CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK
B.COM., COMPUTER APPLICATIONS

Those who have joined in the Academic year 2023-24 onwards

PROGRAMME OBJECTIVE:

The B.Com.Computer Application Degree Programme provides ample exposure to courses from the fields of Commerce, Accountancy and Management. The course equips the students for entry level jobs in industry, promotes the growth of their professional career, entrepreneurship and a key contributor to the economic development of the country.

LEARNING OUTCOMES – BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme :	**B.COM Computer Applications**
Programme Code :	
Duration :	**3 Years (UG)**
Programme Outcomes :	**PO1 : Disciplinary knowledge** : Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study **PO2 : Communication Skills** : Ability to express thoughts and ideas effectively in writing and orally; Communicative with others using appropriate media: confidently share one's views and express herself / himself; demonstrate the ability to listen carefully, read and write analytically and present complex information in a clear and concise manner to different groups. **PO3 : Critical Thinking** : Capability to apply analytic thought to the body of knowledge ; analyse and evaluate evidence , arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. **PO4 : Problem Solving** : Capacity to extrapolate from what one has learnt and apply their competencies to solve different kinds of non- familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations. **PO5 : Analytical Reasoning** : Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from the variety of sources; draw valid conclusion and support them with evidence and examples and addressing opposing viewpoints. **PO6** : Research- related skill : A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating, Ability to recognise cause and effect relationships, define problems, formulate hypothesis , analyse and interpret and draw conclusions from data, establish hypothesis, predict cause and effect relationships, execute and report the results of an experiment or investigation. **PO7 : Co-operation/Team work**: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team. **PO8** : Scientific reasoning: Ability to analyse, interpret and draw

	conclusions from quantitative or qualitative data: and critically evaluate ideas, evidence and experiences from an open minded and reasoned perspective. **PO9 :** Reflective thinking : Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society. **PO10** : Information/Digital Literacy : Capability to use ICT in variety of learning situations, demonstrate ability to access, evaluate and use a variety of relevant information sources, and use appropriate software for analysis of data. PO11: Self- directed learning: ability to work independently, identify appropriate resources required for a project and manage a project through to completion. **PO12** : Multicultural competence : Posses knowledge of values and belief of multiple cultures and global perspective: and capability to effectively engage in a multicultural society and interact respectfully with diverse groups. **PO13: Moral and Ethical awareness /reasoning** : Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issue's related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarist, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work. **PO14** : Leadership readiness/qualities : Capability for mapping out the task of the team or an organisation, and setting direction, formulating and inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision and using management skill to guide people to the right destination in a smooth and efficient way. **PO15 : Life Long Learning** : Ability to acquire knowledge and skills, including "learning how to learn" , that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives and adapting to changing trades and demands of workplace through knowledge/skill development/reskilling.
Programme Specific Outcomes :	**PSO1 – Placement** : To prepare the students who will demonstrate respectful engagement with others ideas, behaviours, beliefs and apply diverse frames of reference to decisions and action. Further the students are encouraged with add-on value based and job oriented courses which ensure them to sustain in the organisation level. **PSO2 – Contribution to Business World:** Apply theoretical concepts to business practices to produce employable, ethical, and innovative professionals to sustain in the dynamic business world. **PSO3 – Contribution to the Society :** To contribute to the development of the society by collaborating with stakeholders for mutual benefit. Become acquainted with commercial knowledge and soft skill to react in the most appropriate way when faced with challenges in the society.

CHOICE BASED CREDIT SYSTEM - LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK

B.Com(CA)
Semester I

Part	Courses	Subject	Code	Cr.	Hrs
SEMESTER I					
I	Lang. – I	nghJj;jkpo; - **I**	230103101	3	6
II	Lang. - II	General English	231003101	3	4
III	CC – 1	Financial Accounting – I	231703101	4	5
	CC – 2	Principles of Management	231703102	4	5
	EC – I [Any One]	1. Computer Fundamentals	231703103	3	4
		2. Indian Economic Development	231703104		
IV	SEC–I(NME)	Principles of Accounting	234603117	2	2
IV	FC	Office Automation lab	234403117	2	2
	AECC – 1	Soft Skill – 1	236003101	2	2
	Total			**23**	**30**
SEMESTER II					
I	Lang. -I	nghJj;jkpo; - **II**	230103201	3	6
II	Lang. -II	General English	231003201	3	4
III	CC – 3	Financial Accounting - II	231703201	4	5
	CC - 4	Business Law	231703202	4	5
	EC – II [Any One]	1. Digital Marketing	231703203	3	4
		2. Programming with C++	231703204		
IV	SEC–II (NME)	Principles of Marketing	234603217	2	2
	SEC - III	Programming in C lab	234403217	2	2
	AECC –II	Soft Skill - 2	236003201	2	2
				23	**30**
SEMESTER III					
I	Lang. -I	nghJj;jkpo; - **III**	230103301	3	6
II	Lang. -II	General English	231003301	3	4
III	CC – 5	Corporate Accounting I	231703301	4	5
	CC - 6	Company Law	231703302	4	5
	EC –3	1. Visual Basic	231703303	3	4
		2. Business Communication	231703304		
.IV	SEC –IV	Business Taxation - I	234403317	1	1
	SEC – V	Business Analytics Lab - I	238203317	2	2
	AECC – III	Soft Skill - 3	236003301	2	2
	EVS	Environmental Studies	234103301	1	1
				23	**30**

