya Lakshmi / BBA										
COURSE OBJECTIVES:- - Students gained knowledge in the present day human resources development practice. - Facilitate and communicate the human resources component of the organization's business plan. - Students possess good organizational skills, should be able to coordinate all the individuals as a team and make them work together.											
COURSE OUTCOMES (COs)											
CO1	Recall the functions, process and task of human resource management										
CO2	Determine the linkage between human resource strategies and corporate strategies.										
CO3	Operationalize recruitment and selection process.										
CO4	Evaluate the training needs, apply the right training method										
CO5	Appraise the employees by performance appraisal.										
CO6	Formulate 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 O 1	P S	P S
2	CO1	H	M		H				M	O 2 H	C 3 L
	CO2	L	H			M					
	CO3	M	L								
	CO4	L	M			L	H				
	CO5	H	H					M			
	CO6	L	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

INTRODUCTION OF HUMAN RESOURCE MANAGEMENT 12

Definition – Importance of Human Resources – Objectives of Human Resources Management – **Qualities of Personnel Managers** – Evolution and growth of Personnel Management in India.

UNIT II

HUMAN RESOURCE PLANNING 12

Human Resource Planning – Importance and factors influencing HRP – Job analysis – Job Description and **Job Specification**.

UNIT III

RECRUITMENT, SELECTION, TRAINING & DEVELOPMENT 12

Purposes, Types and methods of recruitment and selection – Source of recruitment and Selection – Placement, Induction – **Training and Development** – Objectives and Importance of training and Development – Methods / Techniques of training.

UNIT IV

PERFORMANCE EVALUATION 12

Performance appraisal concept – **Ranking**, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment

UNIT V

WAGES AND SALARY 12

Wages and Salary Administration – Meaning, Calculation of Wages, Salary and Perquisites – Compensation packages – Rewards and Incentives – Financial and non-financial Incentives

TEXT BOOKS

1. L.M. Prasad – Human Resource Management – S. Chand & Sons – 2007.
2. C.B. Mamoria, S.V. Gankar – Personnel Management – Himalaya Pub. – 2012.

REFERENCE BOOKS

3. Gary Dessler – Human Resource Management – Prentice Hall – 8th Edition – 2010.
4. S.S. Khanka – Human Resource Management – S. Chand Ltd. – 2010.

BAL002	BASIC TAMIL – I	L	T	P	C
	Total Contact Hours – 45	3	0	0	3
	Prerequisite course – +2 Level Tamil				
	Course Coordinator Name & Department :- &				
COURSE OBJECTIVES :-					
COURSE OUTCOMES (COs)					
C01					
C02					

பகுதி - 2

12

பொருள் பொருள்படுத்தல் - மையர்ப்பு, மய்யர்ப்பு, மய்யர்ப்பு, மய்யர்ப்பு (மய்யர்ப்பு) - மய்யர்ப்பு பொருள்படுத்தல் - மய்யர்ப்பு பொருள்படுத்தல் பொருள்படுத்தல்

பகுதி - 3

12

பொருள் பொருள்படுத்தல் - மய்யர்ப்பு பொருள்படுத்தல், பல பொருள்படுத்தல் பொருள்படுத்தல் - பொருள் வனக பொருள் பொருள் - மய்யர்ப்பு பொருள்படுத்தல் பொருள்படுத்தல் - மய்யர்ப்பு பொருள்படுத்தல் பொருள்படுத்தல்

பகுதி - 4

12

பொருள் பொருள்படுத்தல் - மய்யர்ப்பு பொருள்படுத்தல் பொருள்படுத்தல் பொருள் - மய்யர்ப்பு பொருள்படுத்தல் - பொருள் பொருள் பொருள்படுத்தல் உணர்ச்சி பொருள் பொருள் பொருள்படுத்தல் பொருள்படுத்தல், பொருள்படுத்தல், பொருள்படுத்தல், பொருள்படுத்தல்-பொருள்படுத்தல் பொருள்படுத்தல் பொருள்படுத்தல்

பொருள் பொருள்படுத்தல்

1. பொருள்படுத்தல், "பொருள்படுத்தல்", பொருள்படுத்தல், 2012
2. பொருள்படுத்தல் பொருள்படுத்தல், "பொருள்படுத்தல் - பொருள்படுத்தல்", கழகபொருள்படுத்தல், 1996
3. பொருள்படுத்தல் பொருள்படுத்தல், "பொருள்படுத்தல் - பொருள்படுத்தல்", கழகபொருள்படுத்தல், 1996

பொருள்படுத்தல் பொருள்படுத்தல்

1. பொருள்படுத்தல் பொருள்படுத்தல், "பொருள்படுத்தல் - பொருள்படுத்தல்", பொருள்படுத்தல், 1994
2. பொருள்படுத்தல், "பொருள்படுத்தல் பொருள்படுத்தல்", : பொருள்படுத்தல் பொருள்படுத்தல், 2012
3. பொருள்படுத்தல் பொருள்படுத்தல், "பொருள்படுத்தல்", உலகதொரு பொருள்படுத்தல், 1998

Course Coordinator

HOD

BCA3E1	SPECIAL TAMIL – I					L	T	P	C		
	Total Contact Hours –						0	0			
	Prerequisite course – Tamil Under Part 1										
	Course Coordinator Name& Department : ஸ்ரீமதி. சி. கண்ணன் & தமிழ் மொழி அறிஞர்										
COURSE OBJECTIVES :- பண்டிதர்தமிழ்நகரகொம்பண்பொற்றிச்செய்தல											
COURSE OUTCOMES (COs)											
C01	பொருள், பொருள், பொருள் பொருள் பொருள்										
C02	பொருள் பொருள், பொருள் பொருள் பொருள்										
C03	பொருள் பொருள், உன், பொருள் பொருள் பொருள்										
C04	பொருள் கலவ, வயல, ஸ்ரீமதி, மகன், பொருள் பொருள் பொருள் பொருள் பொருள்										
C05	பொருள் பொருள், பொருள் பொருள் பொருள்										
C06	சங்ககாலத்தமிழ்நகரகொம்பண்பொம்பொற்றிச்செய்தல அறிஞர்										
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	PS01	PS02	PS03
2	C01	M			H				H	M	M
	C02	M			H						
	C03	M			H						
	C04	M			H						
	C05	M			H						
	C06	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								

பகுதி 1

நகரகொம்பண்பொம்பொற்றிச்செய்தல - சங்ககாலத்தமிழ்
அரசியலுந்நிலை - சங்ககாலத்தமிழ்
பொருள்பொருள் பொருள் பொருள் பொருள்

பகுதி 2

பண்டிதர்தமிழ்நகரகொம்பண்பொம்பொற்றிச்செய்தல - பொருள்பொருள் பொருள் பொருள்
தமிழ்நகரகொம்பண்பொம்பொற்றிச்செய்தல - பொருள்பொருள் பொருள் பொருள், உன், உன்

பகுதி 3

பண்டிதர்தமிழ்நகரகொம்பண்பொம்பொற்றிச்செய்தல - பொருள்பொருள் பொருள் பொருள்
பொருள்பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள்

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HOD

BAL401	TAMIL – IV					L	T	P	C		
	Total Contact Hours – 45					3	0	0	3		
	Prerequisite course – TAMIL –III										
	Course Coordinator Name& Department : &										
COURSE OBJECTIVES :-											
COURSE OUTCOMES (COs)											
C01											
C02											
C03											
C04											
C05											
C06											
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	P01	P02	P03	P04	P05	P06	P07	PS01	PS02	PS03
2	C01	H	M						H	M	M
	C02	H	M								
	C03	H	M								
	C04	H	M								
	C05	H	M								
	C06	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									

பகுதி 1		9
பொருள்	-	10, 110, 129
பொருள்	-	8, 25, 32
பொருள்	-	6, 37, 51

பகுதி 2		9
பொருள்	-	89, 109, 204
பொருள்	-	42,46,49(5-வது பகுதி)

பகுதி 3		9
பொருள்	-	151 - 213
பொருள்	-	5 - 15,
பொருள்	-	170 - 184

பகுதி 4		9
பொருள்	-	1 - 25
பொருள்	-	106 - 158
பொருள்	-	1 - 28

பகுதி 5		9
பொருள்	-	பொருள்

பொருள்

1. பொருள், "பொருள் பொருள்", உ.க. வ. பொருள், 2013
2. பொருள், "பொருள் பொருள்", பொருள், 2010
3. பொருள், "பொருள் பொருள்", பொருள், 2015

பொருள்

1. பொருள், "பொருள் பொருள்", பொருள், 2010
2. பொருள், "பொருள் பொருள்", பொருள், 2008
3. பொருள், "பொருள் பொருள்", பொருள், 2010
4. பொருள், "பொருள் பொருள்", பொருள், 2006

Course Coordinator

HOD

ENGLISH IV

BEH401	ENGLISH- IV							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept. :Ms.E.REKHA - English										
COURSE OBJECTIVES:- To focus on the balanced development of the English language communication skills.											
COURSE OUTCOMES (COs)											
CO1	Remember the basic concepts of English literature										
CO2	Understand the importance of the English language.										
CO3	Apply the themes and values by comprehending the given text.										
CO4	Analyse the grammar and the literary texts.										
CO5	Evaluate the characters and the genre prescribed.										
CO6	Create comprehensive essays efficiently.										
Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High, M-Medium, L-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	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)	Eng 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 - PROSE

12

Lalajee – Jim Corbett – Author Biography – Plot – Theme - Summary - Critical analysis; **Face of Judas** – Bonnie Chamberlin - Author Biography – Plot – Theme - Summary - Critical analysis.

