

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR
WOMEN (AUTONOMOUS)**

CHENNAI - 600044.

Re accredited with A+ Grade by NAAC

BACHELOR OF COMMERCE

(Shift – I)

Under the faculty of Commerce

(B.Com. Information Systems Management)



**CHOICE BASED CREDIT SYSTEM (CBCS)
OUTCOME BASED EDUCATION (OBE)**

(Effective from the Academic Year 2020-21)

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DEPARTMENT OF COMMERCE

(B.Com Information Systems Management)

Syllabus of 2020 - 2021

OBJECTIVES OF THE COURSE

- Regulatory curriculum reform based on the learning outcomes-based curriculum framework (LOCF)
- Enriching the quality of teaching and research
- Enlightening learning environment through ICT based hands-on approach to students.
- Involving students in discussions, problem solving and out of box thinking.
- Motivating the students to understand the various concept of Commerce and apply them in real life situation.

UG REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the degree of commerce-Information system Management shall be required to have passed in Higher Secondary Examination(+2)by state Board/CBSE/ICSE with Accountancy, Commerce or Business studies, Economics and Mathematics/Statistics/Business Mathematics/Computer Science as core subjects or an examination accepted as equivalent thereto by the syndicate of University of Madras with effect from the academic year 2019-2020 onwards

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the degree only if she has undergone the prescribed course of the study in a college affiliated to the university for a period of not less than three academic years, passed the examinations all the Six-Semesters prescribed earning 140 Credits (in parts-I,II,III,IV&V)

3. DURATION:

- 1) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semester respectively.

- 2) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working days for each semester.

4. COURSE OF STUDY:

The main subject of study for Bachelor Degree Courses shall consists of the following

PART –I TAMIL / OTHER LANGUAGES

PART – II ENGLISH

PART – III CORE SUBJECTS, ALLIED SUBJECTS, PROJECT/ ELECTIVES

PART- IV

1) NON- MAJOR ELECTIVES

- a) Those who have not studied Tamil up to XII Std. and taken a Non- Tamil Language under Part-I shall take Tamil comprising of two course(level will be at 6th Standard).
- b) Those who have studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses.
- c) Others who do not come under a & b can choose Non-Major elective comprising of two courses.

2) Skill based subject(Four) – (2 SOFT SKILLS + 1 skill based elective related to the subject +1 Computing skill)

3) Environmental Studies

4) Value Education – Yoga and Health

PART – V EXTENSION ACTIVITIES (SPORTS/NCC/NSS/ROTARACT)

PART – VI EXTRA- CURRICULAR AND CO-CURRICULAR ACTIVITIES

(Introduced From 2018 onwards)

RECOMMEDED CREDIT DISTRIBUTION

The Minimum Credit Points for UG (Three Year Program)

Particulars	Credits
1. Part I, II,III – (Language/English/Core/Allied)	119
2. Part IV	20
a. Basic Tamil/Advanced Tamil/ Non-major (III & IV Sem.)	4
b. Soft Skill (one paper per semester for 4 semesters)	12
c. EVS(I Semester)	2
d. Value Education (II Sem.)	2
Total (Part I,II,III,IV)	139
Part V Extension Activities	
a. Sports credit for all, (or)Credits to international, national and state players	1-5
b. NCC,NSS,EDP, Consumer club	1-3
Total (PART I,II,III,IV,V)	140-144

5. EXTENSION ACTIVITIES

A candidate shall be awarded a minimum of 1 Credit for Compulsory Extension Service which is sports. Students can also enrol for NSS /NCC/ Rotaract. Depending on the level of their performance in the above mention activities including sports they can earn 2 to 5 credits and hence the minimum required credits will vary from 140 – 144.

6. EXTRA – CURRICULAR & CO- CURRICULAR ACTIVITIES

A student shall be awarded a minimum of 1 and a maximum of 2 credits depending on her level of performance in any of the following activities: Fine Arts / EDP / Environ Club / Consumer club / Quiz / Debate.

Students are encouraged to take up MOOC (SWAYAM) courses. On successful completion of these courses, students enrolled will be awarded credits 1/2/3 for each course as prescribed in SWAYAM. Students are trained in Advanced Communication and Presentation Skills for which 2 credits are awarded on successful completion of the course.

All these credits together will be considered as extra credits.

7. ATTENDANCE

CATEGORY-A: ATTENDANCE REQUIREMENT

All candidates must put in 75% and above of attendance for Arts, Science, Commerce courses both UG/PG including MBA/MCA Degree courses for appearing the University Examination. (Theory/Practical)

CATEGORY –B: CONDONATION OF SHORTAGE OF ATTENDANCE

If a candidate fails to put in the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) for all UG/PG courses. (i.e. Arts Science, Commerce, MBA and MCA) after collecting the prescribed fee of RS.250/-each for Theory/Practical examination separately, (Theory Rs.250/- Per semester/Per Candidate: Practical Rs.250/- Per semester/ Per Candidate) towards the condonation of shortage of attendance.

CATEGORY-C: NOT ELIGIBLE FOR CONDONATION OF SHORTAGE OF ATTENDANCE

Candidates who have secured less than 65% but more than 50% of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such candidates will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the course and they may be permitted to take next University examination by paying the prescribed condonation fee of Rs.250/- each for Theory/Practical separately. Names of such candidates should be forwarded along with their attendance details in the prescribed format mentioning the

category(3copies). Degree Wise/Year wise/Branch wise/semester wise/together with the fees collected from them. So as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.

CATEGORY-D: DETAINED STUDENTS FOR WANT OF ATTENDANCE

Candidate who have put in less than 50% of attendance have to repeat the course (by re-joining) for which they lack attendance without proceeding for II/III year as the case may be. Until they re-join the course and earn the required attendance for that particular semester/year, no candidates shall be permitted to proceed to the next year/next semester of the course under any circumstances. They have to obtain prior permission from the University to re-join the course.

Provided in case of candidates who are admitted form the academic year 2003 -2004 earning less than 50% of attendance in any one of the semesters due to any extraordinary circumstances such as medical ground, such candidates shall produce Medical Certificate issued by the authorized, Medical Attendant (AMA), duly certified by the Principal of the college shall be permitted to proceed to the next semester and to complete the course of study. Such candidates shall have to repeat the semester, which they have missed by re-joining after completion of final semester of the course, by paying the fee for the break of study ad prescribed by the University from time to time.

CATEGORY-E: CONDONATION OF SHORTAGE OF ATTENDANCE FRP MARRIED WOMEN STUDENTS

In respect of married women students undergoing UG/PG course, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed ad 55% instead of 65% if they conceive during their academic career. Medical certificate form the Doctor attached to the Government Hospital (D.G.O) and the prescribed fee of Rs.250%- therefor together with the attendance details shall be forwarded to this off ice to consider the condonation of attendance mentioning the category.

0% Attendance

The candidates who have earned 0% of attendance, have to repeat the course (by re-joining) without proceeding to succeeding semester and they have to obtain prior permission form the University to re-join the course immediately for which applications issued for the academic year.

8. BREAK IN STUDY

After enrolling into any of the courses offered by the college a student is allowed to be absent continuously for period of FIVE years (Max. Condonable period- from the day of enrolment) after which she forfeits her admission.

A student who wants to continue her study within the condonable break period can rejoin in the same semester in the EXISTING VACANCY after getting the permission from the Principal and subsequently from University of Madras. Such students should also get a letter from the respective Head of the Department stating that she is not repeating any paper which she has already completed in other semesters.

9. TRANSFER OF STUDENTS AND CREDITS:

Transfer from other Autonomous or Non-Autonomous college or from other University is allowed for the same program with same nomenclature provided there is a vacancy in the respective program of study and the student has passed all the examinations under the previous system. **Students with standing arrears are NOT eligible for transfer.**

The marks obtained in the previous system will be converted and grades will be assigned as per the University norms.

Such students **are eligible** for classification.

Such student is NOT eligible for ranking, prizing and medals on qualifying the UG degree.

10. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS

- 1) Candidate shall register their names for the First Semester Examination after the admission in the B.Com ISM Course.
- 2) Candidates shall be permitted to proceed from the first semester up to the final Semester irrespective of their failure in any of the Semester Examinations subject to the condition that the candidate should register for all arrear subjects of earlier semesters along with current (subject) semester subjects.

11. PASSING REQUIREMENTS

- 1) There shall be no passing minimum for Internal. But 0 also should not be awarded. In case a student absents herself for all the CIA exams and ends in getting 0 in internal in a particular subject, she will be awarded 1 or 2 marks for attendance.
- 2) For all subjects except B.Com Honours (Theory/Practical/Project-Parts I, II, III, IV) the passing requirement is as follows: i) candidate should secure not less than 40% of marks in End Semester Examination (ESE) and not less than 40% in aggregate of the total internal and external marks. For B.Com Honours i) candidate should secure not less than 50% of marks in End Semester Examination (ESE) and not less than 50% in aggregate of the total internal and external marks.
- 3) A candidate who passes in all subjects earning minimum of 140 credits within the maximum period of five years reckoned from the date of admission to the course shall be declared to have qualified for the degree.
- 4) Grading shall be based on overall marks obtained (Internal + External)

12. MEDIUM OF INSTRUCTION AND EXAMINATIONS

The medium of instruction and examinations for the papers of Part I, II & IV shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

13. SUBMISSION OF RECORD NOTE BOOKS FOR PRACTICAL EXAMINATIONS

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations.

14. CLASSIFICATION OF SUCCESSFUL CANDIDATES

1. A Candidate who qualifies for the Degree and secures CGPA between 9.0 – 10.0 shall be declared to have passed the examination in **FIRST CLASS - EXEMPLARY** provided she has passed the examination in every subject she has registered as well as in the project work in the first appearance.
2. A Candidate who qualifies for the Degree and secures CGPA between 7.5 – 8.9 shall be declared to have passed the examination in **FIRST CLASS WITH DISTINCTION** provided she has passed the examination in every subject he/she has registered as well as in the project work in the first appearance.
3. A candidate who qualifies for the degree as per the regulations for passing requirements and secures CGPA between 6.0 – 7.4 shall be declared to have passed the examination in **FIRST CLASS**
4. A candidate who qualifies for the degree as per the regulations for passing requirements and secures CGPA between 5.0 – 5.9 shall be declared to have passed the examination in **SECOND CLASS**
5. All other successful candidates shall be declared to have passed in **THIRD CLASS**.
6. Only those candidates who have passed all the papers including practical and project work in the first appearance shall be considered for the purpose of **RANKING**.