Part	Courses		Code	Cr.	Hrs
		SEMESTER IV			
I	Lang. – I	nghJj;jkpo; - **IV**	230103401	3	6
II	Lang. - II	General English	231003401	3	4
III	CC – 7	Corporate Accounting II	231703401	4	5
	CC - 8	Business Mathematics & Statistics	231703402	4	5
	EC – IV	1. Computer Networks	231703403	3	3
		2. Java Programming	231703404		
IV	SEC –VI	Business Taxtation - II	234403417	2	2
IV	SEC –VII	Business Analytics Lab - II	238203417	2	2
	AECC- Soft Skill – 4	Soft Skill - 4	236003401	2	2
	EVS	Environmental Studies	234103401	1	1
	Total			**24**	**30**
		SEMESTER V			
III	CC – 9	Cost Accounting	231703501	4	5
	CC - 10	Banking Law and Practice	231703502	4	5
	CC - 11	Income tax law and Practice - I	231703503	4	5
	Core 12	Project with Viva Voce	231703504	4	4
	EC – V	1. Introduction to Oracle and SQ File	231703505	3	5
		2. OOPS C++	231703506		
	EC – VI	1. Management Information System	231703507	3	5
		2. Mobile Computing	231703508		
IV		Value Education	234303501	1	1
		Internship/Industrial Training(carried out in II year summer vacation)30 hrs	231703509	2	
				25	**30**
		SEMESTER VI			
III	CC – 13	Cost Accounting - II	231703601	4	5
	CC – 14	Management Accounting	231703602	4	5
	CC – 15	Income Tax law and Practice II	231703603	4	5
	EC –7	1. PHP programming	231703604	3	5
		2. Web Designing	231703605		
	EC - 8	1. Introduction to ERP	231703606	3	5
		2. Cryptography & Network Security	231703607		
IV	Processional competency skill enhancement course	General awareness for Competitive Examinations	234403617	2	4
		Value Education	234303601	1	1
V		Extension Activity (outside college hrs)	231703608	1	
				22	**30**

Title of the Course	Financial Accounting I						
Category	Core - 1	Year	I	Credits	4	Course Code	231703101
		Semester	I				
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100

<div align="center">

Learning Objectives

</div>

LO1	To understand the basic accounting concepts and standards.
LO2	To know the basis for calculating business profits.
LO3	To familiarize with the accounting treatment of depreciation.
LO4	To learn the methods of calculating profit for single entry system.
LO5	To gain knowledge on the accounting treatment of insurance claims.

Prerequisites: Should have studied Accountancy in XII Std

Unit	Contents	No. of Hours
I	**Fundamentals of Financial Accounting** Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books —Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Need and Preparation - Bank Reconciliation Statement.	15
II	**Final Accounts** Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.	15
III	**Depreciation and Bills of Exchange** Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Annuity Method – Depreciation Fund Method – Insurance Policy Method – Revaluation Method – Depletion Method – Sum of Digits Method – Machine Hour Rate Method. **Bills of Exchange** – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate – Insolvency of Acceptor – Accommodation.	15
IV	**Accounting from Incomplete Records** Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method. Average Due Date and Account Current.	15
V	**Royalty and Insurance of Claims** Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment. **Insurance Claims** –Calculation of Claim amount-Average clause (Loss of Stock only)	15

THEORY 20% & PROBLEM 80%	
CO	**Course Outcomes**
CO1	Remember the concept of rectification of errors and Bank reconciliation statements
CO2	Apply the knowledge in preparing detailed accounts of sole trading concerns
CO3	Analyse the various methods of providing depreciation
CO4	Evaluate the methods of calculation of profit
CO5	Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.
Textbooks	
1.	S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2.	S.N. Maheswari, Financial Accounting, Vikas Publications, Noida.
3.	ShuklaGrewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.
4.	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5.	R.L.Gupta and V.K.Gupta, "Financial Accounting", Sultan Chand, New Delhi.
Reference Books	
1.	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2.	Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.
3.	Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.
4.	Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5.	Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.
NOTE: Latest Edition of Textbooks May be Used	

Web Resources	
1.	https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
2.	https://www.slideshare.net/ramusakha/basics-of-financial-accounting
3.	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	3	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	2
TOTAL	15	10	15	15	13	11	10	10	15	10	10
AVERAGE	3	2	3	3	2.6	2.2	2	2	3	2	2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		Principles of Management						
Category	Core - 2	Year	I	Credits	4	Course Code		231703102
		Semester	I					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	--	5	25	75	100

Learning Objectives	
LO1	To understand the basic management concepts and functions
LO2	To know the various techniques of planning and decision making
LO3	To familiarize with the concepts of organisation structure
LO4	To gain knowledge about the various components of staffing
LO5	To enable the students in understanding the control techniques of management