UNIT 2 - POETRY

12

Laugh and Be Merry – **John Masefield** – Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis; **Matilda** - **Hilaire Belloc**- Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis.

UNIT 3: SHORT STORIES

12

Hunchback Sundari – **C.Raja Gopalachari** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **The Eyes Are Not There** - **Ruskin Bond**- Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

UNIT 4: ONE-ACT PLAYS

12

Macbeth Soliloquy – **Out, Out, Brief Candle** - **Shakespeare** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **Julius Ceasar** - **Anthony's Funeral Speech** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

UNIT 5: FUNCTIONAL ENGLISH

12

Wh – Questions - Pattern – Active and Passive voice – usage of passive voice – structure of passive verb; Modal verbs – Tenses.

TEXT BOOKS:

1. Corbett, “My India”, Rupa Publications India Pvt. Ltd., 2018
2. Stories of Innocent by C.Rajagopalachari, Bharathiya Vidya Bhavan, 2009

REFERENCE BOOKS:

1. Shakespeare – The Complete Work; Wilco Publishing House, Mumbai, India. 2005
2. Hilaire Belloc, “Matilda”, Random House UK, 1994
3. Shakespeare, “Macbeth”, Macmillan Publisher, 2014

Course Coordinator

HOD

BBC401	CORPORATE ACCOUNTING – II					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Ms. G.Anandhi -Commerce										
COURSE OBJECTIVES:-											
- To enable the students to understand the theoretical framework of accounting treatments on various corporate firms in the modern day context. To enable the students to develop awareness about Corporate Accounting procedures in conformity with the Provision of Companies” Act and latest amendments thereto with adoption of Accounting Standards. - To help the students to acquire the conceptual knowledge of the amalgamation of companies and to understand the various techniques of preparing the final statements of holding and subsidiary companies. - To peep into the concept of Human Resource Accounting and financial reporting practices. - To impart the training knowledge of students in the practical aspects of Statement of affairs and deficiency accounts.											
COURSE OUTCOMES (COs)											
CO1	Remember the fundamental concepts to gain knowledge about an Corporate Accounting and the role it plays										
CO2	Comprehend the high-level structure of Corporate Accounting, applications, and the relationship between the process and its management.										
CO3	Describe the behaviour of the different process scheduling and recovery from the holding companies										
CO4	Demonstrate management and learn about shares and Debentures.										
CO5	Illustrate the concept of valuation of the shares										
CO6	Analyze different between Nature of Purchase and Nature of Merger										
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								H
	CO2	M	M								
	CO3	M	M			L					
	CO4	H	L		L		H				
	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	Project/Term Paper/ Seminar/ Internship (PR)	
					□						
4	Approval		Academic Council Meeting								

UNIT – I 12

Valuation of goodwill and shares

UNIT – II 12

Amalgamation – Absorption and external reconstruction of a company - (Inter Company investments excluded)

UNIT – III 12

Holding companies- Consolidated final statement of Holding companies and subsidiary companies – intercompany holdings and owing - dividend - treatment of dividends.

UNIT – IV 12

Human Resource Accounting - Accounting standards - Financial reporting practices - Accounting for price level changes.

UNIT – V

Liquidation - Statement of affairs and deficiency accounts - Liquidator's final statement of receipts and payments.

Note: Theory 40%, Problems 60%

1. C.A. Dr. P.C Tulsian, CA. Bahart tulsian – Advanced Corporate Accounting, Sultan & Sons. 2015
2. S.N Maheswari, Sunil K Maheswari – Corporate Accounting , Sultan & Sons.2013
3. B.S. Raman – Financial Accounting, Kindle Edition.

REFERENCE BOOKS

1. R. Radhika- Corporate Accounting, MC Graw Hill Education. 2015
2. T.S. Reddy and A. Murthy - Corporate Accounting, Margham Publications.2013.
3. Lakshmi- Financial Accounts, Kindle Edition.

Course Coordinator

HOD

BBC402	FINANCIAL MANAGEMENT					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:-Ms.R.Priya-Commerce										
COURSE OBJECTIVES:- - Learners having knowledge in basics of Financial Management can understand the functions of Finance with the help of Sources. - The purpose of this course is providing a clear understanding of the concepts of Financial Management.											
COURSE OUTCOMES (COs)											
CO1	Remember the fundamental concepts to gain knowledge about Financial Management and the role it plays										
CO2	Comprehend the high-level of capital Structure, Cost of capital, working capital applications, and the relationship between the process and its management.										
CO3	Describe the Composition of the different Computation Concepts of Dividend Policies										
CO4	Demonstrate the Estimation of components of working capital										
CO5	Illustrate the concept of Sources of finance, Cost of Equity And Cost of Debt										
CO6	Examine the different types of theories of Capital Structure and dividend theories										
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		L						
	CO3	H	M			L					
	CO4	H	M								
	CO5	H	M				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 9

Meaning, objectives and Importance of Finance – Sources of finance – **Functions of financial management** – Role of financial manager in Financial Management.

UNIT II **9**

Capital structures planning - Factors affecting capital structures
– Determining Debt and equity proportion – Theories of capital structures – **Leverage concept**.

UNIT III **9**

Cost of capital – Cost of equity – cost of preference capital – Cost of debt – **Cost of retained earnings** – weighted Average (or) composite cost of capital (WACC)

UNIT IV **9**

Dividend policies – **Factors affecting dividend payment** - Company Law provision on dividend payment –Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

UNIT V **9**

Working capital – components of working capital – working capital operating cycle – **Factors influencing working capital** – Determining (or) Forecasting of working capital requirements.

NOTE: Theory 40%, problems 60%.

1. P. C Tulsian, Bharat Tulsian - Financial Management, S. Chand Publishing. 2017
2. T.S. Reddy , Dr. A. Murthy - Financial Management, Margham Publications. 2012.
3. C,Paramasivam,T.Subramaniam-Financial Management,New International Publisher,

REFERENCE BOOKS

1. R.P.Rustagi – Financial Management, Taxmann Publication,2015
2. I.M.Pandey – Financial Management, Vikas Publishing , 2014
3. S.N.Mageshwari – Financial Management, Sultan Chand & Sons, 2012

BBC403	PRACTICAL AUDITING					L	T	P	C		
	Total Contact Hours – 45					2	1	0	3		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Ms. R. Catherine-Commerce										
COURSE OBJECTIVES:- Learners having knowledge in basics of Audit can understand the various classification of audit. Students can understand about the Vouching of Cash Receipts and Vouching of Cash Payment. The purpose of this course is providing a clear understanding of the concept that underlies Auditing.											
COURSE OUTCOMES (COs)											
CO1	Recall the Nature and Scope of Auditing and classification of auditing										
CO2	Explain the Audit Programs. And internal check system										
CO3	Apply the Vouching of Cash Receipts and Vouching of Cash Payments										
CO4	Explain the Qualification, Rights, Duties, and Liabilities. Professional Ethics of an auditor C										
CO5	Summarize the Audit report and important content of audit report										
CO6	Schedule Verification and Valuation of assets and liabilities										
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						H		
	CO2	M	M								
	CO3	M	M			L					
	CO4	H	L		L		H				
	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 9

Meaning and Definition of Auditing – Nature and Scope of Auditing – Accountancy and Auditing, Auditing and Investigation – Objectives of Auditing – Limitations of Audit – Advantages of Audit – Classification of Audit

UNIT-II 9

Meaning and Definition of Audit Programme – Advantages and Disadvantages – Audit File, Audit Note Book, Audit Working Papers – Purposes and Importance of Working Papers – Internal Check – Meaning, Object of Internal Check – Features of Good Internal Check System

– Auditors duty with regards to Internal Check System – Internal Check and Internal Audit.

UNIT-III **9**

Vouching – Meaning – Objects – Importance of Vouching – Meaning of Voucher – Vouching of Cash Receipts and Vouching of Cash Payments – Vouching of Trading Transactions

UNIT-IV **9**

Verification and Valuation of assets and liabilities – Meaning and objects of verification – Vouching and verification – Verification and Valuation of different kinds of Assets and Liabilities.

UNIT-V **9**

The Audit of Limited Companies – Necessity of Company Audit – Qualification and Disqualification of Auditors – Appointment – Removal – Remuneration – Status of Auditors – Rights – Powers – Duties and Liability of Auditors – Auditor's Report – Importance and Contents.

TEXT BOOKS

1. Bank Audit A Practical Guide for Bank Auditors 5 th Edition – Anil Saxena, Taxmann Publications.2020
2. B.N. Tandon, Sudharsanam, Sundharabahu, Practical Auditing, S Chand. 2013.
3. S. Vengadamani, Practical Auditing, Margham Publications,2012.

REFERENCE BOOKS

1. S.K Basu, Auditing Principles and Techniques, Pearson Education. 2015.
2. Dr. L. Natarajan, Practical Auditing, Margham Publications, 2014.
3. Company Accounts and Auditing Practices, Reliance publications.