15. RANKING

- 1) Candidates who pass all the examinations prescribed for the course in the first appearance itself alone are eligible for Ranking / Distinction.
- 2) Provided in the case of candidates who pass all the examinations prescribed for the course with a break in the First Appearance due to lack of attendance are only eligible for classification.

16. GRADING SYSTEM

The term grading system indicates a SEVEN (7) point scale of evaluation of the performance of students in terms of marks obtained in the Internal and External Examination, Grade points and letter grade.

Minimum Credits to be earned:

For THREE year UG Programme: Best 140 - 144 Credits (Part I and II: Foundation Courses, Part III Major, Allied, Elective, Part –IV Soft skills and Part V: Extension activities)

Conversion of Marks to Grade Points and Letter Grade

(Performance in a Course / Paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

17. CLASSIFICATION & CALCULATION OF GPA AND CGPA

For a Semester :

GRADE POINT AVERAGE [GPA]

Sum of the multiplication of grade points by the credits of the courses

GPA =

Sum of the credits of the courses in a semester

For the entire programme:

Sum of the multiplication of grade points by the credits of the courses for entire programme

CGPA=

Sum of the credits of the courses of the entire programme

CUMULATIVE GRADE POINT AVERAGE [CGPA]

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5-10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-appear

* The candidates who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses alone)/PG/M.Phil. are eligible.

18. ESE REVALUATION

A student is eligible to appeal for revaluation of the paper only **if she secures a minimum of 10 in the internal tests (CAT) of that paper** if the internal maximum marks is 25 and **a minimum of 6 in the internal tests (CAT) of that paper** if the internal marks is 15. This has to be done within 10 days from the publication of results. She also has to pay the prescribed fee. The revaluation will be done by an external examiner appointed by the Principal.

19. ARREAR / REPEAT EXAMINATIONS

- 1) A candidate having arrear paper(s) shall have the option to appear along with the regular semester papers.

- 2) Candidates who fail in any of the papers in Part I, II, III & IV of UG degree examinations shall complete the paper concerned within **FIVE (N + 2)** years from the date of admission to the said course.

20. SUPPLEMENTARY / INSTANT EXAMINATION

- 1) Final year students (UG – III year 6th semester) are **only** eligible to apply for Supplementary / Instant Examination.
- 2) Students who have only one paper as arrear in the final semester are allowed to take up supplementary / instant examination.
- 3) Supplementary / Instant Examination will not be conducted for practical papers and projects.

21. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

- 1) Students who are mentally disabled, learning disability and mental retardation, who are slow learners, who are mentally impaired having learning disorder and seizure disorder and students who are spastic and cerebral palsy the following concessions shall be granted obtaining prior permission from the University
 - a. Part I Foundation course Tamil or any Language can be exempted.
 - b. One-third of the time of paper may be given as extra time in the examination.
 - c. Leniency in overlooking spelling mistakes
- 2) Students who have hearing, speaking impaired
 - a. Part I Foundation course Tamil or any Language can be exempted.
 - b. Part IV Non-Major Elective / Basic Tamil / Advanced Tamil can be exempted.
- 3) Students who are visually challenged
 - a. Exempted from paying examination fees.
 - b. A scribe shall be arranged by the college and the scribe be paid as per the college decision.

22. MALPRACTICE

The College views malpractice of any kind very seriously. The college has a Malpractice committee consisting of four senior staff members. Students found to be directly or indirectly involved in malpractice of any kind during examinations will be subject to penalty of very high proportions.

23. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMME TO QUALIFY FOR A DEGREE:

1. A student who for whatever reasons is not able to complete the programme within the normal period (N) or minimum duration prescribed for the programme, may be allowed **TWO** year period beyond the normal period to clear the backlog to be qualified for the degree. (Time span is N + 2 years for completion of the programme)

In exceptional cases like major accidents and child birth, an extension of **ONE** year be considered beyond maximum span of time that is **N + 2 + 1**. Students qualifying during the extension period are **NOT** eligible for ranking.

24. REGULATORY BODIES

Under autonomy, the college is free to frame its curriculum and conduct examinations. These functions are monitored by the **Board of Studies, Board of Examiners and the Academic Council.**

Board of Studies

Separate Board of studies are constituted for each programme offered by a department. Each Board of Studies will meet at least once a year to design courses, modify syllabi / examination pattern and recommend the same to the Academic Council.

The Board of Studies is composed of:

- ◆ Head of the respective department (Chair person)
- ◆ Two senior staff members of each specialization apart from Chair person.
- ◆ Two subject experts from outside the parent University.
- ◆ One subject expert from within parent University – as nominated by the Vice-Chancellor from a panel of recommended members. (University Nominee.
- ◆ One representative from Industry / Corporate sector / allied area.
- ◆ One alumnus
- ◆ One student representative from current batch (preferably a meritorious final year student).

The tenure of the external experts is for **TWO** years.

Board of Examiners

A list of board of examiners is obtained by circulating the details of courses offered by the college to other colleges and through the list provided by the departments. Single valuation is done for UG courses and double valuation, one Internal and one External, for PG courses.

Academic Council

The Academic Council is composed of:

- ◆ The Principal (Chairman)
- ◆ All heads of the department in the college
- ◆ Four senior teachers of the college representing different categories of teaching
- ◆ Four representatives from the Industry / Corporate sector / allied area relating to placement / Commerce / Law / Education / Medicine / Engineering nominated by the Governing Body
- ◆ Three nominees of the University of Madras
- ◆ A faculty member nominated by the principal (Member Secretary)

The term of the nominated members shall be TWO years.

25. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To life-long learning in order to become effective collaborators and innovators, leading or participating in ventures that address social, technical and business challenges.

PEO2: To transform learners into holistic individuals acquiring higher levels of knowledge and competence

PEO3: To approach life skills which are inclusive and value-based to appreciate human values and ethics

26. PROGRAMME OUTCOMES (POs)

- **PO 1**-Develop sharp cognisance of concepts, apply the domain knowledge with utmost confidence and be assertive at any given opportunity.
- **PO 2**-Possess deeper understanding of lifeskills to appraise life and draw logical conclusions.
- **PO 3**-Design and develop solutions for challenging problems of society.
- **PO 4**-Acquire programme centric thought process facilitating further studies in the respective domain.
- **PO 5**-Engage in life-long learning to easily adapt to the dynamic environment and obtain clarity and preparedness for field specialisation
- **PO 6**-Self actualise and self regulate, focussing on ethical and moral values to become a compassionate human being.

27. PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Acquire knowledge in various subjects of commerce, management and computer science

PSO2: Evaluate the situation and interpret the same using various tools and techniques

PSO3: Ability to apply the knowledge and analyse a problem in a given situation

PSO4: Designed to build the potential on Commerce, Management and Systems oriented

PSO5: Ability to pursue higher studies of specialization and to take up technical employment

28. QUESTION PAPER PATTERN:
QUESTION PAPER PATTERN FOR OBE

(2020-21 onwards)

Theory UG –Question paper Pattern- Conventional on-paper mode

***75 marks to be converted as 60 marks**

UG QUESTION PAPER PATTERN FOR OBE ONLINE ASSESSEMENT

(2020 - 2021)

Bloom's Category Level	Sections	Marks	Description of answer	Total	Meaning of K's
INTERNAL SETTING					
K1,K2,K3	Section A Multiple Choice Questions 25 Questions *1 Marks (No Choice)	25X1=25	Choose the write option.	50	K 1 & K2 - Understanding Level K 3 - Apply Level K 4 - Analyze Level K 5 – Evaluate Level K 6 – Create Level
EXTERNAL SETTING					
K2,k3,K4, K5,K6	Section B 5 out of 7 Questions *5 Marks	25	Short answers/500 Words		

*** 50 marks to be converted as 60 marks.**

BLOOM'S CATEGORY LEVEL (ANNEXURE chart)

S.no	K component scale	Verbs for question
I.	K 1& K2 Verbs	Verbs to be used for questioning are “choose, find, identify, indicate, match, name, state, what, when, where, which, who, cite, label, reproduce. define, list, quote, revise, explain, show, sketch, illustrate, interpret, describe, substitute, convert, give example, rephrase
2.	K2 &k3	The questions may contain the verbs such as explain, show, sketch, illustrate, interpret, describe, substitute, convert, examFle, rephrase, apply, relate, solve, classify, predict, compute, prepare
3.	K4	The questions may contain verbs - Apply, relate, solve, classify, predict, compute, prepare.
4.	K5	The questions may contain any of the following verbs : Ascertain, diagnose, distinguish, infer, associate, examine, differentiate, reduce, discriminate, dissect, determine, justify, organize, recommend, solve.
5	K6	The questions may contain any of the following verbs: Appraise, conclude, critique, judge, assess, contrast, deduce, weigh. Compare, criticize, evaluate.

Question paper pattern for Continuous Assessment Test (CAT)

(The online assessment pattern)

U.G/P.G PROGRAMME

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV
COLLEGE FOR WOMEN**

B.Sc/M.Sc/B.A/M.A/B.Com/M.com DEGREE EXAMINATION,, 2020.

..... YEAR SEMESTER

CAT – I/II/III

Sub Title:

Max. Marks: 50

Sub Code:

Date:

Time: 2hrs.

Question paper Pattern-Two Components: (Max marks=50) - 3hrs

I. Multiple Choice Questions (MCQ) - 20 marks (10x2=20)

II. Google Class Room (GCR) - 30 marks (Structured)

A. Section A: 5 out of 6 – each carries 2 marks (5x2=10)

B. Section B: 4 out of 5 – each carries 5 marks (4x5=20)

- The answers for the questions for QP uploaded in GCR will be as uploads (images of hand written answer sheets converted to .pdf) in Google Class Room.
- The duration for each GCR session (answering and uploading) would be 3 hours (maximum).
- The structured component (30 marks) SHOULD be conducted in GCR as per the CAT schedule. MCQ (10X2=20) CAN be conducted out of schedule also, but should be completed during the CAT examination scheduled.

Note: The GCR question paper and MCQ assessment links to be shared with the COE office for approval and validity on or before the respective allotted dates.