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction to Management** Meaning- Definitions – Nature and Scope - Levels of Management – Importance - Management Vs. Administration – Management: Science or Art - Evolution of Management Thoughts - F. W. Taylor, Henry Fayol, Peter F.Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities.	15
II	**Planning** Planning – Meaning – Definitions – Nature – Scope and Functions – Importance and Elements of Planning – Types – Planning Process - Tools and Techniques of Planning – Management by Objective (MBO).Decision Making: Meaning – Characteristics – Types - Steps in Decision Making – Forecasting.	15
III	**Organizing** Meaning - Definitions - Nature and Scope – Characteristics – Importance – Types - Formal and Informal Organization – Organization Chart – Organization Structure: Meaning and Types - Departmentalization– Authority and Responsibility – Centralization and Decentralization – Span of Management.	15
IV	**Staffing** Introduction - Concept of Staffing- Staffing Process – Recruitment – Sources of Recruitment – Modern Recruitment Methods - Selection Procedure – Test- Interview– Training: Need - Types– Promotion –Management Games – Performance Appraisal - Meaning and Methods – 360 Performance Appraisal – Work From Home - Managing Work From Home [WFH].	15
V	**Directing** Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders. Supervision. **Co-ordination and Control** Co-ordination – Meaning - Techniques of Co-ordination. Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].	15
	Total	75

CO	Course Outcomes
CO1	Demonstrate the importance of principles of management.
CO2	Paraphrase the importance of planning and decision making in an organization.
CO3	Comprehend the concept of various authorizes and responsibilities of an organization.
CO4	Enumerate the various methods of Performance appraisal
CO5	Demonstrate the notion of directing, co-coordination and control in the management.
Textbooks	
1	Gupta.C.B, -Principles of Management-L.M. Prasad, S.Chand&Sons Co. Ltd, New Delhi.
2	DinkarPagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.
3	P.C.Tripathi& P.N Reddy, Principles of Management. Tata McGraw, Hill, Noida.
4	L.M. Prasad, Principles of Management, S.Chand&Sons Co. Ltd, New Delhi.
5	R.K. Sharma, Shashi K. Gupta, Rahul Sharma, Business Management, Kalyani Publications, New Delhi.
Reference Books	
1	K Sundhar, Principles Of Management, VijaiNicholos Imprints Limited, Chennai
2	Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
3	Grifffin, Management principles and applications, Cengage learning, India.
4	H.Mintzberg - The Nature of Managerial Work, Harper & Row, New York.
5	Eccles, R. G. &Nohria, N. Beyond the Hype: Rediscovering the Essence of Management. Boston The Harvard Business School Press, India.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	http://www.universityofcalicut.info/sy1/management
2	https://www.managementstudyguide.com/manpower-planning.htm
3	https://www.businessmanagementideas.com/notes/management-notes/coordination/coordination/21392

Mapping With Programme Outcomes And Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	3	2	2	2	3	2	3
CO2	3	2	3	3	2	2	2	2	3	2	2
CO3	3	2	2	3	2	2	2	1	3	2	2
CO4	3	2	2	3	2	2	2	2	3	2	2
CO5	3	2	3	3	2	2	2	1	3	2	2
TOTAL	15	10	12	15	11	10	10	8	15	10	11
AVERAGE	3	2	2.4	3	2.2	2	2	1.6	3	2	2.2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		Computer Fundamentals							
Part		III							
Category	Elective - I	Year	I	Credits	3	Course Code		231703103	
		Semester	I						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		4	-	--	4	25	75	100	

LO1	To Impart the Knowledge of Fundamentals of Computers.
LO2	To discover the Knowledge of newly invented devices and Units
LO3	To compute with the interconnected networks for the linkage of Worldwide Networks.
LO4	To apply the software and understand the system software
LO5	To given more information on the Internet

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Evolution of Computers - Generations, Types of computers, Computer system characteristics, Basic components of a Digital Computer - Control unit, ALU, Input/Output functions and memory, Memory addressing capability of a CPU, Word length of a computer, processing speed of a computer, Computer Classification.	12
II	Input/Output Units-: Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen, Monitors and types of monitor -Digital, Analog, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc., Printers & types - Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer, Plotter, Sound Card and Speakers.	12
III	Memory - RAM, ROM, EPROM, PROM and other types of memory, Storage fundamentals - Primary Vs Secondary Data Storage, Various Storage Devices - Magnetic Tape, Magnetic Disks, Cartridge Tape, Hard Disk Drives, Floppy Disks (Winchester Disk), Optical Disks, CD, VCD, CDR, CD-RW, Zip Drive, flash drives Video Disk, Blue Ray Disc, SD/MMC Memory cards, Physical structure of floppy & hard disk, drive naming conventions in PC. DVD, DVD-RW, USB Pen drive.	12
IV	Software and its Need, Types of Software - System software, Application software, System Software - Operating System, Utility Program, Algorithms, Flow Charts - Symbols, Rules for making Flow chart, Programming languages, Assemblers, Compilers and Interpreter, Computer Applications in Business.	12
V	Introduction to Internet, connecting to the Internet Hardware, Software & ISPs, Search Engines, Web Portals, Online Shopping, Email – Types of email, Compose and send a message. Reply to a message, Working with emails.	12
	TOTAL	**60**