Course Coordinator

HOD

BBC404	ENTREPRENEURIAL DEVELOPMENT						L	T	P	C	
	Total Contact Hours – 45						2	1	0	3	
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary Studies.										
	Course Coordinator Name & Department :-Geetha / BBA										
COURSE OBJECTIVE: - - To familiarize the students with the basic fundamentals of Entrepreneurship. - To impart knowledge on Project identification, selection and formulation. - To enable the students on the concept of types of organization. - To peep into the concept of commercial banks. - To enable the students on the concept of women entrepreneurs											
COURSE OUTCOMES (COs)											
CO1	Underline the Characteristics Of Entrepreneur – Entrepreneur and Intrapreneur										
CO2	Explain the Identification – Selection of the Project										
CO3	Apply Selection of Types of Organization – Sole Proprietorship- Partnership Joint Stock Company										
CO4	Appraise to Institutional finance to entrepreneurs										
CO5	Estimate the Factors Influencing The Choice Of Organization										
CO6	Develop the Role and Problems of Women Entrepreneurs										
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
	CO2	-	H	-	-	-	M	H			
	CO3	-	H	-	-	-	M	M			
	CO4	M	-	-	-	-	M	M			
	CO5	-	-	-	-	-	-	-			
	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/ Semina r/ Internship (PR)	
									☐		
4	Approval		Academic Council Meeting								

UNIT-I 9

Meaning Of Entrepreneur – Entrepreneur And Enterprise – Entrepreneur And Manager – Entrepreneur And Intrapreneur – Qualities (Traits) Of True Entrepreneur – Characteristics Of Entrepreneur – Types Of Entrepreneur – Function Of An Entrepreneur – Roles Of Entrepreneur In The Economic Development

UNIT-II

Establishing an Enterprise – Project Identification – Section Of The Product – Project Formulation – Assessment Of Project Feasibility – Preparation Of Project Report – Selection Of Site (Location)

UNIT-III

Selection Of Types Of Organization – Sole Proprietorship- Partnership Joint Stock Company – Factors Influencing The Choice Of Organization – Sources Of Project Finance – Sources Of Long Term Finance – Sources Of Short Term Finance.

UNIT – IV

Incentives And Subsidies – Meaning Of Incentives And Subsidies – Need And Problems – Incentives For Development Of Backward Area – Incentives Of SSI Units In Backward Areas – Taxation Benefits To SSI Units – Subsidies And Incentives In Tamil Nadu.

UNIT – V

Women Entrepreneurs – Concept – Functions And Role – Problems Of Women Entrepreneurs – Suggestions For Development Of Women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How To Develop Rural Entrepreneurship.

TEXT BOOKS:

1. C.B. Gupta, Entrepreneurship Development in India – Sultan Chand
2. S.S. Khanka, Entrepreneurship Development, S. Chand & Co., New Delhi.
3. Gupta C. B and Srinivasan N. P Entrepreneurship Development, Sultan Chand & Sons, New Delhi

REFERENCE BOOKS:

1. P. Sarvanavel, E Entrepreneurship Development, Ess Pee Kay Publishing House
2. Jaswer Singh Saini, Entrepreneurship Development, Deep and Deep Publication, New Delhi
3. Jayashree Suresh, Entrepreneurship Development- Margham Publication, Chennai

Course Coordinator

HOD

BAL004		BASIC TAMIL – II				L	T	P	C		
		Total Contact Hours – 45				3	0	0	3		
		Prerequisite course – Basic Tamil - I									
		Course Coordinator Name & Department :- &									
COURSE OBJECTIVES :-											
COURSE OUTCOMES (COs)											
C01	வனத, ,										
C02	அ ட க ம த ட ட ர , இ ர ட ன ட க எ ன , ன , ர , , எ ழ வ வ ப ப அ ற வ ர										
C03	, ,										
C04	ம ச க ன ள ன க ய ன உ ன ர ய வ ப ம ப வ ர										
C05	க ட ன ர , க ட த ம எ ழ த ம அ ன வ ப ம ப வ ர										
C06											
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	PS01	PS02	PS03
2	C01	M	H						M	H	M
	C02	M	H								
	C03	M	H								
	C04	M	H								
	C05	M	H								
	C06	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								

பகுதி - 1

12

1.1 _____

1.2 _____

1.3 _____, _____

பகுதி - 2

12

2.1 அ ட க _____ ம ட ட ட ர , _____

இ ர ட ன _____

2.2 _____

2.3 _____, _____, _____, _____

12

3.2

9

3. ப ☐ வ ☐ ணர , "க ட டுளர வ னர வ ☐ எ ப ☐ ப ட ?", ☐ ☐ ☐ ம ண் ப ☐ ☐ ☐ க ம , **2012**

HOD

BCA4E1	SPECIAL TAMIL – II					L	T	P	C		
	Total Contact Hours –						0	0			
	Prerequisite course – SPECIAL TAMIL – I										
	Course Coordinator Name& Department : ஸ்ரீமதி. சி. கண்ணகம் & தமிழ் மொழி அறிவுரை										
COURSE OBJECTIVES :- நூல்படிப்பில் வழங்கியனல் படிப்பை அடியைச் செயல்படுத்தல்											
COURSE OUTCOMES (COs)											
C01	தலைப்பு மொழிநுணர்த்தப்பட்டுள்ள பக்க அறிவுரை										
C02	மதப்பொருள், கதலப்பொருள், மகாநல்லாற்பொருள் பக்க அறிவுரை										
C03	பொருள் பொருள், பொருள், பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள்										
C04	பழம் மொழி, நூல் பற்றிய மொழிவம், சமயவொருங்குள் பக்க அறிவுரை										
C05	நூல்படிப்பில் இலக்கிய வரலாறு பக்க அறிவுரை										
C06	பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள் பொருள்										
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	C01	H	M						H	M	M
	C02	H	M								
	C03	H	M								
	C04	H	M								
	C05	H	M								
	C06	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									

பொருள் 1

9

தலைப்பு பொருள் - நுணர்த்தப்பட்டுள்ள பொருள் - வளம்பொருள் பொருள் பொருள்

பொருள் 2

மதப்பொருள் பொருள் - கதலப்பொருள் - மகாநல்லாற்பொருள் பொருள் பொருள் பொருள் பொருள்

பொருள் 3

9

பொருள் பொருள் - பொருள் பொருள் - பொருள் பொருள்

BBC501	E- COMMERCE AND BUSINESS						L	T	P	C	
	Total Contact Hours – 45						2	1	0	3	
	Prerequisite – B.Com										
	Course Coordinator Name & Department :- Dr.D.Venkatramaraju/ Commerce										
COURSE OBJECTIVES: -											
. 1. The goal of the subject is to give a brief explanation regarding online trading											
2. Explain the benefits of using online trading.											
COURSE OUTCOMES (COs)											
CO1	Recall the meaning of E-Commerce										
CO2	Discuss Network infrastructure for E-Commerce										
CO3	Choose firewalls and network security										
CO4	Analyze EDI applications in business										
CO5	Evaluate EDI implementation										
CO6	Compute digital libraries										
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	H								
	CO4	H	M								
	CO5	M	H								
	CO6	H	M								
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

Electronic Commerce Framework, Traditional vs. Electronic business applications,
the anatomy of E-commerce applications.

UNIT-II

Network infrastructure for E-Commerce - components of the I-way - Global information distribution networks - public policy issues shaping the I-way. The internet as a network infrastructure. **The Business of the internet commercialization.**

UNIT-III

Network security and firewalls - client server network security - firewalls and network security - data and message security - encrypted documents and electronic mail.

UNIT-IV

Electronic Commerce and world wide web, consumer oriented E-commerce, Electronic payment systems, **Electronic data interchange (EDI)**, EDI applications in business, EDI and E-commerce EDI implementation.

UNIT-V

Intraorganisational Electronic Commerce supply chain management. Electronic Commerce catalogs, **Document Management** and digital libraries.

REFERENCE BOOKS

1. R.Kalakota and A.B.Whinston, Readings in Electronic Commerce, Addison Wesley, 2009.
2. David Kosiur, Understanding Electronic Commerce, Microsoft Press, 2010
3. Soka, From EDI to Electronic Commerce , McGraw Hill, 2010.
4. Saily Chan, Electronic Commerce Management, John Wiley, 2010.

BBC502	COST ACCOUNTING - I	L	T	P	C
	Total Contact Hours – 60	3	1	0	4
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies				
	Course Coordinator Name & Department:-Ms. G. Anandhi-Commerce				

COURSE OBJECTIVES:-

- To provide in depth knowledge on cost ascertainment
- To identify the areas of application of costing techniques Competencies
- To analyze the various methods of material control and stores control.
- The student should be able to have an effective control over inventory
- The student should be able to exercise effective control over labour

CO1	Remember the basic Concept of cost accounting, Nature and scope of cost accounting
CO2	Explain the costsheet. Tender and Quotation, Reconciliation statement of cost account
CO3	Schedule Material Purchase control, EOQ, ABC Analysis and VED Analysis
CO4	Illustrate Material Cost issue FIFO, LIFO, HIFO, Method
CO5	Estimate Market price, Base Stock Method and Standard Price Method.
CO6	Categorize Time rate and Piece Rate System

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	L	H	L							
	CO3	M	M	M	M						
	CO4	H	H	M							
	CO5	H	L	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

Nature and scope of Cost Accounting: Cost analysis, concepts and Classifications - Installation of costing systems, Cost centers and Profit centers.