PROGRAMME PROFILE

(Department of B.Com ISM)

TOTAL CREDITS: 140

PART	COURSE	TITLE OF THE PAPER	CODE	L	T	H	C
I SEMESTER							
III	Core Major I	Accounting for Managers-I	20UBICT1001	3	1	6	4
III	Core Major II	Web Technology	20UBICT1002	3	1	6	4
III	Core Practical I	Web Technology – Practical I	20UBICP1001	3	2	6	2
III	Allied I	Business Communication	20UBIAT1001	3	1	6	5
II SEMESTER							
III	Core Major III	Accounting for Managers-II		3	1	6	4
III	Core Major IV	Programming in C		3	1	6	4
III	Core Major Practical-II	Programming in C– Practical II		3	2	6	2
III	Allied II	Operations Research		3	2	6	5
III SEMESTER							
III	Core Major V	Human Resource Management		3	1	6	4
III	Core Major VI	Marketing Management		3	1	6	4
III	Core Major VII	Object Oriented Programming in C++		3	1	6	4
III	Major Practical-III	C++ - Practical III		3	2	6	2
III	Allied III	Business Mathematics and Statistics – I		3	2	6	5
IV SEMESTER							
III	Core Major VIII	Financial Management		3	1	6	4
III	Core Major IX	Open Source Technology-PHP and MYSQL		3	1	6	4
III	Major Practical-IV	Open Source Technology-PHP and MYSQL-Practical IV		3	2	6	2
III	Major Practical-V	Accounting and Statistics System Software –Practical V		3	2	6	4
III	Allied IV	Business Mathematics and Statistics – II		3	2	6	5
V SEMESTER							
III	Core Major X	Corporate Accounting		3	1	6	4
III	Core Major XI	Visual Programming and RDBMS		3	1	6	4
III	Major Practical-VI	Visual Programming and RDBMS-Practical VI		3	2	6	2
III	Core Major XII	Internship		3	1	6	2

III	Core Elective I	Research Methodology		3	2	6	5
VI SEMESTER							
III	Core Major XIII	Software Project Management		3	1	6	4
III	Core Major XIV	Banking		3	1	6	4
III	Core Major XV	Legal Systems in Business		3	1	6	4
III	Core Elective II	Management Information System		3	2	6	5
III	Core Elective III	Project		3	2	6	5

L =LectureHrs; T =TutorialHrs; H = Hrsperweek; C =Credits

RUBRICS FOR CONTINUOUS ASSESSMENT

Assignment	✓
Seminar	✓
Field visit	
Participatory Learning	✓
Group Discussion	✓
Flipped/Blended Learning	

Assessment Model (from 2020 – 21 onwards)
Under graduation Programme
40% Internal 60% External

S.No	Assessment Component	Marks	Weighted %
A.	Theory		
1	INTERNAL ASSESSMENTS		
	Continuous Assessment Test(best two out of three)	2 x 50 = 100	15
2	Quiz/Group Discussion/Seminar/Assignment/Role Play/ Case Study/ Open Book/ snap Test/ Video Presentation/ Review (any three to be considered)	3 x 10 = 30	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	Attendance*	05*	05
5	EXTERNAL ASSESSMENT		
	End semester examinations	75	60
	Grand Total		100
B	Practical		
1	INTERNAL ASSESSMENTS		
	Continuous Assessment Test(best two out of three)	2 x 50 = 100	15
2	Record + Observation	10 +10 = 20	15
3	MCQ (one test to be conducted online during the semester)	20	05
4	Attendance*	5*	05
5	EXTERNAL ASSESSMENT		
	End semester Examinations	60	60
	Grand Total		100

Attendance* - awarding marks for attendance (out of 5)

Attendance below 60% = 0 marks; 61% to 75% = 3 marks; 76% to 90% = 4 marks; above 91% = 5 marks

(DEPARTMENT OF B.Com ISM)
SDNB VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI-600044.
((Department of B.Com ISM))

SEMESTER I
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part I	Paper I		Tamil I	3	40	60	100
			Hindi I				
			Sanskrit I				
			French I				
Part II	Paper I		ENGLISH I	3	40	60	100
Part III	Core Paper I	20UBICT1001	Accounting for Managers-I	4	40	60	100
	Core Paper II	20UBICT1002	Web Technology	4	40	60	100
	Core Practical I	20UBICP1001	Web Technology – Practical I	2	40	60	100
	Allied Paper I	20UBIAT1001	Business Communication	5	40	60	100
Part IV	Soft Skill	20USSLC1001	Essentials of Language and Communication skills	3	50	-	50

SEMESTER I

ACCOUNTING FOR MANAGERS I

Total Hours: 90 hours

Sub Code: 20UBICT1001

Credits: 4

L-T-P: 3-1-6

COURSE OBJECTIVES:

- To give an insight into the basics of Accounting Concepts and Principles.
- To enlighten students on financial statement analysis with the emphasis on the preparation of fund flow and cash flow statement.
- To impart knowledge to pursue Professional courses and to take up basic accounting job.

COURSE OUTCOME:

- CO1: To discuss the various basic concepts & convention of Financial Accounting.
- CO2: To prepare the final accounts of companies.
- CO3: To discuss the concepts of Management accounting. To apply the various financial statement analyses.
- CO4: To evaluate the Application of funds flow statements.
- CO5: To evaluate the various Ratio analyses and it's Interpretation

SYLLABUS

UNIT I

Financial Accounting: Meaning – Definition – Objectives – Advantages and Limitations – Basic Accounting concepts and Conventions- Journal, Ledger, Trial Balance - Cash Book- Single, Double and Triple column - Bank Reconciliation Statement

UNIT II

Preparation of Trading, Profit & Loss Account and Balance Sheet with Adjustments-Closing stock, Provisions, Income received in advance, outstanding, prepaid, Discounts, Depreciation, and Interests.

UNIT III

Management Accounting: Meaning and Scope – Objectives – Advantages – Limitations – Financial Accounting Vs Management Accounting.

Meaning and Nature of Financial Statements – Importance – Limitations – Tools of Analysis– Comparative Statement – Common Size Statement – Trend Analysis

UNIT IV

Funds Flow Statement -Schedule of Changes in Working Capital – Funds from Operations – Cash flow Statement (AS-3 Revised format)

UNIT V

Accounting Ratios – Definition – Utility and Limitations – Calculation of Ratios – Financial, Turnover and Profitability Ratios.

Proportionate Ratio for Theory and Problems: 30:70 (Simple problems only)

Text Books:

1. **Financial & Management Accounting, T.S.Reddy&Y.Hariprasad Reddy, Margham Publications.**

Reference Books:

1. **Financial & Management Accounting, T.S.Reddy &Y.Hariprasad Reddy, Margham Publications.**
2. Principles of Management Accounting, Dr. S.N.Maheswari, Sultan Chand and sons, New Delhi.
3. Financial Accounting, R.L.Gupta &V.K.Gupta ,Sultan Chand and sons, New Delhi

E-Resources

www.accountingcoach.com

www.accountingstudyguide.com

www.futureaccountant.com

www.education.svtuition.org

METHOD OF TEACHING:

LECTURE

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

WEB TECHNOLOGY

TOTAL HOURS: 90

SUB CODE: 20UBICT1002

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

- To interpret the insights of internet programming and HTML tags to implement complete application over the web.
- To learn the basic concepts & techniques of Javascript and Document Object Model and Forms that interacts with server-based programs.
- To understand and to use simple features of Dynamic Hyper Text Markup Language(DHTML), cascading style sheets (CSS) and JavaScript Style Sheet (JSSS).

COURSE OUTCOME:

- CO1: To interpret the history of internet basics and its related concepts that is vital in understanding web development.
- CO2: To demonstrate HTML tags for designing static web pages.
- CO3: To interpret the concepts and techniques of JavaScript in designing web pages.
- CO4: To demonstrate knowledge of Document Object Model, Event Handler and Forms that interacts with server-based programs.
- CO5: To acquire the knowledge in Dynamic Hyper Text Markup Language(DHTML), Cascading Style Sheets (CSS) and JavaScript Style Sheet (JSSS) to create dynamic web pages.

SYLLABUS

UNIT I

(15 hours)

Internet: Basics Concept - Overview of TCP/IP and its services-Transmission Control Protocol - Introduction to Computers – Basic components of computer, CPU, ALU, memory unit, I/O devices - Designing flow chart and writing algorithm.

UNIT II

(10 hours)

Introduction to HTML :Web Server-Web Client/Browser – List - Adding Graphics to HTML Documents – Tables-Linking Documents – Frames- Simple Programs using HTML.

UNIT III

(15 hours)

Introduction to JavaScript: JavaScript in web pages-Basics Programming Techniques-Operators and Expressions in JavaScript-JavaScript Programming Constructs-Functions- Dialog boxes.

UNIT IV

(10 hours)

JavaScript Document Object Model: Introduction-Understanding object in HTML-Browser object- Handling Event using JavaScript- Forms – Cookies-Program using JavaScript.

UNIT V

(10 hours)

Dynamic Hyper Text MarkupLanguage:CascadingStyle Sheet – External Style Sheet - Class – Span Class - JavaScriptStyleSheet-Layers.

TEXT BOOK:

1. Web Enabled Commercial Application Development using HTML, DHTML, JavaScript, Ivan Bayross ,BPB Publications.

REFERENCE BOOKS:

1. Complete reference HTML (Third edition), T.A. Powell,TMH, 2002.

E-RESOURCES:

1. Indiabix.com
2. Tutorialride.com
3. Javascriptpoint.com

WEB TECHNOLOGY - PRACTICAL I

TOTAL HOURS: 60

SUB CODE: 20UBICP1001

CREDIT: 2

L-T-P: 3/2/6

COURSE OBJECTIVES:

- To impart knowledge on HyperTextMarkupLanguage(HTML) tags, Definition, Evolution and Nature of JavaScript.
- To develop the skill & knowledge in JavaScript-enhanced web page.
- To Create Dynamic Web Pages.

COURSE OUTCOME

- CO1: Illustrate flowchart and algorithm to the given problem.
- CO2: Understand basic Structure of the HTML-Programming and usage of variables and operators to create web pages.
- CO3: To interpret the concepts and techniques of JavaScript in designing web pages using javascript functions, super-controlled structures and arrays.
- CO4: To demonstrate knowledge of Document Object Model, Event Handler, built-in-objects and Forms and create interactive server-based programs.
- CO5: To acquire the knowledge in Dynamic HyperTextMarkup Language(DHTML), Cascading Style Sheets (CSS) and JavaScript Style Sheet (JSSS) to create dynamic web pages.