CO	Course Outcomes
CO1	Illustrate the different types of computers
CO2	Extracting the nature of Input and Output Devices
CO3	Differentiate the types of Memory
CO4	Determine system software and Explain the Structure of Algorithms, Programs and Flowcharts
CO5	Scholastic Representation of Web Portals, Search Engines
	Textbooks
1	B. Ram, "Computer Fundamentals, Architecture and Organization", New Age International Publishers
2	S.K.Basandra, "Computers Today ", Galgotia Publications.
3	P.K. Sinha, "Computer Fundamentals – P. K. Sinha – BPB Publication
	Reference Books
1	T. C.Bartee, "Digital Computer Fundamentals", Sixth Edition, 1991,TMH.
2	Anita Goel, Computer Fundamentals, Pearson Publications,
3	Ramesh Bangia, Computer Fundamentals and information technology, Firewall Media Publications
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1	https://books.google.co.in/books?id=ICjqr6V9S6UC&printsec=frontcover#v=onepage&q&f=false
2	https://www.google.co.in/books/edition/COMPUTER_FUNDAMENTALS_SEMESTER_1/sb f0wQEACAAJ?hl=en
3	https://www.google.co.in/books/edition/Computer_Fundamentals/zyOYs2EqZDgC?hl=en& gbpv=1&dq=computer%20fundamentals&pg=PR6&printsec=frontcover

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	3	2	3	3	2
CO2	3	2	3	2	3	2	3	2	3	3	2
CO3	3	2	3	2	3	2	3	2	3	3	2
CO4	3	2	3	2	2	2	3	2	3	3	2
CO5	3	2	3	2	2	2	3	2	3	3	2
TOTAL	15	10	15	10	12	10	15	10	15	15	10
AVERAGE	3	2	3	2	2.4	2	3	2	3	3	2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		Indian Economic Development							
Part		IV							
Category	Elective - I	**Year**	I	**Credits**	3	**Course Code**		231703104	
		Semester	I						
Instructional Hours per week		**Lecture**	**Tutorial**	**Lab Practice**	**Total**	**CIA**	**External**		**Total**
		4	-	--	4	25	75		100

Learning Objectives	
LO1	To understand the concepts of Economic growth and development
LO2	To know the features and factors affecting economic development
LO3	To gain understanding about the calculation of national income
LO4	To examine the role of public finance in economic development
LO5	To understand the causes of inflation

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Economic Development And Growth** Concepts of Economic Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure.	12
II	**Economic Development** Factors affecting Economic Development - Characteristics of Developing Countries- Population and Economic Development- Theories of Demographic Transition. Human Resource Development and Economic Development	12
III	**National Income** Meaning, Importance, National Product-Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and Economic Welfare	12
IV	**Public Finance** Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficit - Revenue, Budgetary, Primary and Fiscal,Deficit Financing.	12
V	**Money Supply** Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1,M2 and M3. Inflation and Deflation -Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply.	12
	TOTAL	60

CO	Course Outcomes
CO1	Elaborate the role of State and Market in Economic Development
CO2	Explain the Sectorial contribution to National Income
CO3	Illustrate and Compare National Income at constant and current prices.

CO4	Describe the canons of public expenditure
CO5	Understand the theories of money and supply
Textbooks	
1	Dutt and Sundaram, Indian Economy, S.Chand, New Delhi
2	V.K.Puri, S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
3	Remesh Singh, Indian Economy, Mc.Graw Hill, Noida.
4	NitinSinghania, Indian Economy, Mc.Graw Hill, Noida.
5	Sanjeverma, The Indian Economy, unique publication, Shimla.
Reference Books	
1	GhatakSubrata : Introduction to Development Economics, Routledge Publications, New Delhi.
2	Sukumoychakravarthy : Development Planning- Indian Experience, OUP, New Delhi.
3	Ramesh Singh, Indian Economy, Mc.Graw Hill, Noida.
4	Mier, Gerald, M : Leading issues in Economic Development, OUP, New Delhi.
5	Todaro, Micheal P : Economic Development in the third world, Orient Longman, Hyderabad
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	http://www.jstor.org
2	http://www.indiastat.com
3	http://www.epw.in

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	3	2
CO3	3	2	3	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	14	15	10	10	10	10	10	13	10
AVERAGE	3	2	2.8	3	2	2	2	2	2	2.2	2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		NME – Principles of Accounting						
Part		IV						
Category	NME	Year	I	Credits	2	Course Code	234603117	
		Semester	I					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		2	-	2	2	25	75	100

Learning Objectives	
LO1	To understand the basic accounting concepts.
LO2	To gain the knowledge for apply the business transaction.
LO3	To get the knowledge about the purchase and sales books
LO4	To gain the knowledge about the Cash book and petty cash book.
LO5	To gather the knowledge for calculating profit and financial position of business.

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Accounting – Meaning – Definition – Accounting Cycle – Basic Accounting Terminology – Single Entry System V/s Double entry System – Types of Accounts - Golden Rules – preparation of Accounting Equation.	6
II	Preparation of Journal and ledger Accounts - Trial balance.	6
III	Subsidiary Books-I: Purchase Book – Sales Book – Purchase Returns Book – Sales Returns Book.	6
IV	Subsidiary Books-II: Cash Book – Single Column – Double Column – Triple Column – Petty Cash Book.	6
V	Final accounts of Sole Trading Concern – Trading, Profit and Loss account and Balance sheet [without Adjustments]	6
	TOTAL	**30**

CO	Course Outcomes
CO1	Get knowledge to maintain systematic records of business transactions.
CO2	Obtained knowledge to classify and summarised the balance of all accounts.
CO3	Acquire knowledge to keep track of credit purchase and credit sales of goods.
CO4	Get knowledge to keep records of cash transactions.
CO5	Get knowledge to determine the financial position of the business.