UNIT - II

Cost sheets, tenders and quotations - Reconciliation of cost and financial accounts.

UNIT - III

Material purchase control, Level, aspects, need and essentials of material control. Stores control - Stores Department, EOQ, Stores records, ABC analysis, VED analysis

UNIT - IV

Material costing –issue of materials- FIFO , LIFO , HIFO, market price, Base stock method and standard price method.

UNIT – V

Labour cost - Computation and control. Time keeping - Methods of wage payment – Time rate and Piece rate system - Payroll procedures - Idle time and over time - Labour turnover.

Note: Theory 40%, Problems 60%

TEXT BOOKS

1. T.S Reddy & Dr. Y. Hari Prasad – Cost Accounting, Margham Publication. 2014
2. P.C Tulsian & Tulsian – Cost Accounting, S. Chand. 2010.
3. T.S.Reddy & Muruthy- Cost Accounting Margham Publication 2015

REFERENCE BOOKS

1. S. P. Iyengar - Cost Accounting S. Chand. 2018
2. M.L. Agrawal, Dr. K. L. Gupta Cost Accounting -2018
3. S. P. Jain & Narang- Cost Accounting, Kalyani. 2010.

Course Coordinator

HOD

BBC503	MARKETING MANAGEMENT	L	T	P	C
	Total Contact Hours – 45	2	1	0	3
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies				
	Course Coordinator Name & Department:-Ms.R.Priya -Commerce				

COURSE OBJECTIVES:-

- To familiarize the students with the marketing concepts and practices.
- To identify the factors influencing buyer behavior
- To develop an understanding of concept of segmentation and target market.
- To analyze the concept of 4p's - product, place, price, and promotion.
- To familiarize the students on the concept of sales management

COURSE OUTCOMES (COs)

CO1	Recall the basic concept of marketing Role, Importance of Marketing
CO2	Recognize the classification and factors affecting marketing function
CO3	Demonstrate the buying behavior factors and Basic concept of Market Segmentation
CO4	Categorize the various methods of sales forecasting, and consumer goods
CO5	Examine product life cycle and various factors influencing pricing factors
CO6	Schedule the functions and importance of sales promotion

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	L	H	L							
	CO3	M	M	M	M						
	CO4	H	H	M							
	CO5	H	L	H							
	CO6	H	M	H							
3	Category (HS)	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

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix - Marketing approaches - **Various Environmental factors affecting the marketing functions.**

UNIT - II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behavior. Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT - III

Sales Forecasting – Various methods of sales Forecasting. The Product - Characteristics - benefits – classifications - consumer goods - industrial goods – New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT - IV

Pricing - Factors influencing pricing decisions - pricing objectives - pricing policies and

procedures. Physical Distribution : Importance - Various kinds of marketing channels - **distribution problems**. Sales Management: Motivation, Compensation and Control of Salesmen.

UNIT - V

Promotion-**Advertising** - Publicity - Public Relations - Personal Selling - Direct selling and Sales promotion.

TEXT BOOKS

1. Pearson – Principle of marketing -2018
2. L. Natarajan - Marketing Management, Margham Publications.2013
3. R.B. Rudani – Basics of Marketing Mangement, S. Chand Publications. 2014.

REFERENCE BOOKS

1. Dr. R.L. Varshney & Dr. S.L Gupta- Marketing Management, S. Chand. 2010.
- 2.Dr. C.B. Gupta and Rajan Nair – Marketing Management, S. Chand. 2016.
3. Philip Kotler - Publisher Prentice Hall, Inc -2000

Course Coordinator

HOD

BBC504	INCOME TAX LAW & PRACTICE- I					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department: -Dr.J. Kannan – Commerce										
COURSE OBJECTIVES: - - To know about the Income Tax Act - To analyze the residential status of individuals. - To understand about the various heads of income - To know about the various deductions under income tax act. - To analyze the techniques and to compute relating to profits and gains of business andprofession.											
COURSE OUTCOMES (COs)											
CO1	Recall the basic concept income tax, Meaning of Assessment Year, Previous year										
CO2	Understand the residential status and incidence tax of residential status										
CO3	Compute Income from Salary, Various allowances and treatment of PF										
CO4	Analyze various perquisites and deduction u/s 16(i), (ii)										
CO5	Compute Income from House property, let out and self-occupied house property										
CO6	Calculate exempted income from Business or Profession										
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	L							
	CO3	M	M	M	M						
	CO4	H	H	M							
	CO5	H	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											

SUB CODE: BBC 504

Unit I

Income Tax Law- previous year- Assessment year-Assessee-Capital and Revenue Receipts and Expenditure .

Unit II

Residential status – Residential status of individuals- Incidence of tax- exempted Income

Unit III

Heads of Income – Salaries- Meaning –Allowances - perquisites - Deductions.

UNIT IV

Income from house property- salaries- Meanings- Annual value-self occupied- let out – deductions.

UNIT V

Profits and gains of business and profession – computation of Income from Business and Profession

Note: Theory 40%, Problems 60%

TEXT BOOK

1. T.S. Reddy & Dr. Hari Prasad – Income Tax Law & Practice, Margham Publications, 2016.
2. Dinakar Pa Gare – Income Tax Law & Practice, S. Chand. 2017.
3. Dr. Vinod Singhania and Dr.Kapil Singhania Direct law and Practice - 2016

REFERENCE BOOKS

1. V.P. Guru, D. B. Narang Puja Guru & Rajeevpuri - Income Tax Law & Practice, Kalyani Publications, 2018.
2. Dr. Vinod Sign Hania – Income Tax Law & Practice, Taxmann. 2019.
3. Dr.Muruthy Income Tax Law & Practice 2019

Course Coordinator

HOD

BBC505	MANAGEMENT ACCOUNTING – I					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department:- Ms. R. Priya -Commerce										
COURSE OBJECTIVES:- - To provide in depth knowledge on management accounting. - To analyze and to interpret the financial statements by adopting various methods. - To study about the ratio analysis and the capital structure. - The student should be able to analyze the fund flow statement and working capital. - The student should be able to prepare cash flow statement.											
COURSE OUTCOMES (COs)											
CO1	Recall the basic concept of management accounting, Nature and scope of management accounting										
CO2	Describe the difference between cost accounting, Management accounting Vs. Financial Accounting										
CO3	Computation of financial statement analysis Comparative, common and trend analysis										
CO4	Categorize classification of ratio, Interpretation and limitation of ratio analysis										
CO5	Illustrate funds flow statement (Working Capital, Funds from operation)										
CO6	Preparation of cash flow statement and difference between cash flow and funds flow statement										
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	M	H	L							
	CO3	H	M	M	H	L					
	CO4	H	H	H							
	CO5	H	L	H			M				
	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

Management Accounting – Meaning, scope, importance and limitations
Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

UNIT II 12

Analysis and Interpretation of Financial Statements – Nature, objectives, tools – Methods – Comparative Statements, Common Size statement and trend analysis.

UNIT III 12

Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability, turnover, capital structure and leverage.

UNIT IV 12

Fund flow analysis – preparation of schedule of changes in working capital and

fund flow statement.

UNIT V 12

Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.

NOTE: Theory 40%and Problems 60%.

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand. 2014.
2. T. S. Reddy & Dr. Y. Hari Prasad, Management Accounting, Margham Publications. 2012
3. R.J.Reddy Management Accounting - 2004

REFERENCE BOOKS

1. S. P Gupta – Management Accounting, S. Chand. 2019
2. Surender singh – Management Accounting - 2016
3. Hingorani & Ramanantan – Management Accounting, Sultan Chand sons. 2014.

Course Coordinator

HOD

BBC506/BBA503	RESEARCH METHODOLOGY						L	T	P	C	
	Total Contact Hours – 60						3	1	0	4	
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department: - Dr. D.VenkataramaRaju -Commerce										
COURSE OBJECTIVES:- - To understand some basic concepts of research and its methodologies - To identify the sources of data relating to research. - To analyze the various sampling procedures and methods. - To analyze and to organize the data in a more appropriate manner. - To prepare a research report.											
COURSE OUTCOMES (COs)											
CO1	Recall the basic fundamentals of research, qualities of researcher, research design, and steps in scientific research.										
CO2	Describe the concept and purpose of research, types of research and research reports, components of research problem and good research report.										
CO3	Relate the concept of primary and secondary data, questionnaire, survey and case study Research, control observation.										
CO4	Appraise the data editing, coding, tabulation, sampling errors.										
CO5	Estimate the methods of sampling techniques, experiments, hypothesis testing research										
CO6	Identify how to prepare research report structure and components.										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	H	M					H		
	CO2	M	H	H							
	CO3	H	M	M	H	L					
	CO4	H	H	H							
	CO5	M	M	H			M				
	CO6	H	L	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: INTRODUCTION 12

Definition of Research, Qualities of Researcher, Components of Research Problem, Various steps in Scientific Research, Types of Research; Hypothesis Testing Research -Purpose- Research Design – Survey Research – Case Study Research.