SYLLABUS

LAB PRACTICE PROGRAMS

HTML

1. Personal data using Text formatting tags
2. Usage of Lists
3. Student Marksheet using Tables in HTML
4. Promoting product using Frames in HTML

JAVASCRIPT

I CONDITIONAL STATEMENTS AND LOOPS

1. To find given number is odd or even
2. Displaying elements using Arrays in JavaScript
3. Sorting using Loops in Javascript

II MANIPULATION OF STRING

1. Usage of Built-in-Objects
2. Usage of Event Handlers in Javascript
3. Calculator program using Form controls

USING CASCADING STYLE SHEET

1. Font and Text Properties
2. Border and Margin Properties
3. List Property
4. Class and Span Class
5. External Style Sheet

QUESTION PAPER PATTERN

Record Work -20 Marks

Practical Examination -30 Marks

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	2	3	3	2	2
CO3	3	3	2	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	2
Average	3	3	3	2	2

BUSINESS COMMUNICATION

Total Hours: 90 hours

Sub Code: 20UBIAT1001

Credits: 4

L-T-P: 3-1-6

Course Objectives:

- To enable student to develop their business communication skills effectively.
- To learn various forms of communication and various business letters.
- To make students familiar with the business correspondence

COURSE OUTCOME:

- CO1: To Acquire in- depth knowledge of principles of effective communication (oral& written communication).
- CO2: To assess effective and concise letters and memos employing appropriate business format.
- CO3: To prepare informal and formal reports that includes analysis and offer recommendations.
- CO4: To Acquire the skills of report writing.
- CO5: To know about modern forms of communication: e-mail, video conferencing etc..., and their uses in business.

SYLLABUS

UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

Kinds of Business Letters : Interview – Appointment – Promotion – Enquiries – Replies – orders – sales – complaints.

UNIT III

Bank Correspondence-Correspondence with customers – Insurance Correspondence – Agency Correspondence - Correspondence with Shareholders, Directors.

UNIT IV

Reports Writing – Meaning-Types of Business Reports-Characteristics of good report-Preparing a report – Organization of report-Reports by individual – Agenda, Minutes of Meeting – Memorandum – Office order – Circular – Notes.

UNIT V

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites and their use in Business.

TEXT BOOKS:

REFERENCE BOOKS:

1. **Essential of Business Communication –Rajendra Pal & J.S Korlahalli- Sultan & Chand**
2. **Business Communication- K. Sundar& A. Kumara Raj- TATA MCGrawHill**

E-Resources

www.research_gate.net

www.managementstudyguide.com

www.scholarworks.gvsu.edu

METHOD OF TEACHING:

- LECTURE
- POWER POINT PRESENTATION

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3	3	3	3	3

SEMESTER II
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part I	Paper II		Tamil II	3	40	60	100
			Hindi II				
			Sanskrit II				
			French II				
Part II	Paper II		ENGLISH II	3	40	60	100
Part III	Core Paper III		Accounting for Managers-II	4	40	60	100
	Core Paper IV		Programming in C	4	40	60	100
	Core Practical II		Programming in C– Practical II	2	40	60	100
	Allied Paper II		Operations Research	5	40	60	100
Part IV	Soft Skill		Environmental Studies	2	50	-	50
			Essentials of Spoken and Presentation Skills	3	50	-	50
	Value Education		Value Education (Yoga)	1	50	-	50

ACCOUNTING FOR MANAGERS-II

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3-1-6

COURSE OBJECTIVES

- To familiarize students with the basic concepts of cost and various methods and techniques of costing.
- To introduce students to the various tools and techniques of management Accounting.
- To impart knowledge to pursue Professional courses and to take up basic accounting job.

COURSE OUTCOME

- CO1: To examine the basic concepts of cost accounting.
- CO2: To acquire in-depth Knowledge for preparation of cost sheet.
- CO3: To create the idea & meaning of material control with pricing methods.
- CO4: To explain the know-how and concepts of marginal costing with practical problems and To assess the methods of Standard costing
- CO5: To provide the knowledge about budget control and scope of the concept in Budgetary control.

SYLLABUS

UNIT I

(20 hours)

Cost Accounting: Meaning – Definition – Objectives – Advantages – Limitations – Cost Accounting Vs Financial Accounting – Cost Accounting Vs Management Accounting – Elements of Cost – Preparation of Cost Sheet (Simple Problems).

UNIT II:

(20 hours)

Materials stores records; purchase order – goods received note – bin card – stores ledger inventory control-, EOQ, maximum, minimum, reorder level, average stock level & danger level ,JIT, methods of pricing issues- FIFO, LIFO, Simple and Weighted average

UNIT III:**(15 hours)**

Marginal costing – differential costing – Segregation of semi variable cost – cost volume profit analysis – break-even analysis – contribution – profit volume ratio – break-even point – break even charts – Margin of safety- Utility of CVP analysis – fixation of selling price – maintaining a desired level of profit – decisions involving alternative choices.

UNIT IV:**(15 hours)**

Standard Costing: Objectives – Advantages and Limitations – Variance Analysis – Computation of Variances – Materials Variance – Labour Variance – Sales Variance.(Mix and Yield variance excluded).

UNIT V:**(20 hours)**

Budgetary Control: Definition – Objectives – Advantages – Limitations – Classification of Budgets – Preparation of different types of Budget (Sales Budget, Production Budget, Materials Budget, Purchase Budget, Cash Budget) – Flexible Budgets.

Proportionate Ratio for Theory and Problems: 20:80 (Simple problems only)

TEXT BOOK:

1. Financial & Management Accounting ,T.S.Reddy&Hariprasad Reddy, Margham Publications.

REFERENCE BOOK:

1. Management accounting, R.S.N.Pillai&Bagavathi, S.Chand, New Delhi.

E-RESOURCES

www.accountingcoach.com

www.accountingstudyguide.com

www.futureaccountant.com

www.education.svtuition.org

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

PROGRAMMING IN C

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

- The course is designed to provide complete knowledge of C language.
- Students will be able to develop logics which will help them to create programs, applications in C.
- **By learning the basic programming constructs, Students can easily switch over to any other language in future.**

COURSE OUTCOME

CO1: To acquire the knowledge about the number systems, illustrate the flowchart and design an algorithm for a given problem.

CO2: To interpret the fundamentals, enumerated data types, operators and expressions to develop programs.

CO3: To develop programming skills using the basic elements like decision making and iterative statements.

CO4: To analyze the concepts of functions and storage classes to create and solve problems.

CO5: To inscribe C programs using Arrays and Structures.

SYLLABUS

UNIT – I

Number Systems – Decimal number system, binary number system, octal and hexadecimal – Conversions - C fundamentals – Character set – Identifier and keywords – Data types – Constants – Variables – Declaration.
(10 hours)

UNIT – II

Expressions – Statements – Operators – Arithmetic, Unary, relations, logical, Assignment and conditional Library functions - Input/Output functions – Simple C programs. (15 hours)

UNIT – III

Flow of control – Control structures – If, If...else, While, Do....while, for loop, Nested loop, Switch, break, continue, go to statement - comma operator. (10 hours)

UNIT – IV

Functions – Defining, accessing functions – Function prototypes – Passing arguments – recursion – Storage classes – Automatic, External, Static and Register. (10 hours)

UNIT – V

Arrays – Definition and processing – Passing arrays to function – Multidimensional arrays – arrays and string - Structures – User defined Data types - Passing structures to functions - Pointers – Declaration.
(15 hours)

TEXT BOOK:

1. E. Balagurusamy – Programming in ANSI C, TMH.

REFERENCE BOOK:

2. Programming with C – Gottfried B.S – TMH Pub.Co.Ltd.

E-RESOURCES

1. Indiabix.com
2. Tutorialride.com
3. Tutorialspoint.com

PROGRAMMING IN C-PRACTICAL II**TOTAL HOURS: 60****SUB CODE:****CREDIT: 2****L-T-P: 3/2/6****LAB PRACTICE PROGRAMS**

1. Arithmetic operations
2. To find whether the given number is Prime or not
3. To find largest number from the given three numbers
4. Find Fibonacci series of a given number
5. To find max and min of numbers
6. Matrix addition and subtraction
7. Sorting – Bubble Sort
8. Linear search
9. To generate Factorial using recursion
10. To find the npr and ncr
11. Reverse a string and check for palindrome
12. To counting the number of vowels and consonants in a line of text

QUESTION PAPER PATTERN

Record Work -20 Marks

Practical Examination -30 Marks

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation
- Practical Lab

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	2	3	1
CO3	3	3	3	3	3
CO4	3	2	2	3	2
CO5	3	3	2	3	2
Average	3	3	2	3	2

OPERATIONS RESEARCH

TOTAL HOURS: 90

SUB CODE:

CREDIT: 5

L-T-P: 3-2-6

COURSE OBJECTIVES:

- To provide an insight into basic concepts of Operations Research
- To learn application of Operations Research in business decision making.
- To impart knowledge on selected statistical tools and techniques for an effective resource management

COURSE OUTCOME:

CO1: To discuss the meaning and scope of operation research.

CO2: To assess practical exposure to Linear Programming Problems.

CO3: To compute the practical exposure of Transportation and Assignment problems.

CO4: Acquire the knowledge of Network Analysis.

CO5: To compute the practical exposure of Game and Decision theory.

SYLLABUS

UNIT-I

(15 hours)

Introduction to OR – Meaning & Scope – Characteristics – Different types of Models used in OR – Its advantages & disadvantages – Importance of OR in Decision Making Process – Limitations.

UNIT-II

(15 hours)

Linear Programming – Components of LPP, Use of LPP in Management decision making, Characteristics of LPP – Meaning of Slack Variable – Basic feasible solution, Optimal & Unbounded Solution – LPP – Formulation – Graphical method – Simplex method – Maximization & Minimization (simple problems only).

UNIT-III

(20 hours)

Transportation Model – Basic feasible solution – NWCR, VAM, LCM – Solving for Optimal solution – MODI method. Assignment Model – Formulation – Solutions. (Simple problems only)

UNIT-IV**(20 hours)**

Net Work Analysis – Work Breakdown Analysis – Construction – Numbering of event – Time Calculation – CPM – PERT Analysis, Calculation of Float – Total, Free and Independent float.

UNIT-V**(20 hours)**

Decision Theory – Criteria for Decision making under uncertainty – EMV & EOL criterion – Decision trees. Game Theory – Meaning & Characteristics – Saddle point – Dominance property. Different methods of solving game theory problems (no LPP).

Proportionate Ratio for Theory and Problems: 30:70 (Simple problems only)

TEXT BOOK:

1. Introduction to Operation Research – P.R. Vittal-Margham Publications.

REFERENCE BOOK:

1. Introduction to Operation Research – P.K. Gupta & D.S. Hira, Sultan Chand

E-RESOURCES

www.researchgate.net

www.informs.org

www.egerton.ac.ke

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER III
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part III	Core Major V		Human Resource Management	4	40	60	100
	Core Major VI		Marketing Management	4	40	60	100
	Core Major VII		Object Oriented Programming in C++	4	40	60	100
	Core Practical III		C++ - Practicals	2	40	60	100
	Allied Paper II		Business Mathematics and Statistics – I	5	40	60	100
Part IV	NME		Non-Major Elective I Disaster Management	2	50	50	100

HUMAN RESOURCE MANAGEMENT

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3-1-6

COURSE OBJECTIVE:

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.
- To familiarise students with the human resource management involving planning, placement and training, significance of performance appraisal and methods of compensation.