	Textbooks
1	Reddy,T.S. &Murthy.A. (2018). Advanced Accountancy. Chennai: Margham Publication.
2	S.N. Maheswari, Financial Accounting, Vikas Publications, Noida.
3	ShuklaGrewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.
4	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5	R.L.Gupta and V.K.Gupta, "Financial Accounting", Sultan Chand, New Delhi.
	Reference Books
1	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.
2	Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.
3	Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.
4	Goyal and Tiwari, Financial Accounting, Taxmann Publications, New Delhi.
5	Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, Noida.
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1	https://drive.google.com/file/d/1yPmqkPpX7i1G7mZ94gvaLunAWFVmP4PV/view
2	https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5-Revised.pdf
3	https://ebooks.lpude.in/management/bba/term_2/DMGT104_FINANCIAL_ACCOUNTING.pdf

MAPPING WITH PROGRAMME OUTCOMES

AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	2	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	2	3	3	3	2	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	10	14	15	15	10	13	15	11	15	15
AVERAGE	3	2	2.8	3	3	2	2.6	3	2.2	3	3

✓ 3 – Strong, 2- Medium, 1- Low

Title of the Course		Office Automation Lab							
Part		**IV**							
Category	FC	**Year**	I	**Credits**	2	**Course Code**		234403117	
		Semester	I						
Instructional Hours per week		**Lecture**	**Tutorial**	**Lab Practice**	**Total**	**CIA**	**External**		**Total**
			-	2	2	25	75		100

Learning Objectives

To create and organize documents in Ms Office software like Word, Power point and Access to acquire the basic knowledge of commerce practical.

	Contents	

WORD EXERCISE:

1. Create a document, save it and edit the document using shortcut as follows:

a) Find and Replace options: i) cut, copy, paste options. ii) undo and redo options.

b) Format the document: i) Using bold, underline and italic. ii) Change character size and font dialogue box. iii) Small to capital, capital to small and capitalize each word.

c) Formatting Paragraph: i) Center, left align and right align. ii) Changing paragraph and line spacing, using bullets, and numbering in paragraphs. iii) Creating hanging paragraphs.

2. Preparing a business letter using Mail Merge.

POWERPOINT EXERCISES

3. Preparing a Business Presentation using animation and action button.

4.Preparing a lecture presentation Using Hyperlinks.

ACCESS EXERCISES

5. Create mailing labels for student database which include at least three tables must have at least two fields with the following details: Roll Number, Name, Course, Year College Name, University Address, and Phone Number.

6. Create forms for the Student database.

7.Create a report for the employee database.

	Reference Books
1	Timothy J.O'Leary and LindaiO'Leary ,"MS-Office", IRWIN/McGraw Hill, New Delhi, (Current Edition).
2	Sanjay Saxena, "MS-Office 2000", Vikas Publishing House Private Ltd., New Delhi. (Current Edition)
3	Wallace Wang, "Office 2019 for Dummies",Wiley Publishing, 2018
	Web Resources
1	https://www.wctmgurgaon.com/wctm/pc%20lab-it-labmanual.pdf
2	https://msutexas.edu/adminfinance/_assets/files/Account-Managers/mail-merge-tutorial.pdf
3	https://www.gdccollege.edu.in/downloads/MS%20WORD%20lab%20manual.pdf

Title of the Course		Financial Accounting II						
Category	Core	**Year**	I	**Credits**	4	**Course Code**		231703201
		Semester	II					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	-	5	25	75	100

<div align="center">Learning Objectives</div>

LO1	The students are able to prepare different kinds of accounts such Higher purchase and Instalments System.
LO2	To understand the allocation of expenses under departmental accounts
LO3	To gain an understanding about partnership accounts relating to Admission and retirement
LO4	Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm
LO5	To know the requirements of international accounting standards

Prerequisites: Should have studied Accountancy in XII Std

Unit	Contents	No. of Hours
I	**Hire Purchase and Instalment System** Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account Instalment System - Calculation of Profit	**15**
II	**Branch and Departmental Accounts** Branch – Dependent Branches : Accounting Aspects - Debtors system - Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter-Departmental Transfer at Cost or Selling Price.	**15**
III	**Partnership Accounts - I** Partnership Accounts:–Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.	**15**
IV	**Partnership Accounts - II** Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - Insolvency of a Partner – One or more Partners insolvent – All Partners insolvent - Garner Vs Murray – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.	**15**
V	**Accounting Standards for financial reporting** Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India- Requirements of International Accounting Standards - Role of Developing IFRS- IFRS Adoption or Convergence in India- Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.	**15**
	TOTAL	**75**