UNIT – II: DATA COLLECTION 12

Sources of Data: Primary Data, Secondary Data; Procedure Questionnaire

UNIT III: SAMPLING

Sampling Merits and Demerits – Experiments – Kinds – Procedure; Control Observation – Merits – Demerits – Kinds – Procedure – Sampling Errors – Type – I Error – Type – II Error.

UNIT IV: DATA ANALYSIS 12

Editing- types of editing- guidelines for editing-coding-classification- tabulation-graphs.

UNIT-V: RESEARCH REPORT 12

Structure and Components of Research Report, Types of Report, Good Research Report.

TEXT BOOKS

1. C. R. Kothari, Research Methodology, Margham Publications, 2016.
2. Senthil Kumar & Sasi Kumar – Project Methodology, International Publishing, 2016.
3. Robert K. Yin Case study research: Design and Methods, SAGE Publications 4th edition, 2014, volume 5 .

REFERENCE BOOKS

1. C.R. Kothari Research Methodology: Methods & Techniques – ND: Wiley Eastern Ltd. – 2011
2. R. Panneerselvam - Research Methodology - Prentice Hall of India, New Delhi, - 2010.
3. Ranjit Kumar – Research Methodology – 4th Edition – Sage Publication – 2014.

Course Coordinator

HOD

BBC601	MANAGEMENT ACCOUNTING-II	L	T	P	C
	Total Contact Hours – 60	3	1	0	4
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies				
	Course Coordinator Name & Department: -Ms. R. Priya -Commerce				

COURSE OBJECTIVES:-

- To provide the students with an understanding of accounting procedure for corporate restructuring.
- To make the students to understand the process of ascertaining and classification of accounting procedure

COURSE OUTCOMES (COs)

CO1	Remember the basic concept, objectives and limitation of budget and budgetary control
CO2	Understand the methods of capital budgeting, Nature and Scope of capital budgeting
CO3	Apply the Profitability methods of index number and payback period ,ARR,NVP method
CO4	Analysis the Break-even point and margin of safety, Advantage and limitation of Marginal costing
CO5	Illustrate Marginal cost Make or buy decision and selection product mix method
CO6	Modify standard Costing ,Analysis of variance Material ,Labour, Overhead cost method

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	M							
	CO3	M	H	H		M	L				
	CO4	H	M	M	L						
	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

Budget and Budgetary Control: Definition – Objectives – Uses and Limitations – Preparation of materials Purchase, Production, Sales, Cash and Flexible Budget – Zero Base Budgeting.

UNIT-II 12

Capital Budgeting: Concepts – Nature – Advantages and Limitations – Raking investment Proposals – Payback Period, ARR, NVP , present value Index.

UNIT-III 12

Marginal costing: Definition – Advantages and Limitation – BEP – Margin of Safety – P/V Ratio – Key factor.

UNIT-IV 12

Marginal Costing: Make or Buy decision – Selection of Product mix – charges in Selling price – Foreign market offer – desired level of profit.

UNIT-V**12**

Standard Costing: Definition – Features – Advantages – Limitation – Analysis of Variances – Materials Labour.

Note: Theory 40%, Problems 60%

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand. 2014.
2. T. S. Reddy & Dr. Y. Hari Prasad, Management Accounting, Margham Publications. 2012
3. R C Sekhar and A V Rajagopalan , Management Accounting , oxford university press, 2012

REFERENCE BOOKS

1. R.S.N. Pillai & Bhagavathi – Management Accounting – S. Chand & Co. Ltd., New Delhi.2016
2. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Margham Publications, Chennai.2014
3. S.P. Gupta – Management Accounting – Sultan Chand & Sons, New Delhi. 2010

Course Coordinator

HOD

BBC602	COST ACCOUNTING – II					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department: -Ms. Ms.S.Bina Pani -Commerce										
COURSE OBJECTIVES:- - Making a foundation of total cost making a foundation of cost is the main objective of cost accounting...more ever , it can divide the total cost and theoretically fragmentize the capital into different section of productions like job, process, organization etc.... - To understand students with job costing from the point of view of managers and outsiders. - To ascertain the cost accounting under different situations using different techniques											
COURSE OUTCOMES (COs)											
CO1	List of the fundamental concepts of Overheads, Classification , Allocation - Apportionment and Absorption , Difference between Process Costing & Job Costing										
CO2	Understand the Accounting and control of overheads ,Manufacturing, Administration, Selling and Distribution, Machine Hour Rate, Features of Job Costing and Objectives										
CO3	Apply the job costing and batch costing, practice job ledger, economic batch quantity (EBQ)										
CO4	Analyze the process costing, identifying the preparation of process accounts in normal loss and abnormal loss										
CO5	Identify the contract costing, practice the profit and loss with contract account										
CO6	Illustrate the join product and By product accounting for cost										
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	M							
	CO3	H	M	H		M	M				
	CO4	H	M	M	L						
	CO5	H	M	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 (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
4	Approval		Academic Council Meeting								

UNIT I 12

Overheads - Classification, Allocation, Apportionment and Absorption.
Accounting and control of overheads - Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution) - Machine Hour Rate.

UNIT II 12

Job costing- Batch costing- job ledger- Economic batch Quantity

UNIT III 12

Process costing – Preparation of process Accounts – Normal loss – Abnormal loss.

UNIT IV 12

Contract Costing – work in progress- Profit and Loss – Contractee Account.

UNIT V 12

Joint product – By product – Accounting for joint product cost – Accounting for by products.

NOTE: Theory 40%,

Problems 60% TEXT

BOOKS

1. Horngrens Cost Accounting A Managerial Emphasis, Srikant M Datar et all, Pearson India, 2017.
2. T.S Reddy & Dr. Y. Hari Prasad – Cost Accounting, Margham Publication. 2014
3. P.C Tulsian & Tulsian – Cost Accounting, S. Chand. 2010.

REFERENCE BOOKS

1. S. P. Iyengar - Cost Accounting S. Chand. 2018.
2. S. P. Jain & Narang- Cost Accounting, Kalyani. 2010
3. R.Lalitha, V. Rajaskaran – Cost Accounting – Pearson Publishers, 2010.

Course Coordinator

HOD

BBC603	SERVICES MARKETING					L	T	P	C		
	Total Contact Hours – 60					3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies										
	Course Coordinator Name & Department: -Ms. Ms.S.Bina Pani -Commerce										
COURSE OBJECTIVES:- • Enable students to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company											
COURSE OUTCOMES (COs)											
CO1	List the philosophies of ServicesMarketing										
CO2	Describe the process of services 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) 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	M							
	CO3	H	M	H		M	M				
	CO4	H	M	M	L						
	CO5	H	M	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 (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
4	Approval				☐						
Academic Council Meeting											

UNIT – I

MARKETING SERVICES

Introduction Growth of the service sector. The concept of service. Characteristics of Service – Classification of service – **Designing of the service**, blueprinting, using technology developing, human resources, building service aspirations.

UNIT – II

MARKETING MIX IN SERVICE MARKETING

The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. **Additional dimension in services marketing** –

People, physical evidence and process.

UNIT–III

EFFECTIVE MANAGEMENT OF SERVICE MARKETING

Marketing Demand and Supply through capacity planning and segmentation – Internal marketing of Services – External versus Internal orientation of service strategy.

UNIT – IV

DELIVERING QUALITY SERVICE

Causes of Service – Quality gaps. The customer expectations versus perceived service gap.

Factors and Techniques to resolve this gap Customer Relationship Management.

Gaps in Services – Quality standards, factors and solutions

UNIT- V

MARKETING OF SERVICE

Financial Services - Health Service - Hospitality Services including travel, hotels and tourism - Professional Service - Public Utility Services - Educational Services.

REFERENCES

1. Adhian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd., yr.2010.
2. Chistopher lovelock, Services Marketing, 4th edn, Pearson Education Asia, 2010.
3. K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, 2nd edn, Thomson – South Western yr.2002.
4. Helen Woodroffe – Services Marketing, Mcmillan India Ltd., yr 2005.
5. S.M. Jha, Services Marketing, New Delhi Himalaya Publishing House.

BBC604	INCOME TAX LAW & PRACTICE II						L	T	P	C		
	Total Contact Hours – 60						3	1	0	4		
	Prerequisite course – Commerce / Mathematics Studied in Higher Secondary studies											
	Course Coordinator Name & Department: -Dr.J.Kannan -Commerce											
- To make the students competent to compute the total income and tax liability of individual assesses and firms. - To give them the necessary expertise to file return of income tax and to take up job in filing of tax												
COURSE OUTCOMES (COs)												
CO1	Recall the basic concepts of Capital gains and types capital gains											
CO2	Discuss the income from capital gains, Types and exemption of capital gains											
CO3	Compute income from other sources and exemption of income from other sources											
CO4	Employ deductions to find out total income and adjusted on set off carry forward											
CO5	Interpret the income tax authorities powers and duties											
CO6	Modify types assessment, Pan Card, Rights and duties of CBDT											
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	M	M									
	CO3	M	H									
	CO4	H			M							
	CO5	L	M	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

Capital gains – short term capital gains – Long term capital gains – Computation of income from capital gains.