COURSE OUTCOME:

CO1: To understand the basic concepts, functions and processes of Human Resources Management

CO2: To know about organizing and training process in an organisation.

CO3: To facilitate the knowledge about performance appraisal and different methods.

CO4: To provide an idea about the remuneration schemes and different types of motivation

CO5: To know about the Concepts of Motivation Theories, Co-ordination and Control.

SYLLABUS

UNIT I

Meaning and definition of Human Resource Management - Nature and scope of Human Resource Management – Differences between personnel management and HRM – Human resource planning – Meaning and definition – Importance, Merits and Demerits, Factors affecting Human resource planning, Manpower forecasting – Recruitment – Selection – Methods of Selection – Uses of various tests – Interview techniques in selection.

UNIT II

Organizing – Meaning and definition– Principles of organization -Types of Organization (Line and staff, Committees, Projects, Matrix, Informal Organization) - Span of Control. Delegation – Authority – Uses of Authority – Difference between Authority and Power – Responsibility – Training – Methods, On-the job, Off-the job– Techniques and Identification of the training needs - Training and Development. characteristics of a Leader – Importance of Leadership – Role of a Leader – Functions of a Leader – Qualities of a Leader - Traits of an Ethical Leader and Types of Leader

UNIT III

Performance appraisal – Meaning and importance – Use of performance appraisals – Contemporary and conventional method – Essentials of a good performance appraisal system – Transfers – Meaning, reasons, need, benefits – Types of transfers – Promotion – Meaning, Purpose, Need – Basis for Promotion - demotions – Career Development – Meaning, need, importance, - Career development cycle - Process of Career Development – Career problems.

UNIT IV

Remuneration – Components of remuneration (Wages and Salaries) – Incentives – Motivation – Meaning and definition, types of motivation, positive and negative motivation, financial motivators VS non-financial motivators.

UNIT V:

Theories of motivation, Maslow's need hierarchy theory, McGregor's 'X' and 'Y' theory, Herzberg's Two-Factor theory – Co-ordination – Need for Co-ordination – Characteristics - Types – Techniques – Distinction between Co-ordination and Co- operation – Requisites for excellent Co-ordination. Controlling – Meaning importance and Types of Controls – Elements of control – Problems in control – Control Process.

Text Books :

1. **Human Resource Management – J.Jayasankar, Margam Publications.**
2. Human Resource Management – C.B.Gupta, Sultan Chand & Sons – New Delhi.
3. Human Resource Management – 1st Edition, L.M. Prasad, Sultan Chand & Sons – New Delhi.

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

MARKETING MANAGEMENT

TOTAL HOURS: 90
CREDIT: 4

SUB CODE:
L-T-P: 3-1-6

COURSE OBJECTIVE:

- Describe the process to formulate and manage the B2B marketing strategy including all key components.
- To acquaint the students with the basics of marketing to make them understand the consumer behaviour and buying motives.

COURSE OUTCOME:

- CO1: To comprehend the concepts of markets, marketing, buying and selling.
- CO2: To know the concept of product, stages of product development, appropriate packaging and pricing.
- CO3: To comprehend the concepts of Market segmentation and its bases and to acquire the buyer's behaviour involved in buying decision making.
- CO4: To acquire the in-depth knowledge about Promotion, Advertising and Sales Promotion.
- CO5: To learn various Channels of distribution (Manufacturers- Wholesalers-Retailers-Consumers)

UNIT I

Introduction to Market –Classification of Market – Marketing definition – Difference between Marketing and Selling – Importance of Marketing - Marketing Mix- 4 P's of Marketing mix – New concepts in Marketing – Demarketing, Remarketing, Social Marketing -Functions of marketing- Functions of exchange – Buying, Various kinds of buying, Assembling and Selling , kinds of selling – Functions of Physical Supply – Transportation , Advantages and Disadvantages of Land, Air, Sea and Rail Transport - Storage & Warehousing , Advantages of warehouse , Kinds of warehouse - ISI – Facilitating Functions – Financing, Risk taking, Standardisation & Grading, Market Information.

UNIT II

Product policy – Product Mix – Expansion & Contraction of Product mix – Product Diversification – Product Modification – Product Elimination - New product development process- Product Life cycle-Branding –

Trademark, Function of Branding, Advantages of Branding – Brand Loyalty – Packaging- Functions of Package , Materials used for package – Labelling – Importance of Labelling – Reasons for failure of Product. Pricing- Factors influencing pricing decisions- Internal, External factors - Different kinds of pricing – Difference between Skimming and Penetration Pricing – Discounts and its types – Promotional Allowances.

UNIT III

Marketing segmentation – Advantages of Segmentation – Criteria for Segmentation – Factors determining Market Segmentation - Basis of segmentation- Undifferentiated Market, Differentiated market, Concentrated Market – Methods of Segmentation – Geographic, Demographic, Socio-economic, Product, Benefit, Volume and Marketing Factor Segmentation

Buyer Behaviour-Factors involved in buying decision making – Factors determining buyer behavior – Geographic Factor, Demographic Factor, Cultural Factor, Social Factor, Socio-Economic Factors – The process of buying – Recognition of need, collection of information, choice of brand, dealer’s choice, completion of deal - Laggard

UNIT IV

Promotion and Sales Promotion –Objectives of Promotion – AIDA Concept - Forms of Promotion - Sales Promotion – Advantages & Limitations – Sales Promotion at different levels – Dealers level, Consumers level, Salesmen level – Measuring the effectiveness of Sales Promotion - Personal selling – Features – Functions – Kinds of Salesmanship – Kinds of Salesman –Qualities of a Good salesman – Physical, Mental, Social- Training given to Salesman – Recruitment and Selection of a Salesman – Remuneration given to Salesman - Advertising- Kinds –Effectiveness of Advertising – Advantages to the Manufacturers, Dealers, Consumers, Salesman – Causes of failure of Advertisement – Advertisement Media – Newspaper, Magazines, Radio, T.V, Advantages and Disadvantages of the above -Kinds of Outdoor Advertising – Merits and Demerits of Outdoor Advertising - Advertising through Social Media - face book – twitter

UNIT V

Channel Distribution – Meaning - Need – Channel Functions – Factors to be considered in selecting a channel – Importance of Middlemen - Various kinds of Marketing channels – Wholesalers and its types, Retailers , Departmental Store, Chain Store, Mail Order business, Hire Purchase & Instalment Purchase and Consumer Cooperatives.

Reference Books:

- 1. Marketing Management- Dr.S.Jayasankar, Margham Publications.**
2. Marketing Management- C.B. Gupta, Sultan Chand & Sons

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	2	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

OBJECT ORIENTED PROGRAMMING WITH C++

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

At the end of this course the learner is expected :

To learn the concepts of class & objects.

To perform Inheritance, Overloading of operators, functions, constructors

COURSE OUTCOME:

CO1: To demonstrate a thorough understanding of the Principles, Concepts and Applications of object oriented Programming. Classify C++ features to program design and implementation.

CO2: To demonstrating the usage of control structures, functions and Arrays.

CO3: To describe classes and objects written by other programmers when constructing their System.

CO4: To illustrate the object oriented design using polymorphism and Concepts like function overloading and operator overloading.

CO5: To understand Pointers and Inheritance.

SYLLABUS

Unit I

Object oriented programming – Basic concepts of OOP – Benefits of OOP - Introduction to C++ - Tokens – Keywords – Identifiers – Variables – Operators – Manipulators – Expressions and Control Structures.

Unit II

Functions – Function prototyping - Parameters passing in functions – Values return by functions – Inline functions – Friend and Virtual functions.

Unit III

Arrays – Pointers – Pointers to objects – this pointer - Classes and Objects – Simple example programs.

Unit IV

Constructors & Destructors - Type of Constructors - Polymorphism - Function Overloading

Unit V

Operator Overloading - Inheritance – Types of Inheritance – Mapping console I/O operations.

REFERENCE BOOKS :

1. E. Balaguruswamy - Object oriented programming with C++ - TMH.
2. Robert Lafore - Object oriented programming in Microsoft C++ - Galgotia

E-RESOURCES

1. W3schools.com
2. Onlinegdb.com
3. Tutorialspoint.com

C++ - PRACTICAL III**TOTAL HOURS: 60****SUB CODE:****CREDIT: 2****L-T-P: 3/2/6****Functions:**

1. Perform arithmetic operation using User defined functions.
2. Adding two numbers using User defined functions.

CLASSES AND OBJECTS:

3. Construct a class for storage of dimensions of Circle, Triangle and Rectangle and Calculate the areas.
4. Perform arithmetic operation using class and object.

RECURSION

5. Fibanocci series
6. Print String backwards
7. Factorial of a number

POLYMORPHISM

8. Overload Unary operator
9. Overload Binary operator

POINTERS

10. Illustrate the use of THIS operator

QUESTION PAPER PATTERN

Record Work -20 Marks

Practical Examination -30 Marks

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	2	2	2
CO2	3	3	2	3	2
CO3	3	3	3	2	3
CO4	3	3	2	2	3
CO5	3	3	2	2	3
Average	3	3	2	2	3

BUSINESS MATHEMATICS AND STATISTICS-I

TOTAL HOURS: 90

SUB CODE:

CREDIT: 5

L-T-P: 3-2-6

COURSE OBJECTIVE

- To familiarize the students the knowledge about the basics of mathematics and statistics.
- To study the statistical methods in the research process.

COURSE OUTCOME:

CO1: To gain Knowledge about relations and functions of Set theory

CO2: To solve Simple Interest and Compound Interest problems

CO3: To acquire knowledge about basic concepts of Mean, Median and Mode

CO4: To know about the various measures of Dispersion and Co-efficient of Skewness of Karl Pearson's and Bowley's

CO5: To compute Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation and to solve Regression equations

SYLLABUS

UNIT – I

Sets – Theories of Sets – Set Operations – Relations & Functions of Sets

UNIT – II (Simple Problems only)

Simple Interest – Compound Interest – Discount on Bills & Present Value

UNIT – III

Meaning and Definition of Statistics – Collection of Data Measures of central tendency –Types of Averages- Mean: Arithmetic mean, Geometric mean, Harmonic mean – Median – Mode.

UNIT – IV

Measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation – Combined Mean and Standard Deviation.