THEORY 20% & PROBLEMS 80%

CO	Course Outcomes
CO1	To evaluate the Hire purchase accounts and Instalment systems
CO2	To prepare Branch accounts and Departmental Account
CO3	To understand the accounting treatment for admission and retirement in partnership
CO4	To know Settlement of accounts at the time of dissolution of a firm.
CO5	To elaborate the role of IFRS
**Textbooks**
1	Radhaswamy and R.L. Gupta: Advanced Accounting , Sultan Chand, New Delhi.
2	M C ShuklaTS Grewal&S C Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3	R.L.Gupta and V.K.Gupta, "Financial Accounting", Sultan Chand, New Delhi.
4	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
5	T.S.Reddy& A. Murthy, Financial Accounting, Margham Publishers, Chennai.
**Reference Books**
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr.Venkataraman& others (7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian , Advanced Accounting, Tata MC. Graw hills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.
**NOTE: Latest Edition of Textbooks May be Used**
**Web Resources**
1	https://www.slideshare.net/mcsharma1/accounting-for-depreciation-1
2	https://www.slideshare.net/ramusakha/basics-of-financial-accounting
3	https://www.accountingtools.com/articles/what-is-a-single-entry-system.html

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	2	3	2	2	3	2	2
CO2	3	2	3	3	3	2	2	2	3	2	2
CO3	3	2	2	3	3	2	2	2	3	2	2
CO4	3	2	3	3	2	2	2	2	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3
TOTAL	16	11	14	15	14	12	11	11	15	11	11
AVERAGE	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2	3	2.2	2.2

3 - Strong, 2 - Medium , 1- Low

Title of the Course	Business Law							
Part	III							
Category	Core	Year	I	Credits	4	Course Code		231703202
		Semester	II					
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total
		5	-	-	5	25	75	100

Learning Objectives	
LO1	To know the nature and objectives of Mercantile law
LO2	To understand the essentials of valid contract
LO3	To gain knowledge on performance contracts
LO4	To define the concepts of Bailment and pledge
LO5	To understand the essentials of contract of sale

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	**Introduction** An introduction – Definition – Objectives of Law - Law: Meaning and its Significance, Mercantile Law: Meaning, Definition, Nature, Objectives, Sources, Problems of Mercantile Law	**15**
II	**Elements of Contract** **Indian Contract Act 1872:** Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity of Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract	**15**
III	**Performance Contract** Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract	**15**
IV	**Contract of Indemnity and Guarantee** Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety – Bailment and Pledge – Bailment – Concept – Essentials and Kind - Classification of Bailment's, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.	**15**
V	**Sale of Goods Act 1930:** Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller	**15**
	TOTAL	**75**

CO	Course Outcome
CO1	Explain the Objectives and significance of Mercantile law
CO2	Understand the clauses and exceptions of Indian Contract Act.
CO3	Explain concepts on performance, breach and discharge of contract.
CO4	Outline the contract of indemnity and guarantee
CO5	Explain the various provisions of Sale of Goods Act 1930
Textbooks	
1	N.D. Kapoor , Business Laws- Sultan Chand andSons, New Delhi.
2	R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3	M C Kuchhal & Vivek Kuchhal, Business law, S Chand Publishing, New Delhi
4	M.V. Dhandapani, Business Laws, Sultan Chand andSons, New Delhi.
5	Shusma Aurora, Business Law,Taxmann, New Delhi.
Reference Books	
1	Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2	Business Law by Saravanavel, Sumathi, Anu, Himalaya Publications, Mumbai.
3	Kavya and Vidhyasagar, Business Law, Nithya publication, New Delhi.
4	D.Geet, Business Law Nirali Prakashan Publication, Pune.
5	M.R. Sreenivasan , Business Laws, Margham Publications, Chennai.
NOTE: Latest Edition of Textbooks May be Used	
Web Resources	
1	www.cramerz.comwww.digitalbusinesslawgroup.com
2	http://swcu.libguides.com/buslaw
3	http://libguides.slu.edu/businesslaw

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	2	2	2	2	2
CO2	3	2	3	3	2	2	2	2	2	2	2
CO3	3	2	2	3	2	2	2	2	2	2	2
CO4	3	2	3	3	2	2	2	2	2	2	2
CO5	3	2	3	3	2	2	2	2	2	2	2
TOTAL	15	10	13	15	10	10	10	10	10	10	10
AVERAGE	3	2	2.6	3	2	2	2	2	2	2	2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		Digital Marketing							
Part		III							
Category	Elective II	Year	I	Credits	3	Course Code		231703203	
		Semester	II						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External	Total	
		4	-	-	4	25	75	100	

Learning Objectives

LO1	To understand the significance of web marketing
LO2	To enhance the skill of the students on the display networks
LO3	To impart knowledge on the social media advertising
LO4	To give more insight on the email marketing
LO5	To learn the concept of mobile marketing

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Introduction to Web Marketing and SEO The Significance of Web Marketing, Internal Measures for SEO, Link Bing, Introduction to Web Marketing Tools	12
II	Display Network Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising	12
III	Social Media Advertising Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience	12
IV	E-Mail Marketing Creating E-mail Campaigns, Effective strategies for E-mail Marketing	12
V	Mobile Marketing - Key Mobile Marketing Concepts, Mobile Devices, SMS Strategy, Mobile Advertising, Mobile Apps	12
	TOTAL	60

CO	Course Outcomes
CO1	Paraphrase the significiance of web marketing
CO2	List out the different advertisements.
CO3	Determine the pros and cons of social media advertising
CO4	Analyze the creation of email marketing and effective strategies of it
CO5	Describe the new trends in mobile marketing