UNIT II

12

Income from other sources – General incomes – computation of income from other sources.

UNIT III

12

Deductions to be made in computing total income – Deductions from total Income.

UNIT IV

12

Set off and carry forward of losses – clubbing provisions and their implications.

UNIT V

12

Authorities of Income tax – PAN – Tax Returns Persons.

TEXT BOOK

1. Naveen Mittal, Income Tax Law and Practice, Cengage learning, 1st Edition, 2019.
2. Dinakar Pa Gare – Income Tax Law & Practice, S. Chand. 2017.
3. T.S. Reddy & Dr. Hari Prasad – Income Tax Law & Practice, Margham Publications, 2016.

REFERENCE BOOKS

1. Dr. Vinod Sign Hania – Income Tax Law & Practice, Taxmann. 2019
2. V.P. Guru, D. B. Narang Puja
Guru & Rajeevpuri - Income
Tax Law & Practice, Kalyani
Publications, 2018.
3. B.B. Lal, Income Tax, second Edition, Pearson Publishers, 1974.

Course Coordinator

HOD

BBC605	FINANCIAL SERVICES							L	T	P	C	
	Total Contact Hours – 60							4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies											
	Course Coordinator Name &Department:-Dr.D.Arun Kumar/BBA											
COURSE OBJECTIVES:- - To ascertain the concept of merchant banking in financialservices. - To get knowledge about financial services in. India as Indian Financial System, FinancialMarkets - To provide ideas about Banking and Insurance Sector in India and Recent Trends in Accounting andFinance.												
COURSE OUTCOMES (COs)												
CO1	Identify the financial institutions in service sector											
CO2	Describe the types and features if factoring agreement.											
CO3	Practice the SEBI guidelines for investor services.											
CO4	Determine the different types of Insurance..											
CO5	Compare the features of factoring and bills discounting											
CO6	Manage the SWAP analysis in financial service sector.											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	L	PSO2	PSO3
2	CO1	M	L	L		M	H					
	CO2		H					M				
	CO3	H	L				L					
	CO4		L	M								
	CO5	H	M			M						
	CO6	M	L					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

IMPORTANCE

9

Meaning and importance of financial services - Types of financial services -

Financial Services and economic environment - **Players in Financial Services Sector.**

UNIT – II

MERCHANT BANKING

9

Merchant Banking - Functions - Issue Management - Managing of new issues - Underwriting

- Capital market - **Stock Exchange** - Role of SEBI.

UNIT – III

LEASING AND HIRE PURCHASE 9

Leasing and Hire purchase - Concepts and features - **Types of lease Accounts.**

UNIT – IV

FACTORING 9

Factoring - **Functions of Factor** - Consumer finance - Venture capital - Mutual Funds - Credit Rating.

UNIT – V

INSURANCE 9

Insurance - Different types - Life, marine, fire, motor, health, **pension plan**, annuity, rural Insurance. Insurance laws and regulations (A brief introduction to IRDA Act and Insurance Act, 1938).

TEXT BOOKS:

1. Indian Banking - Parameswaran - S. Chand and Co
2. Financial Services - PK Jain, MY Khan - 2012 - Tata McGraw-Hill

REFERERNECE BOOKS

1. Financial Services - B. Santhanam Margham Publishers). .
2. Indian Financial System - H.R.. Machiraju., Vikas Publishers

CourseCoordinator HOD

BBC606	SALESMANSHIP AND ADVERTISING						L	T	P	C	
	Total Contact Hours – 45						2	1	0	3	
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department:- Ms. S.Binapani/ Commerce & Economics										
COURSE OBJECTIVES:- - To understand the importance, role, objective of advertising. - To impart knowledge on importance of salesmanship - To analyze the types of advertising and its benefits											
COURSE OUTCOMES (COs)											
CO1	Define the objectives of Advertising.										
CO2	Classify the types of Advertising-Commercial and Non-Commercial Advertising										
CO3	Discover Advertising benefits and criticism										
CO4	Explain the importance of salesmanship										
CO5	Compute the Qualities and Responsibilities of sales managers										
CO6	Examine the types of sales organization - Sales management job										
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		
	CO2	H									
	CO3		M								
	CO4	H		M							
	CO5										
	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								

Fundamentals of advertising – origin and development- definition-importance-role of advertising –nature, objectives, and scope of advertising-activities included and activities not included in advertising

Types of advertising-commercial and non commercial advertising-primary demand and selective demand advertising-classified and display advertising-comparative advertising- co-operative advertising

Advertising - benefits and criticism - media selection - advertisement copy development - Measuring advertisement effectiveness-AIDA MODEL

Introduction to the Salesmanship – importance of salesmanship- training of sales men - compensating sales men

Qualities of salesman-determining the prospects -handling objections

1. George E. Belch and Michael A. Belch, Advertising and Promotion, McGraw Hill Company
2. Ronald, Karen Whitehill King, and J. Thomas Russell, Kleppner's Advertising Procedure, Pearson Education International, Prentice Hall.
3. P. Saravanel & S. Sumathi, advertising and salesmanship Margham publications,

- 1) Sarangi, Advertising and Sales Promotion, Asian Books
2. Gupta, Advertising and Sales Promotion, EPH Publisher.
- . 3. A Handbook of Human Resource Management Practice, 2012.

HOD

BBE002	DESKTOP PUBLISHING						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department :- N.Mathimagal& BCA										
COURSE OBJECTIVES:- The learner will have the knowledge about the use of Computer Hardware and basic Software											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge of basic concepts of Computer Hardware and basic Software										
CO2	Analyze the use of Netscape to access the Course Home Page and Tips and Tricks. .										
CO3	Discussthe basic Principles and development of publishing and printing .										
CO4	Identify the basic Knowledge and operations of a prepress computer system										
CO5	Demonstrate the typography.										
CO6	Test real time application using a basic concept.										
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	PS O 1	PS O 2	PS O3
2	CO1	H	L						H		
	CO2	M	L								
	CO3	H	-								
	CO4	H	L								
	CO5	M	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									

DESKTOP PUBLISHING

UNIT-1

Classification of Computer Hardware and basic Software. Different Hardware and Software with• their uses. Types of Software i.e. System, - Application etc. Different types of Input & Output devices. Workshop safety and environmental awareness - Principles and development of publishing and printing - Desktop publishing.

UNIT-2

Knowledge and operations of a prepress computer system – Typography - Image processing.

UNIT -3

Finished art work - Other related processes – Case Study.

Reference Books:-

G.Dalin. M.Sc software engineering, HSI PUBLICATIONS

BCA001	COMPUTER APPLICATION						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department :- N.Mathimagal& BCA										
COURSE OBJECTIVES:- The learner will have the knowledge about the basic operations of a computer system, computer applications software, input, and output and storage devices.											
COURSE OUTCOMES (COs)											
CO1	Define the Characteristics, History, Classification, Personal Computers and Applications.										
CO2	Demonstrate understanding of the basic operations of a computer system.										
CO3	Explain the principles of operations of computer systems used in a particular application, specifically in terms of the systems' hardware and software components.										
CO4	Discuss the various types of Processors, Input and Output devices, OS & DOS command.										
CO5	Identify the suitable Storage Devices and Software's to solve the problem.										
CO6	Use computer applications software to solve problems.										
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	PSO 1	PSO2	PSO 3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	-								
	CO4	H	L								
	CO5	M	-								
	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									

	GRAPHICAL AND WEB	L	T	P	C
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COMPUTER APPLICATION

UNIT-I:-

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 semiconductor Memory.Storage fundamentals - Primary Vs Secondary memory.

UNIT-II:-

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

Various Storage Devices - Magnetic Disks, Hard Disk Drives, Floppy, Disks, Optical Disks, Computer Software ,Need, Types of Software's - System software, Application software System Software - Operating System, compiler ,Assemblers, Interpreter .

TEXT & REFERENCE BOOKS:-

- 1. COMPUTERS TODAY BY S.K. BASANDRA, GALGOTIA PUBLICATIONS.**
- 2. FUNDAMENTALS OF INFORMATION TECHNOLOGY BY ALEXIS LEON & MATHEWS LEON, VIKAS PUBLISHING HOUSE, NEW DELHI.**
- 3. DOS QUICK REFERENCE BY RAJEEV MATHUR, GALGOTIA PUBLICATIONS.**

BCA002	DESIGNING										
	Total Contact Hours - 30						2	0	0	2	
	Prerequisite course – Nil										
	Course Coordinator Name &Department :- Jennifer P. & CS										
COURSE OBJECTIVES :- To gain knowledge in basic web designing concepts.											
COURSE OUTCOMES (COs)											
CO1	Remember the web basics and graphic design.										
CO2	Understand the design principle.										
CO3	Analyze the color theory and typography.										
CO4	Apply the basic principle and drawing design.										
CO5	Implement the communication design and layout techniques										
CO6	Illustrate a real time application using image processing concept.										
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	PSO 1	PSO2	PSO3
2	CO1	H	L							H	
	CO2	H	L								
	CO3	H	L								
	CO4	H	-								
	CO5	M	L								
	CO6	H	L								
3	Category	Part I Tamil/Linguistic Study	Linguistic English	Part III Core	Part III Substream	Part III Project	Part IV Basic/ Advanced Tamil/ EVS/VE/ SBE/ Soft Skill	Part V Extension Activity			
							✓				
4	Approval	Academic Council Meeting									

GRAPHICAL AND WEB DESIGN

Unit-1:-

Introduction to Graphic Design – Drawing – Design Principle.