UNIT – V

Correlation Analysis – Meaning Significance and types of correlation – Scatter diagram, Karl Pearson's co-efficient of correlation and Spearman's Rank Correlation. Regression Analysis: Meaning and importance – Regression equations.

Proportionate Ratio for Theory and Problems: 20:80

TEXT BOOK:

Elements of Business Statistics –S.P. Gupta, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Statistics – R.S.N. Pillai – Sultan Chand & Sons.
2. Business Statistics - Dr. P.R. Vittal– Margham Publications, Chennai.

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER IV
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part III	Core Major VIII		Financial Management	4	40	60	100
	Core Major IX		Open Source Technology-PHP and MYSQL	4	40	60	100
	Major Practical-IV		Open Source Technology-PHP and MYSQL-Practicals	3	40	60	100
	Major Practical-V		Accounting and Statistics System Software	3	40	60	100
	Allied IV		Business Mathematics and Statistics – II	5	40	60	100
Part IV	NME		Non-Major Elective II Disaster Management	2	50	50	100

FINANCIAL MANAGEMENT

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3-1-6

COURSE OBJECTIVE:

- To introduce the students to the vitty- gritty of financial management to understand the role of financial manager to give them an input into various concepts like capital structure planning cost of capital, dividend policies and working capital which will be foundation if they go for management studies.

COURSE OUTCOME:

CO1: To understand the meaning and concepts of Financial Management.

CO2: To illustrate the cost of capital in wide aspects.

CO3: To know about capital structure and theories of capital structure.

CO4: To acquire knowledge about various Capital Budgeting methods

CO5: To analyse the working capital Management

SYLLABUS

UNIT – I(Theory & Problems)

(20 hours)

Financial management: Definition, Meaning, objective and scope –Profit maximization – Wealth maximization – Role of finance manager – Liquidity Vs Profitability – Risk – return trade off – Financial management and other functional areas. Capital Structure: Meaning & Importance – Factors determining Capital Structure – Components – EBIT – EPS Analysis – Point of indifference – Theories of capital structure – NI approach - NOI approach –MM approach – Traditional approach – Trade off between debt and equity

UNIT – II (Theory)

(20 hours)

Cost of capital – Meaning and Definition - Basic concepts, Importance – Cost of equity capital – cost of debt – Factors determining cost of capital – Dividend yield or dividend price method – Dividend price plus growth method- Earnings price method – cost of preference capital – cost of retained earnings – Weighted average cost of capital.

UNIT – III (Theory & problems)

(20 hours)

Capital Budgeting Decisions: Meaning and Importance Nature of investment decisions- Investment evaluation criteria- Payback period – Accounting Rate of Return – Discounted payback period. Net present value- Internal rate of return. (Simple Problems, Risk Analysis excluded) – Capital Rationing.

UNIT – IV(Theory)

(15 hours)

Dividend – Meaning and Importance of dividend decisions – Types of dividends – Meaning of Dividend policy - Objectives of Dividend policy - Determinants of dividend Policy – Dividend Theories – Walter’s Model – Gordon’s Model – MM Model.

UNIT – V (Theory & Problems)

(15 hours)

Working capital – Definition –Operating cycles– Need for working Capital – Kinds – Permanent working capital – Temporary working capital - Concepts of working capital – Gross working capital – Net working capital – Determinants – Sources of Working capital finance – Working capital ratios.(simple problems)

Question paper pattern: 60% Theory 40% problems

TEXT BOOKS:

1. **Financial management – Moorthy, Margham Publication**

REFERENCE BOOKS :

2. Financial Management- Dr.S.N. Maheswari-Sultan Chand
3. Financial Management – Prasanna Chandra- Sultan Chand

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

OPEN SOURCE TECHNOLOGY - PHP AND MYSQL

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

- To earn skill set to develop online information system using the open sources PHP and MySQL. Understand the strings, functions and arrays in PHP. connecting to a MySQL database.

COURSE OUTCOME:

- CO1: To interpret operators and the basic conditional statements and looping structures in PHP.
- CO2: To interpret and create applications using PHP.
- CO3: To acquire knowledge in database management system, client server architecture, distributed processing and domains.
- CO4: To develop database by creating and manipulating tables using MySQL.
- CO5: To illustrate working MySQL with PHP to create dynamic web pages and validating user input through Database layer and Application layer.

SYLLABUS

UNIT I - BASICS OF PHP (15 Hours)

Introduction to PHP – history of PHP – language basics – lexical structure – data types – variables – expressions and operators – flow control statements -if-switch-nesting conditions-merging forms with conditional statements-loops-while-do-for – loop iteration with break and continue .

UNIT II - FUNCTIONS & STRINGS (15 Hours)

Functions & Strings: Calling a function – defining a function – variable scope – function parameters – return values – variable functions – anonymous functions. Strings: Accessing individual characters – cleaning strings – encoding and escaping – comparing strings – manipulating and searching strings – regular expression.

UNIT III - ARRAYS (15 Hours)

Arrays and Objects : Indexed Vs associative arrays – identifying elements of an array – storing data in arrays – multidimensional arrays – extracting multiple values – converting between arrays and variables – traversing arrays – sorting.

UNIT IV - MYSQL AN OVERVIEW (15 Hours)

Introduction – connecting to and disconnecting from the server – Entering queries – Creating and using a database – Creating and selecting a database – creating a table – loading data into a table – Retrieving information from a table – selecting all data – selecting particular rows – selecting particular columns – sorting rows – date calculations – working with NULL values – pattern matching – counting rows – using more than one tables.

UNIT V - MYSQL DATABASES IN PHP (15 Hours)

Introduction – connecting to a MySQL database – querying the database – Retrieving and displaying the results – modifying data – deleting data- Designing simple applications.

TEXT BOOKS

1. Rasmus Lerdorf, Kevin Tatroe, Bob Kaehms, RicMcGredy (2002), Programming PHP, O'REILLY(SPD). (Unit I,II & III) .
2. Lee Babin, Nathan A. Good, Frank M. Kromann, Jon Stephens (2005), “PHP 5Recipes, A problem solution approach”, après.(Unit IV & V)

REFERENCE

1. Vikram Vaswani (2008), PHP: A BEGINNER'S GUIDE, McGraw-Hill.

E-RESOURCES

1. Indiabix.com
2. Tutorialride.com
3. W3schools.com

OPEN SOURCE TECHNOLOGY - PHP AND MYSQL LAB

PRACTICAL IV

TOTAL HOURS: 60

SUB CODE:

CREDIT: 2

L-T-P: 3/2/6

1. Creating simple webpage using PHP
2. Use of conditional statements in PHP
3. Use of looping statements in PHP
4. Creating different types of arrays
5. Sorting of data
6. Creating user defined functions
7. Creating simple applications using PHP
8. Creating simple table with constraints
9. Insertion, Updation and Deletion of rows in MYSQL tables
10. Usage of sub queries
11. Usage of aggregate functions
12. Working with set operators

13. Working with string, numeric and date functions
14. Database connectivity in PHP with MySQL
15. Sample applications using PHP and MYSQL

QUESTION PAPER PATTERN

Record Work -20 Marks

Practical Examination -30 Marks

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	3	3	3	2	2
CO3	3	3	3	2	3
CO4	3	3	3	2	3
CO5	3	3	3	2	3
Average	3	3	3	2	3

MAJOR PRACTICAL-IV
ACCOUNTING & STATISTICS SYSTEM SOFTWARE
TALLY & SPSS – (Lab based Practical paper)

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3-2-6

COURSE OBJECTIVE:

- To enable the students understand computerized accounting using tally software
- To familiarize students the various statistical tools available in SPSS

COURSE OUTCOME:

CO1: Expertise skill in using Accounting softwares- Tally ERP 9

CO2: Prepare final accounts with adjustment, inventory management with GST

CO3: Analyse accounting data, generate report using Tally

CO4: Construction of Frequency Tables, Graphical Representation of Data

CO5: Generate reports using various Statistical tools

SYLLABUS

COURSE OUTLINE Tally ERP 9.0

- Unit I:** **(Hours 10)**
Introduction to Tally.ERP 9 – list of ledgers and groups in Tally ERP 9.0 - Preparation of Trial Balance
- Unit II:** **(Hours 10)**
Preparation of final accounts – balances of fixed assets, current assets, share holders funds, short-term and long term liabilities - final accounts with adjustments –Cost centre
- Unit III :** **(Hours 15)**
Voucher entries postings – preparation of accounting vouchers – preparation of inventory vouchers
- Unit IV:** **(Hours 15)**
Purchase and sales order entries – processing, allowing invoice with inventory details
- Unit V:** **(Hours 10)**
Introduction to GST – preparation of accounting entries for GST – with input tax credit, reversal credit

SPSS - Statistical Package for Social Science

Unit I: Measures of Central Tendency (15 Hours)

Construction of frequency tables - Graphical representation of data - Measures of central tendency – computation of mean, median and mode

Unit II: Dispersion and Correlation (15 Hours)

Measures of dispersion – Computation of standard deviation and variance - Correlation co-efficient – computation of Karl Pearson’s and Spearman’s correlation-chi square test- ANOVA using SPSS

MS-Excel

Unit III: Budgets (10 Hours)

Calculation of NPV of projects –preparation of Cash Budget - Flexible Budgets

Unit IV: Break- Even Analysis (10 Hours)

Break-Even Analysis - Comparison of prices across years of Multiple products

Unit V: Variance Analysis (10 Hours)

Variance Analysis – Material and Labour only

Question Paper Pattern

Record Work -40 Marks

Practical Examination -60 Marks

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

BUSINESS MATHEMATICS & STATISTICS - II

TOTAL HOURS: 90

SUB CODE:

CREDIT: 5

L-T-P: 3-2-6

COURSE OBJECTIVE:

- To familiarize the students the knowledge about the basics of mathematics and statistics.
- To study the statistical methods in the research process.

COURSE OUTCOME:

CO1: To gain Knowledge about Matrix

CO2: To understand and to compute Ratio, Proportion and Variation

CO3: To acquire knowledge about Index number and its methods

CO4: To know about Time Series analysis and Chi-square analysis

CO5: To understand the concept of One way and Two way ANOVA.

UNIT I (15 hours)

Matrices – Inversion Of A 3rd Order Square Matrix

UNIT II (15 hours)

Ratio, Proportion and Variation

UNIT III (20 hours)

Index Numbers – Definition, Uses, Methods of Construction of Index numbers – Types: Unweighted and Weighted Index Numbers. Simple, Aggregate, Price relatives mode – Laspeyeres Method, Paasches Method, Bowley's Method and Fisher's index number – Time and factor reversed tests.