Textbooks

1	Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014
2	STepanie Diamond , Digital Marketing, Wiley Publication,
3.	VandhanaAhuja, Digital Marketing, Oxford Press, 2015
4.	Ryan Deiss, Russ Hennesberry, Digital Marketing
5.	Puneet Bhatia, Fundamentals Of Digital Marketing, Pearson Publication, 2018

	Reference Books
1.	Seema Gupta, Digital Marketing, Tata McGrawHill, 2018
2.	Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog, Jo and Dale Reardon
3.	Simon Kingsnorth, Digital Marketing Strategy, Kogan Page, 2016
NOTE: Latest Edition of Textbooks May be Used	
	Web Resources
1	https://www.google.co.in/books/edition/Digital_Marketing_All_in_One_For_Dummies/nPOODwAAQBAJ?hl=en&gbpv=1&dq=digital%20marketing&pg=PP1&printsec=frontcover
2	https://www.google.co.in/books/edition/Digital_Marketing/PHSgjgEACAAJ?hl=en
3	https://www.google.co.in/books/edition/Digital_Marketing/PHSgjgEACAAJ?hl=en

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	2	2	3	2	3	3
CO2	3	2	2	3	3	2	3	3	2	3	3
CO3	3	2	3	3	3	2	3	3	2	3	3
CO4	3	2	3	3	3	2	2	3	2	3	3
CO5	3	2	3	3	3	2	3	3	3	3	3
TOTAL	15	10	14	15	15	10	13	15	11	15	15
AVERAGE	3	2	2.8	3	3	2	2.6	3	2.2	3	3

3 - Strong, 2 - Medium , 1- Low

Title of the Course			Programming with C++						
Part			**III**						
Category	Elective II		**Year**	I	**Credits**	3	**Course Code**		**231703204**
			Semester	II					
Instructional Hours per week			**Lecture**	**Tutorial**	**Lab Practice**	**Total**	**CIA**	**External**	**Total**
			4	-	-	4	25	75	100

	Learning Objectives
LO1	To understand about object-oriented languages and their applications
LO2	To introduce basic concepts of C++language
LO3	To provide knowledge about various conversions
LO4	To enlighten the various inheritance system
LO5	To impart knowledge on files and exception handling

Prerequisites: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Introduction to C++; Tokens, Keywords, Identifiers, Variables, Operators, Manipulators, Data types -Expressions and Control Structures in C++; Simple C++ Programs.	**12**
II	Functions in C++ - Main Function - Function Prototyping -Parameters Passing in Functions - Values Return by Functions – Inline Functions - Friend and Virtual Functions	**12**
III	Classes and Objects; Constructors and Destructors; Operator Overloading and Type Conversions - Type of Constructors – Function Definition - Function overloading – Function Overriding.	**12**
IV	Inheritance: Single Inheritance - Multilevel Inheritance - Multiple Inheritance - Hierarchical Inheritance - Hybrid Inheritance - Pointers, Virtual Functions and Polymorphism; Managing Console I/O operations.	**12**
V	Working with Files: Classes for File Stream Operations -Opening and Closing a File - Endof-File Deduction - File Pointers - Updating a File - Error Handling during File Operations - Command-line Arguments.	**12**
	TOTAL	**60**

CO	Course Outcomes
CO1	Recalling various concepts relating to languages and applications
CO2	Understanding various functions of C++ language
CO3	Applying various classes and objects
CO4	Analyzing different types of inheritance system
CO5	Understanding working bout files and exception handling

	Textbooks
1	E. Balagurusamy, 1995, Object Oriented Programming with C++, Tata McGraw-Hill Publishing Company Ltd
2	Ulla Kirh-Prinz, Peter Prinz, A Complete guide to Programming in C++, Jones and Bartlett Publications, 2002

3	BjarneStroustrap, The C++ Programming, Pearson Education, 2000
4	C++ -The Complete Reference: Herbert Schilt,3rd Edition, Tata McGraw Hill, Pub–Ltd,1999
5	Programming with C++ - John R.Hubbard – Schaum's outline series, 1996

	Reference Books
1	Robert Lafore, Object Oriented Programming in Microsoft C++, Galgotia publication
2	H.Schildt, C++,1998,The Complete Reference-1998-TMH Edition, 1998
3	"Let us C++" – YeswantKanetkar – BPB Publications, 1999

NOTE: Latest Edition of Textbooks May be Used

	Web Resources
1	https://www.google.co.in/books/edition/A_Complete_Guide_to_Programming_in_C++/-yhuY0Wg_QcC?hl=en&gbpv=1&dq=Programming%20in%20C%2B%2B&pg=PP1&printsec=frontcover
2	https://www.google.co.in/books/edition/The_C++_Programming_Language/q7fomH9lOU8C?hl=en&gbpv=1&dq=Programming%20in%20C%2B%2B&pg=PP1&printsec=frontcover
3	https://beginnersbook.com/2017/08/c-plus-plus-tutorial-for-beginners/

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	2	2	2
CO2	3	2	3	2	2	2	2	2	2	2	2
CO3	3	2	3	2	2	2	2	2	2	2	2
CO4	3	2	3	2	2	2	2	2	2	2	2
CO5	3	2	3	2	2	2	2	2	2	2	2
TOTAL	15	10	15	10	10	10	10	10	10	10	10
AVERAGE	3	2	3	2	2	2	2	2	2	2	2

3 - Strong, 2 - Medium , 1- Low

Title of the Course		Principles of Marketing							
Part		**IV**							
Category	NME	**Year**	I	**Credits**	2	**Course Code**		234603217	
		Semester	II						
Instructional Hours per week		**Lecture**	**Tutorial**	**Lab Practice**	**Total**	**CIA**	**External**		**Total**
		2	-	-	2	25	75		100
Learning Objectives									
LO1	To understand the principles of marketing concepts.								
LO2	To understand the marketing mix, buying and selling strategies.								
LO3	To gain the knowledge about the branding, standardization transportation and warehousing.								
LO4	To know about the product planning, pricing and advertising.								
LO5	To gain the knowledge about the Marketing Research.								