Unit -2:-

Color theory – Typography – Idea Generation.

Unit -3:-

Stylisation – Communication Design – Lay outing Techniques – Image Processing – Page Layouting.

Reference Books:-

- 1. Computer Graphics: Principles and Practice in C, by J. D. Foley, A. Van Dam, S. K. Feiner, J. F. Hughes. Addison-Wesley, 2nd ed**

BCA003	MULTIMEDIA						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department :- N.Mathimagal& BCA										
COURSE OBJECTIVES:- The learner will have the knowledge about the principles of different types of media and able to identify the proper applications of multimedia, how multimedia can be used in various application areas, and evaluate the appropriate multimedia systems and develop effective multimedia applications.											
COURSE OUTCOMES (COs)											
CO1	Gain knowledge of basic concepts of multimedia										
CO2	Analyze the multimedia application problems.										
CO3	Discuss the Video capturing, Sound capturing, editing concepts.										
CO4	Identify the basic multimedia design principles.										
CO5	Demonstrate the multimedia system and Design Process										
CO6	Test real time application using a multimedia concept.										
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	PS O 1	PS O 2	PS O 3
2	CO1	H	L						H		
	CO2	M	L								
	CO3	H	-								
	CO4	H	L								
	CO5	M	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									

MULTIMEDIA

UNIT-1:-

Multimedia Fundamentals: Define the concept of multimedia, fundamental criteria for the design of a multimedia presentation, multimedia application goals & objectives, opportunities in multimedia production, Role of multimedia development team members, avoiding problems in planning a multimedia application.

UNIT-2:-

Multimedia Building Blocks: Text, Graphics, video capturing, Sound capturing, editing. Basic design principle: proximity, visual hierarchy, Symmetry / Asymmetry, Repetition, unity, Contrast, dynamics, Emphasis, Multimedia Authoring tools.

UNIT-3 :-

Design, Development and evaluation of multimedia a system: The development of user interface design, Design Process,

Reference Books:-

1. John Villamil-Casanova, Louis Molina, An introduction to multimedia
2. Mohammad Dastbaz, Designing Interactive Multimedia Systems
3. Bohdan O. Szuprowicz, Multimedia Networking
4. Stephen McGloughlin, Multimedia on the web

BCA004	NETWORKING AND MAINTENANCE	L	T	P	C
	Total Contact Hours - 30	2	0	0	2
	Prerequisite course – Computer Science / Mathematics Studied in Higher Secondary Studies.				

		Course Coordinator Name &Department :- E.Srimathi/CS									
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 Computer Organisation& Operating Systems(Windows And Linux) Types Of Computer										
CO5	Working with Background And Number System										
CO6	Used to develop the Backups, Switches Routers, BIOS, Floppy Disk and zip Driver										
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	PSO 1	PSO2	PSO 3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	L								
	CO4	M	L								
	CO5	H	-								
	CO6	H	L								
3	Category	Part 1 Tamil/Linguistic Study	Part II Linguistic English	Part III Core	Part III Substream	Part III Project	Part IV Basic/ Advanced Tamil/ EVS/VE/ SBE/ Soft	Skill	Part V Extension Activity		
							✓				
4	Approval	Academic Council Meeting									

NETWORKING AND MAINTENANCE

UNIT -1 :- COMPUTER HARDWARE

Computer Organizations and Operating Systems (Windows and Linux), Basic Electrical Engineering and Electronics, Microprocessors, Computer Hardware, Internet and Viruses,

Principles of Data Communication & Network Maintenance , Digital Fundamentals , Computer Assembling and Software Installations , Hardware Lab , Project

UNIT -2:- COMPUTER ORGANISATION & OPERATING SYSTEMS(WINDOWS AND LINUX)TYPES OF COMPUTER

Analog, Digital, and Hybrid type, Hardware, Software, System software, Application software, Stored Program Concept and Von Newman Architecture, Firmware, Humanware, Stored Program Concept, Evolution of computers, Generation of computer.

UNIT-3: - BACKGROUND AND NUMBER SYSTEM

Information Representation and Codes, Data Types, Complements, Addition and Subtraction of Binary Numbers, Fixed Point and Floating Point Representation, Octal and Hexadecimal System , Conversion of Number Systems, Alpha Numeric Codes – ASCII & EBCDIC, Error Detection Codes, Building Blocks of Computers, Combinational Blocks (Gates, Multiplexes, Decoders, Encoders etc.), Sequential Building Blocks (Flip Flops, Registers, Counters, Random Access Memory, etc.)

Reference Books:

1. **IBM PC and CLONES, B.Govindrajalu, Tata McGrawhill Publishers, IBM PC and CLONES**
2. **Computer Installation and Servicing, D.Balasubramanian, Tata McGraw Hill**
3. **Computer Installation and Servicing**
4. **The complete PC upgrade and Maintenance, Mark Minasi, BPB Publication, The complete PC upgrade and Maintenance**
5. **Troubleshooting, Maintaining and Repairing PCs, Stephen J Bigelow ,Tata MCGraw Hill Publication ,Troubleshooting Maintaining and Repairing PCs**

BCA006	WEB DESIGNING						L	T	P	C	
	Total Contact Hours – 30						2	0	0	2	
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department:- V.Ramya& BCA										
COURSE OBJECTIVES: - To gain knowledge in basic web designing concepts.											
COURSE OUTCOMES (COs)											
CO1	Definethe web basics and server side scripting.										
CO2	Execute the HTML coding and linking process.										
CO3	Analyze the hyperlinks and special characters.										
CO4	Relatethe Embedded Style Sheets & Linking External Style Sheets.										
CO5	Use the backgrounds and user style sheets.										
CO6	Test real time application using web designing concept.										
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	PS O1	PS O2	PS O3
2	CO1	H	L							H	
	CO2	M	L								
	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									

WEB DESIGNING

UNIT -1

Introduction, Syllabus, Calendar, Terminology, Files and Folders, Purchasing Domain/Hosting, Remote Hosting, FTP, HTML basics, Starting a Website, HTML Coding

UNIT-2

Terminology, Starting a Website, HTML Coding

UNIT-3

HTML Coding, Wireframe, Website Design/Development, FTP, Basics of CSS Coding, CSS Coding, Internal CSS

Reference Books:-\

1. Blanck, Peter. *eQuality: The Struggle for Web Accessibility by Persons with Cognitive*
2. *Disabilities*, Cambridge Disability Law and Policy Series, 2015.
3. Burgstahle, Sheryl. *Universal Design in Higher Education: From Principles to Practice*, Harvard Education Press, 2008.
4. Byrne, Jim. *60 hot to touch Accessible Web Design tips – the tips no web developer can live without!*, Jim Byrne, 2006, (ISBN: 978-1-4116-6729-7).
5. Chisholm, and May. *Universal Design for Web Applications: Web Applications That Reach Everyone*, O'Reilly Media, 2008.
6. Clark, Joe. *Building Accessible Websites*, New Riders Publishing, 2002.

BSC001	ANIMATION						L	T	P	C		
	Total Contact Hours – 30						2	0	0	2		
	Prerequisite course – Higher Secondary Level											
	Course Coordinator Name & Department :- N.Mathimagal& BCA											
COURSE OBJECTIVES:- The learner will have the knowledge about the use of animation, digitized sound, video control, and scanned images.												
COURSE OUTCOMES (COs)												
CO1	Gain knowledge of basic concepts of Animations											
CO2	Analyze the use of Netscape to access the Course Home Page and Tips and Tricks. .											
CO3	Discussthe basic instructional design principles in the development of stacks..											
CO4	Identify the basicFormulate a working definition of interactive multimedia.											
CO5	Demonstrate the competence in using the authoring program Hyper Studio.											
CO6	Test real time application using a basic concept.											
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	PS O 1	PS O 2	PS O3	
2	CO1	H	L						H			
	CO2	M	L									
	CO3	H	-									
	CO4	H	L									
	CO5	M	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										

ANIMATION

Unit - 1

INTRODUCTION:

Elements of Information Technology - Introduction to Programming Languages - Basics of Animation.-Foundation Art. -Computer Based 2D Animation. - Multimedia & Computer Graphics. Introduction to 3D Animation & Modeling- Introduction to Mass Communication & Media Literacy

Unit - 2

3-D Animation-I.- Production Process-I. - Multimedia-I. - Composing and Editing. - Color Theory.

Unit- 3

Script Writing-I. - Content Development Direction-I. - Gaming Technology - Digital Editing and Motion Graphics-I. - Visual Effects-I. - V.F.X.-I.