UNIT IV– (Simple problems) (20 hours)

Time series Analysis – Meaning, Need and components of time series – Different methods: Simple Average Method – chi square test – Conditions for application of chi-square test – Uses of chi-square test and cautions while applying chi-square test.

UNIT V – (Simple problems)

(20 hours)

Testing of hypothesis – Test of significance - Analysis of variance – Assumption on analysis of variance – One way classification and Two way classification.

Proportionate Ratio for Theory and Problems: 20:80

REFERENCE BOOKS:

1. **Elements of Business Statistics – S.P. Gupta– Sultan Chand and Sons, New Delhi .**
2. **Business Maths – Dr. P.R. Vittal – Margham Publications, Chennai**
3. **Business Statistics – Dr. P.R. Vittal – Margham Publications, Chennai**

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

SEMESTER V
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part III	Core Major X		Corporate Accounting	4	40	60	100
	Core Major XI		Visual Programming and RDBMS	4	40	60	100
	Major Practical-VI		Visual Programming and RDBMS-Practical	2	40	60	100
	Core Major XII		Internship	2	40	60	100
	Core Elective I		Research Methodology	5	40	60	100
Part IV	Skill Based Elective		Online Tutorial	3			50

CORPORATE ACCOUNTING

TOTAL HOURS: 90
CREDIT: 5

SUB CODE:
L-T-P: 3-2-6

COURSE OBJECTIVES:

- Impart knowledge on various securities and its issue or redemption treatment
- Understand preparation of final accounts and its treatment
- Gain basic knowledge on Accounting Standards practices and IndAS.

COUSE OUTCOMES:

- CO 1:Impart knowledge on various securities and its issue or redemption treatment
- CO 2:Understand preparation of final accounts and its treatment
- CO 3: Gain knowledge about reconstruction of companies.
- CO 4:Understand about valuation of goodwill and shares and valuation
- CO 5: Gainbasic knowledge on Accounting Standards practices and IndAS.

UNIT I

Issue of shares-various kinds-issued at par, premium and at discount-forfeiture and reissue of shares, underwriting of shares and debentures

UNIT II

Redemption of preference shares and debentures – purchase of business- profits prior to incorporation-treatment of profit or loss prior to incorporation.

UNIT III

Alteration of share capital of a company – internal reconstruction of a company

UNIT IV

Preparation of company's final accounts- company balance sheet preparation (as per revised format)

UNIT V

Valuation of shares and Goodwill- Meaning –Methods of valuation of shares and Goodwill-Basic postulates of accounting theory and generally accepted accounting principles and practices recommended by the ICAI -Mandatory Accounting Standards (AS) issued by the ICAI.(AS1, AS2,AS3,AS10) Ind AS 1:Presentation of financial statements, Ind AS 16:Property Plant and Equipments, Ind AS 110. **(Theory Only)**

Proportion of 20:80 between theory and problems.

BOOKS:

1. Gupta,R.L&Radhaswamy.M Advanced Accounts, Sulthan Chand , New Delhi
2. Jain,S.P&Narang, N.L.,Advanced Accounting, Kalyani Publications.
3. Reddy T.S & Murthy. A ,Corporate Accounting, MarghamPublications, Chennai.

E-RESOURCES

www.accountingcoach.com

www.accountingstudyguide.com

www.futureaccountant.com

www.education.svtuition.org

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	2	3	3	2	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3

VISUAL PROGRAMMING and RDBMS

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

- To gain knowledge about develop Form design using Visual Basic as Front-end with DML, DDL, DQL and TCL operations and to develop a Database with enhanced models and Techniques and to understand about RDBMS.

SYLLABUS

Unit I

Introduction to Visual Basic – Single Document Interface(SDI) – Integrated Development Environment(IDE): Menu bar, Tool Bar, Tool Box, Project Explorer, Properties Window, Form Layout and Object Browser – Data types - Variables - Controls and its Properties – Form Event Procedures – Message Box – Input Box – With Statement

Unit II

Controlling Program Flow: Determinate Loops – Indeterminate Loops – Making Decisions(Conditionals) – Select Case – GoTo Statement.

Built-in Functions: String Functions, Random Function – Numeric Functions – Date and Time Functions – Financial Functions

Structured Data: Dimensional Arrays

Unit III

MSFlex Grid Control: features – Creating MDI form

Menus : Menu Editor, Sample Menu Editor Window, Working with Menus at Run Time - Multiple Document Interface(MDI) : Features – Creating a Toolbar on the MDI Form- Categories of Bugs : Design Time, Compile time, Logical and Run time errors.

Unit IV

SQL Commands: DDL, DQL, DML, DCL and TCL operations –Domains - Integrity constraints -Candidate keys - Primary keys-Foreign keys - Functional dependency(Basic definition)-Normal Forms (1NF, 2NF, 3NF, BCNF) – ER model.

Unit V

Database Connectivity: Data control Using visual data manager – Entering data – Validating data – Accessing fields and record sets – using SQL Statements.

TEXT BOOKS

1. **Visual Basic 6 from the Ground Up – Gary Cornell – Tata McGraw Hill.**
2. **Database system concepts – H.F. Korth and A. Silberschatz, McGraw Hill International Publication.**

REFERENCE BOOKS

1. Nick Showdon, Oracle Programming with Visual Basic, Sybexpublication.
2. Treitch, Visual Basic Oracle 8 Programmer’s Reference, Wroxpublication.

E-RESOURCES

1. <http://computing.outwood.com/NEA/vb/programming-vb.html>
2. <https://www.w3schools.com/sql/>

VISUAL PROGRAMMING AND RDBMS-LAB

PRACTICAL VI

TOTAL HOURS: 60

SUB CODE:

CREDIT: 2

L-T-P: 3/2/6

COURSE OBJECTIVES:

To gain knowledge about the DML, DDL operations and to develop a Database with enhanced models and Techniques and to understand about RDBMS, Object oriented Databases.

I PROGRAMS IN VISUAL BASIC

1. Building simple application using form objects.
2. Working with controls.
3. Application with menus.
4. Application with MDI.
5. Write a program to select items from one list and move them to another list.
6. Write a program to implement the timer and shape controls.
7. Write a program to implement MS-Flexgrid control

II PROGRAMS IN RDBMS (SQL QUERIES)

8. Queries using commands
 - a. DDL

- b. DML
- c. DQL
- 9. Queries using functions
 - d. AND, OR, NOT operation
 - e. Aggregate functions
 - f. Scalar functions
- 10. Queries using String functions of SQL

III PROGRAMS USING VISUAL DATA MANAGER

- 11. Employee Payroll System
- 12. Student Information System

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	3
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	2	3	3	3
CO5	3	2	2	3	2
Average	3	3	2	2	2

INTERNSHIP

As a Part of the Academic Curriculum students undergo internship programme for a period of 30 days at the end of V semester.

They would submit their Internship report with the details relating to the place of their internship and the nature of work they have done.

The students can choose Manufacturing concern, Banks, Insurance Companies and Financial Institutions. Students will be given 2 credits for Internship.

Elective Paper I – RESEARCH METHODOLOGY

Total hrs: 90
Credits: 4

Subject Code
L-T-P: 3/2/6

COURSE OBJECTIVE

- To help students understand basics of Research
- To familiarize students with proceeding of writing a thesis

COURSE OUTCOME

CO1: To make students to get familiar with Research and its basics

CO2: To understand the need for Research Design

CO3: To help students to formulate and test hypothesis

CO4: To understand the methodology of Data collection and its sources

CO5: To help students to proceed with analysis and writing of thesis

SYLLABUS

UNIT I: Introduction

Research – Types – Objectives of Research – Social Research – Criteria of Good Research - Qualities of a Researcher – Research process – Research problem – Selection of a Research problem.

UNIT II: Research Design

Meaning – Need for Research Design – Features and Types – Preparation of Research Design.

UNIT III: Hypothesis

Formulation & Types of hypothesis – Sources of hypothesis – testing of hypothesis- Parametric Test-t test, f test, z test - Non-Parametric Test -Chi square test, ANOVA, Factor Analysis

UNIT IV: Methodology

Collection of Data – Source of information – Primary and Secondary Data - Methods of Data Collection – Interview – Observation – Questionnaire – Schedules – Difference between Questionnaire and Schedule.

UNIT V: Analysis of Data and Project Report

Analysis of data – Measures of Central Tendency - Correlation, Regression, Linear Programming (Simple Problems) – Data Processing through Computers – Meaning of Thesis writing – Mechanics of Thesis writing – Contents of Thesis – Pages of the Preliminary Section – Body of the Thesis (outline)- Modern Practices: Ethical Norms in Research, Plagiarism.

TEXT BOOK:

1. Gupta. S, Research Methodology & Statistical Techniques.

REFERENCE BOOKS:

1. Panneerselvam, Research Methodology, Prentice Hall of India.
2. Krishnaswamy and Ranganatham, Research Methodology, Pears on Education India.
3. Gopal Lal Jain, Research Methodology - Methods, Tools & Techniques, TamilNadu Book House.

WEB REFERENCE:

1. www.explorables.com
2. www.onlinelibrary.wiley.com
3. www.springer.com
4. www.emeraldinsight.com

MAPPING OF COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOMES

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	2	1	3	1
CO2	2	3	3	1	3	2
CO3	2	3	2	2	1	1
CO4	2	3	3	2	1	2
CO5	2	3	2	1	1	1
TOTAL	10	15	12	7	9	7
AVERAGE	1.67	2.5	2	1.17	1.5	1.17

SEMESTER VI
COURSE FRAME WORK

SEMESTER – I		SUBJECT CODE	TITLE OF THE PAPER	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENTS					INT	EXT	
Part III	Core Major XIII		Software Project Management	4	40	60	100
	Core Major XIV		Banking	4	40	60	100
	Core Major XV		Legal Systems in Business	4	40	60	100
	Core Elective II		E business	5	40	60	100
	Core Elective III		Project	5	40	60	100
Part IV	Computing Skills		Arthavidhya	3			50

SOFTWARE PROJECT MANAGEMENT

TOTAL HOURS: 90

SUB CODE:

CREDIT: 4

L-T-P: 3/1/6

COURSE OBJECTIVES:

To understand the Software Project Planning and Evaluation techniques. To plan and manage projects at each stage of the software development life cycle (SDLC). To learn about the activity planning and risk management principles.