Prerequisite: Should have studied Commerce in XII Std

Unit	Contents	No. of Hours
I	Marketing-Definition of Market and Marketing – Types of markets – Objectives of Marketing - Functions of Marketing -Importance of Marketing –Marketing Vs Selling.	6
II	Marketing Mix - Elements of marketing Mix – Recent issues and development of marketing – Buying - Kinds of buying -Selling- Elements of Selling - Kinds of Sales.	6
III	Branding – Types of Branding - Standardization - Benefits of Standardization & Grading – Transportation - Types of Transport – Storage – Benefits of Storage –Warehouse - Classifications of Warehouse.	6
IV	Product Planning- Definition of Product – Classification – Product life Cycle- Pricing- Price Determination – Kinds of Pricing- Objectives of Advertising - Kinds of Advertising Media.	6
V	Marketing Research – Definition – Scope of Marketing Research – Types of Market Research – Limitations of Marketing Research – Marketing Research Procedure – Methods of Marketing Research.	6
	TOTAL	**30**

CO	Course Outcomes
CO1	Students acquired Knowledge about the market and marketing Concepts.
CO2	Students developed the Knowledge about the marketing mix, buying and selling strategies.
CO3	Students reached the Knowledge about the strategies of branding, storage, warehousing and transportation.

CO4	Students gained Knowledge about the product Planning and Advertisement.
CO5	Its helps to obtained detail Knowledge about the Marketing research.

Textbooks	
1	Philip Kotler, Principles of Marketing: A South Asian Perspective, Pearson Education. New Delhi
2	Dr.C.B.Gupta&Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
3	Dr. Amit Kumar, Principles Of Marketing, Shashibhawan Publishing House, Chennai
4	Dr. N. Rajan Nair, Marketing, Sultan Chand & Sons. New Delhi
5	Neeru Kapoor Principles Of Marketing, PHI Learning, New Delhi

Reference Books	
1	Prof Kavita Sharma, Dr Swati Agarwal, Principles of Marketing Book, Taxmann, new delhi
2	Dr. J. Jayasankar, Marketing Management, Margham Publications, Chennai.
3	Assael, H. Consumer Behaviour and Marketing Action, USA: PWS-Kent
4	Hoyer, W.D. And Macinnis, D.J., Consumer Behaviour, USA: Houghton Mifflin Company
5	Baker M,Marketing Management And Strategy, Macmillan Business, Bloombury Publishing, India

NOTE: Latest Edition of Textbooks May be Used

Web Resources	
1	http://www.mdudde.net/books/mcom/mcom-f/marketing-management-final(crc).pdf
2	http://anucde.info/materialpdf/DBFM21%20Fundamentals%20of%20Marketing.pdf
3	https://www.shiprocket.in/blog/understanding-promotion-and-distribution-management/

MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	2	2	2	2	3	2
CO2	3	2	3	2	3	2	2	2	2	3	2
CO3	3	2	3	2	3	2	2	2	2	3	2
CO4	3	2	3	2	2	2	2	2	2	3	2
CO5	3	2	3	2	2	2	2	2	2	3	2
TOTAL	15	10	15	10	12	10	10	10	10	15	10
AVERAGE	3	2	3	2	2.4	2	2	2	2	3	2

3 – Strong, 2- Medium, 1- Low

Title of the Course		Programming in C- Lab							
Part		IV							
Category	SEC III	Year	I	Credits	2		Course Code		234403217
		Semester	II						
Instructional Hours per week		Lecture	Tutorial	Lab Practice	Total	CIA	External		Total
		-	-	2	2	25	75		100

Learning Objectives
This course is designed to provide complete knowledge of C language and to construct programs that demonstrate effective use of C features including operators, arrays & functions

Prerequisite: Should have studied Commerce in XII Std

	Contents	

1. Calculation of Simple Interest and Compound Interest.

2. The sum, average, product, smallest and biggest among 3 numbers.

3. Program using switch statement.

4. Program to print the given number in ascending and descending order.

5. Preparation of Pay bill

6. Calculation of Electricity bill.

Reference Books	
1	01. Balagurusamy E., programming in ANSI C,Tata McGraw-hill publishing company limited, New Delhi.
2	02. Rajaram R., C programming made easy,sci tech publications, Chennai 1999
3	03. Ravichandran D, "Programming in C" New Age International, 1996, New Delhi.
Web Resources	
1	https://www.anits.edu.in/online_tutorials/Programming-with-C-and-Lab.pdf
2	https://www.unf.edu/~wkloster/2220/ppts/cprogramming_tutorial.pdf
3	https://www.vssut.ac.in/lecture_notes/lecture1424354156.pdf