REFERENCE BOOKS :

- 1. Introduction to mass Communication : Medial Literacy & Culture By Stanley Baran The Tata McGraw Hill**
- 2. The Media in your life - By Jean Folkerts& Stephen Lacy by Pearson Publications.**

BSC002	COMPUTER HARDWARE AND NETWORKING					L	T	P	C		
	Total Contact Hours – 30					2	0	0	2		
	Prerequisite course – Higher Secondary Level										
	Course Coordinator Name & Department :- Ms.K.HemaLakshmi / CS										
COURSE OBJECTIVES :- Learners familiar with the basic concepts of Microprocessor,Controller, Server and to demonstrate the traditional imperative design of CPUs,cards,PCsand BIOS.											
COURSE OUTCOMES (COs)											
CO1	Define the structure of Micro Processor and PCs and CPUs										
CO2	State the structure of PC architecture and the study of various PCs										
CO3	Describe the basics of Processor										
CO4	Study the CPU,Chips,Processor and Controllers										
CO5	Examine the working of Internal Components cards and Higher Level Processor										
CO6	Relate the Backups,SwitchesRouters,BIOS,Floppy Disk and zip Driver										
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	PS O2	PS O3
2	CO1	H	-						H		
	CO2	H	L								
	CO3	H	L								
	CO4	M	-								
	CO5	H	L								
	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									

COMPUTER HARDWARE AND NETWORKING

UNIT-1

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

UNIT - 2

Introduction to PC Architecture Study of PC-AT/ATX System, Pentium, Core, Core 2 Duo, Core 2 Duo, I3, I5, I7 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-3

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. 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.

Reference Book:

- (1) Microprocessor Architecture Programming and Application with the 8085 Ramesh Gaonkar Penram International Publication.**
- (2) Electronics and Radio Engineering M.L. Gupta Dhanpatrai & Sons, New Delhi.**
- (3) PC AND CLONES Hardware, Troubleshooting and Maintenance B. Govindarajulu, Tata Mc-graw-Hill Publication.**
- (4) PC Troubleshooting and Repair Stephen J. Bigelow Dream tech Press, New Delhi**

BSC003	COMPUTER PROGRAMMING					L	T	P	C	
	Total Contact Hours – 30					2	0	0	2	
	Prerequisite course – Higher Secondary Level									
	Course Coordinator Name & Department :- Ms.K.HemaLakshmi/ CS									
COURSE OBJECTIVES :-										
Learners will be familiar with the programming language C, Algorithm,and Design the flowchart and implement the programs using the concept such asFunctions,Pointers and Strings.										
COURSE OUTCOMES (COs)										
CO1	Apply and Write the clear, structure and Looping of elementary C programs.									
CO2	Explain algorithmic thinking and apply it to programming.									
CO3	Describe problem-solving techniques.									
CO4	Ability to use C with Various operators Expressions and Decision making control.									
CO5	Write Code using Arrays with single dimensions, Two dimensions and Multidimensional and Various Strings operations									
CO6	Examine programs using Functions, Pointers, Structures and Union									
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
2	CO1	H	-						H	
	CO2	H	L							
	CO3	H	L							
	CO4	H	-							
	CO5	M	L							
	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								

COMPUTER PROGRAMMING

UNIT-1:-

INTRODUCTION:-

Generation and Classification of Computers – Basic organization of a Computer – Number System – Binary – Decimal – Conversion – Problems. Need for logical Analysis and thinking algorithm – Pseudo code – Flow Chart.

UNIT-2:-

PROGRAMMING BASICS:-

Problem formulation – Problem solving – introduction to “C” programming – Fundamentals – structure of C Program – compilation and linking processes – Constants, Variables – Data Types – Expressions using operators in C- Managing input and output operations – Decision making and Branching – Looping Statements – Solving simple scientific and statistical problems.

UNIT -3:-

ARRAYS, STRINGS, FUNCTIONS AND STRUCTURES:-

Arrays – Initialization – Declaration – One Dimensional and Two Dimensional Arrays – String –String Operations – String Arrays.Simple programs – sorting – searching – matrix operations. Function – definition of function – declaration of function – Recursion – pointers – pointer and arrays – example problems – need for 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. PradipDey, ManasGhosh, “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, Second 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 Lanaguage”, Second Edition, Pearson Education, 2006.**

BSC004	COMPUTER TECHNOLOGY					L	T	P	C	
	Total Contact Hours – 30					2	0	0	2	
	Prerequisite course – Higher Secondary Level									
	Course Coordinator Name & Department :- Ms.K.HemaLakshmi/ CS									
COURSE OBJECTIVES :- Learners will be Explore and demonstrate knowledge of how to maintain computer equipment and solvecommon hardware problems										
COURSE OUTCOMES (COs)										
CO1	Design, implement and evaluate computer technologies.									
CO2	Think critically, creatively and analytically in developing technological solutions to simpleand complex problems. .									
CO3	Plan, analyze, design and construct information systems to identified specifications.									
CO4	Ability to efficient code in the relevant programming language(s). .									
CO5	Evaluate, and use computer software. Use software tools for creating, finding, organizing, and communicating information.									
CO6	Work effectively as a team member to achieve a common stated goal.									
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
2	CO1	H	-						H	
	CO2	H	L							
	CO3	H	L							
	CO4	H	-							
	CO5	M	L							
	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								

COMPUTER TECHNOLOGY

UNIT - 1

Digital Logic: Logic functions, Minimization, Design and synthesis of combinational and sequential circuits; Number representation and computer arithmetic (fixed and floating point). Computer Organization and Architecture: Machine instructions and addressing modes, ALU and data-path, CPU control design, Memory interface, I/O interface (Interrupt and DMA mode), Instruction pipelining, Cache and main memory, Secondary storage. Programming and Data Structures: Programming in C; Functions, Recursion, Parameter passing, Scope,

Binding; Abstract data types, Arrays, Stacks, Queues, Linked Lists, Trees, Binary search trees, Binary heaps

UNIT - 2

Algorithms: Analysis, Asymptotic notation, Notions of space and time complexity, Worst and average case analysis; Design: Greedy approach, Dynamic programming, Divide-and-conquer; Tree and graph traversals, Connected components, Spanning trees, Shortest paths; Hashing, Sorting, Searching. Asymptotic analysis (best, worst, average cases) of time and space, upper and lower bounds, Basic concepts of complexity classes – P, NP, NP-hard, NP-complete.

UNIT -3

Theory of Computation: Regular languages and finite automata, Context free languages and Push-down automata, Recursively enumerable sets and Turing machines, Undecidability. Compiler Design: Lexical analysis, Parsing, Syntax directed translation, Runtime environments, Intermediate and target code generation, Basics of code optimization. Operating System: Processes, Threads, Inter-process communication, Concurrency, Synchronization, Deadlock, CPU scheduling, Memory management and virtual memory, File systems, I/O systems, Protection and security. Databases: ER-model, Relational model (relational algebra, tuple calculus), Database design (integrity constraints, normal forms), Query languages (SQL), File structures (sequential files, indexing, B and B+ trees), Transactions and concurrency control.

Reference Books:

- 1. A First Course in Computers” by Sanjay Sexena**
- 2. Computer Organization and Architecture – Carl Hamcher&SafatZaky**
- 3. Computer Architecture and Organization – J. P. Hayes**

BBA011		BUSINESS PROCESS OUTSOURCING- MANAGEMENT					L	T	P	C	
		Total Contact Hours– 30					2	0	0	2	
		Prerequisite course – Higher Secondary Level									
		Course Coordinator Name& Department:- Ms.D.K.Sowmiyalaskshmi,BBA									
COURSE OBJECTIVES:- • To familiarize the students with the basic fundamentals of BPO. • To impart knowledge on type of BPO and call centers . • To enable the students onthe conceptHealthcare BPO & Transaction BPO. • To peep into the concept of Human Resource BPO and the career opportunities in BPO.											
COURSE OUTCOMES(COs)											
CO1	Describe the basic fundamentals of BPO.										
CO2	Discuss and develop the awareness about Types of BPOs and Call Centers										
CO3	Identify the concept of Health care BPOs										
CO4	Examine the concept of Transaction BPOs										
CO5	Develop the confidence in Human Resource BPO and career opportunities in BPOs										
CO6	Formulate the Types of Transaction Processing BPO in India										
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							H		
	CO2				H						
	CO3			H							
	CO4		M								
	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 **6**
Business Process Outsourcing– Basics – Benefits of BPO– BPO companies in India.

UNIT-II **6**
BPO Industry – Employment Opportunities– types of BPO – Call centers– Types of Call Centers– Issues and Problems.

UNIT-III **6**
Health Care-BPO - Structure of foreign Health Care sector– Future Trends and Threats.

UNIT-IV **6**
Transaction Processing BPO– Elements of Back Office services– Types of Transaction Processing BPO in India.

UNIT-V **6**
Human Resource BPO-Reasons for outsourcing HR– Activities involved in HR BPO– HR Outsourcing Trends– Carrier in HR BPO.

Text Books:

1. John K. Holvey, Borboro Murphy Melby, Business Process Outsourcing–Wiley Publisher-2007
2. SarikaKulkarni –Business Process Outsourcing–Jai co Publishing house – 2005
3. .RickL.Click, Thomas N.Duening,BusinessProcess Outsourcing–John Willey &sons,Publisher 2004

Reference Books:

1. Deepak Shikapur – BPO DIGEST– Ameya (Inspiring books) – 2004.
2. Clifton – System analysis for business data processing– Prentice hall Publications.
3. Anandkumar, V. & Biswas, S., 2008. Business Process Outsourcing, Sage Publications Pvt. Ltd

Course Coordinator

HOD