COURSE OUTCOME:

- CO1: To understand Software Project Management, Information and control in organizations
- CO2: To understand project evaluation and Software Process Models
- CO3: To illustrate Activity Planning and identifying the critical path
- CO4: To gain knowledge in software effort estimation techniques and the Software Testing and Methods
- CO5: To understand Risk Management & Software Quality

SYLLABUS

UNIT-I

Introduction to Software Project Management- Software project versus other types of project- what is management- problems- management control- Stakeholders- Requirement Specification – Information and control in organizations- Introduction to step wise project planning- Select-identify scope and objectives-identify project infrastructure-Analyse project characteristics- products and activities- Estimate effort for each activity- Identify activity risks-Allocate resources- Review/ publicize plan- Execute plan and lower levels of planning.

Unit II

Project evaluation-Introduction – Strategic assessment- technical assessment-cost benefit analysis- cash flow forecasting- Selection of an appropriate project approach- choosing technologies-technical plan contents list-choice of process models- structured methods-rapid application development- waterfall model –V process model- spiral model- software prototyping.

Unit III

Activity Planning- Objectives- Project schedules- projects and activities- sequencing and scheduling activities-network planning models- formulating a network model - forward pass- backward pass- identifying the critical path- Activity float- shortening project duration – identifying critical activities.

Unit IV

Software effort estimation- problems with over and under estimates- basis for software estimating- software effort estimation technique-bottom-up estimating-top down approach- Software Testing- General Testing methods-white box and black box testing –unit testing.

UNIT-V

Risk Management: nature of risk- managing risk- risk identification- analysis- reducing the risks- Managing people and organizing teams: Understanding-organizational behaviour- a background- selecting the right person for the job- instruction in the best methods- leadership- organizational structures. Software quality: importance- defining – ISO 9126- practical measures.

TEXT BOOK:

1. **Hughes and M. Cotterell, 2005, Software Project Management, 4th Edition, Tata McGraw Hill, New Delhi.**

REFERENCE BOOKS

1. Software Engineering – Roger S Pressman – McGraw Hill
2. Bhforooz & Hudson, 2004, Software Engineering, Oxford Press.

E-RESOURCES

<http://highered.mcgraw-hill.com/sites/0077109899/information-center-view/back>

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	3
CO2	3	3	3	3	3
CO3	2	2	2	2	2
CO4	3	3	3	2	3
CO5	3	1	2	2	2
Average	3	2	3	2	3

BANKING

TOTAL HOURS: 90
CREDIT: 4

SUB CODE:
L-T-P: 3-1-6

COURSE OBJECTIVE

- To help students understand basics of banking
- To familiarize students the new trends in banking sector.

COURSE OUTCOME

CO1: To familiarise the students about the functions and importance of commercial banks

CO2: To help the students to know about RBI and their functions

CO3: To help the students to know about negotiable instruments and endorsements.

CO4: To familiarise the students the procedure and principles of loan and banker customer relationship.

CO5: To familiarise the students the concept of computerized banking.

SYLLABUS

UNIT-I

Bank – Meaning & Definition – Difference between Cheque and Draft-Banking Systems-Ownership- Types - Kinds - Banking Business- Functions of commercial bank- Primary Functions – Opening of Savings a/c, Current a/c, Pay-in-slip, KYC norms, Cheque book, Passbook, Closing of a/c - Fixed Deposits, Recurring Deposits- Loans- Cash credit, Overdraft -Secondary functions - Agency Services, General Utility Services –Modern Functions of Commercial Banks

UNIT-II

RBI Introduction – Functions of RBI – Traditional functions -Promotional functions –Supervisory functions- Introduction to Various credit control measures – Quantitative Control –Bank Rate, Open Market Operation, Variable Cash Reserve Ratio – Qualitative Control –Rationing of Credit, Moral Suasion, Direct Action, Publicity

UNIT-III

Negotiable Instrument – Definition and features- Difference between Negotiability and Transferability – Holder-Holder in due course- Payment in due course – Bill of exchange and its features – Types of Bills – Parties to a Bill of exchange – Promissory note and features –Difference between Bill of exchange and Promissory note – Cheques- Features of Cheque –Crossing of Cheques – General crossing, Special Crossing -Endorsements – Transfer of NI, legal effects of transfer, Rules pertaining to endorsements, Different type of endorsements –Kinds of Endorsement - Meaning of Paying Banker and Collecting Banker

UNIT-IV

Lending Operations of Banks – Principles of sound lending – Safety – Liquidity –Profitability – Shiftability – National interest – Safety margin – Diversification – Relationshipbetween Banker and Customer-Debtor, Creditor – Trustee, Beneficiary – Agent,Principal –Bailor, Bailee – Assignor, Assignee - Letter of credit – Introduction – Parties of L/C – Typesof L/C – Advantages of L/C to importer and exporter

UNIT-V

Banking Computerization – E-Banking, Internet Banking, Mobile Banking, ATM Card cumDebit Card, Credit Card, Electronic Clearing System - Debit & Credit Clearing System-NEFT – RTGS – Meaning of Digital wallets – Apps like Paytm, BHIM app

REFERENCE BOOKS:

1. Banking Law Theory and Practice – B. Santhanam – Margham Publications
2. Banking Law Theory and Practice – S.N. Maheswari – Kalyani Publications.
3. Indian Banking – Parameswaran – S. Chand and Co.

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	3	3	3	3	3
C03	3	3	2	3	3
CO4	3	3	2	1	3
CO5	3	1	3	2	3
AVERAGE	3	2.4	2.6	2.4	2.8

LEGAL SYSTEMS IN BUSINESS

TOTAL HOURS: 90
CREDIT: 4

SUB CODE:
L-T-P: 3-1-6

COURSE OBJECTIVE

- To help students understand basics of business law and company law
- To familiarize students with proceeding of law and contract

COURSE OUTCOME

CO1: To make students to get familiar with contract and its basics

CO2: To understand the legality of object and agreement

CO3: To help students to know the performance of contract and their remedies

CO4: To understand the accounting procedures of the Companies Act 2013

CO5: To help students to understand managerial remuneration and their membership

SYLLABUS

UNIT I

Introduction and Meaning- law of Contract (General Contract only -Essentials of Contracts-Offer and Acceptance – Consideration.

UNIT II

Capacity to contract- Free consent- Legality of object-Wagering Agreements-Contingent contracts.

UNIT III

Performance of Contract- Discharge of Contracts- Breach of Contracts-Remedies for breach of Contract-Quasi Contract.

UNIT IV

Introduction to Companies Act 2013 - Company as a legal entity-definition and kinds of Companies-features.Incorporation of companies-Memorandum and Articles of Association-Certificate of Incorporation-Prospectus.Issue of Shares and Debentures-kinds of Shares-transfer and transmission of shares-Demat-Procedure.

UNIT V

Membership of Companies- -meeting and proceedings –Management and Managerial Remuneration-Directors-Secretary and other Managerial Personnel.

REFERENCE BOOKS:-

1. Business Law N.D, Kapoor, And Company Law, J. Santhi ,Margham Publications.
2. Mercantile law, N.D.Kapoor ,Sultan Chand & Sons, New Delhi.
3. Mercantile Law, ShuklaM.C ,S.Chand&co.Ltd,New Delhi.
4. Business & Corporate laws, G.K Kapoor, Sultan Chand & Sons, New Delhi.

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3
CO2	3	3	3	3	3
C03	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	2	3	3	3
AVERAGE	3	2.6	2.8	3	3

Core Elective II: MANAGEMENT INFORMATION SYSTEM

TOTAL HOURS: 90

SUB CODE:

CREDIT: 5

L-T-P: 3/1/6

COURSE OBJECTIVES:

- **The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.**

COURSE OUTCOMES:

- **CO1: To understand Management Information System**
- **CO2: To understand Information for decision-making.**
- **CO3: To illustrate Strategic information system and competitive advantage**
- **CO4: To gain knowledge in Computer Operation of Manual Information System**
- **CO5: To use information for Decision Making and gain knowledge about components of Decision Support System**

UNIT I

Definition of Management Information System – System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs

UNIT II

MIS support for planning, Organizing and controlling - Information for decision-making.

UNIT III

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT IV

Fundamentals of Data Processing, Computer Operation of Manual Information System, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

UNIT V

Managerial Decision Making, characteristics and components of Decision Support System - Definition. Group Decision Support Systems - Business Process Outsourcing - Definition and function.

RECOMMENDED BOOKS:

1. **Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , Chennai**
2. **CSV Murthy - "Management Information Systems" Himalaya publishing House.**
3. **Mudrick& Ross , "Management Information Systems", Prentice - Hall of India .**
4. **Sadagopan , "Management Information Systems" - Prentice- Hall of India**

REFERENCE:

<http://www.indoreindira.com/UG/images/BBA/BBA%20II%20Sem/Management%20Information%20System.pdf>

METHOD OF TEACHING

- Lecture
- PowerPoint Presentation

MAPPING COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	2	3
CO2	3	2	3	2	3
CO3	2	2	2	2	2
CO4	3	2	3	2	3
CO5	3	1	2	1	2
Average	3	2	3	2	3

PROJECT

A project report not less than 50 pages will be submitted by each student. Each student will be assigned a topic in beginning of the Final year.

The Areas covered are:

- Finance
- Banking
- Financial Services
- Marketing
- Customer Relationship Management
- Human Resource Management
- Web page development
- Projects based on Database connectivity

KEY:

PEDAGOGY (TEACHING METHODOLOGY):

QUESTION PAPER PATTERN END

SEMESTER EXAMINATION:

Knowledge Level	Section	Word Limit	Marks	Total	Special Instructions if any
K1,K2	Section A	50	30	75	ALL QUESTIONS CARRY EQUAL MARKS
K2,K3,K4	Section B	300	25		
K3,K4,K65,K6	Section c	1200	20		

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Re-accredited with “A+” Grade by NAAC

Amendments in the regulations from 2020 – 2021 onwards

UG -

Changes in Part-IV

Semester – I

Title	Internal Marks	External Marks	Credits
Soft Skills – Essentials of Communication Skills	50	-	3
Environmental Studies – For Day Students	50	-	2

Semester – II

Title	Internal Marks	External Marks	Credits
Soft Skills – Essentials of Spoken and Presentation Skills	50	-	3
Environmental Studies – For Self-Supporting Students	50	-	2
Yoga and wellness	50	-	2

Semester – III

Title	Internal Marks	External Marks	Credits
NME – Offered to other department students	50	-	2

Semester – IV

Title	Internal Marks	External Marks	Credits
NME – Offered to other department students	50	-	2

Semester – V

Title	Internal Marks	External Marks	Credits
Skill Enhancement course	50	-	3

Semester – VI

Title	Internal Marks	External Marks	Credits
Skill based Elective – Offered to students of same department SWAYAM – MOOC or other (For Non-Commerce Students) ArthaVidhya (For Commerce Students)	50	-	3