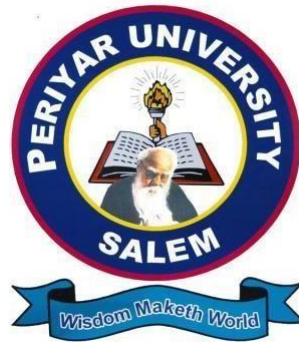


**PERIYAR UNIVERSITY PERIYAR
PALKALAI NAGAR SALEM - 636 011**



**DEGREE OF BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM**

SYLLABUS FOR B.COM (Security Marketing Practices)

(For Candidates admitted in the Colleges affiliated to Periyar University from 2019-2020 onwards)

PERIYAR UNIVERSITY: SALEM – 636 011

REGULATIONS FOR UNDERGRADUATE DEGREE COURSES IN SCIENCES, HUMANITIES, SOCIAL SCIENCES AND COMMERCE CBCS PATTERN With Effect From 2010-2011

Definitions:

Programme :—Programmell means a course of study leading to the award of a degree in a discipline.

Course :—Coursell refers to a subject offered under the degree programme.

Part I – Tamil / Other languages : means –Tamil/other languagesll offered under Part I of the programme.

Part II –English : means –Englishll language offered under Part II of the programme.

Part III : means –the core coursesll related to the programme concerned including

(Core Courses) practicals offered under Part III of the programme.

Part III : means –Allied coursesll offered under part-III of the programme, which is (Allied

Courses) in nature but related to the programme concerned.

Part III : means –Elective coursesll related to the core courses of the programme concerned.

(Elective Courses) offered under Part III of the programme.

Part IV : means basic orientation in Tamil language offered under Part IV(i) of the

i) **Tamil** : programme(as name of the course) for those students who have not studied Tamil upto 12th standard.

ii) **Advanced Tamil**: means, Advanced level Tamil offered under Part IV of the programme to students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamil language skills.

(iii) **Non-Major Electives** - means elective subjects offered under Part IV (iii) option is being given not concerned with major but are to be selected by students who have not opted for (either) Advance Tamil or Tamil (as mandated).

(iv) —**Skill based Courses**l - means the courses offered as skill based courses under Part IV (iv) of the programme aimed at imparting Advanced Skill.

(v) —**Foundation Coursel** : means courses such as

1) Value Education (1st year I Semester)

2) Environmental Studies (1st year II Semester)

Part V

—**Extension Activities** : means all those activities under NSS/NCC/Sports/YRC programme and other co and extra curricular activities offered under part V of the programme.

A detailed explanation of the above with relevant credits are given under —Scheme of Examination along with Distribution of Marks and Credits

Duration: Means the stipulated years of study to complete a programme as prescribed by the University from time to time. Currently for the undergraduate programme the duration of study is THREE years. These regulations shall apply to the regular course of study in approved institutions of the University.

Credits: Means the weightage given to each course of study (subject) by the experts of the Board of Studies concerned.

Credit System: Means, the course of study under this regulations, where weightage of credits are spread over to different semesters during the period of study and the Cumulative Grade Point Average shall be awarded based on the credits earned by the students. A total of 140 credits are prescribed for the Undergraduate Programme (Three years).

Choice Based Credit System: All Undergraduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

1. Eligibility

Refer this office circular No: PU/R/AD-1/UG/PG/Programmes Eligibility/2019 Dated: 16-04-2019.

2. Duration of the Course

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

Each semester have 90 working days consists of 5 teaching hours per working day. Thus, each semester has 450 teaching hours and the whole programme has 2600 teaching hours.

3. Course of Study

The course of study for the UG degree courses of all branches shall consist of the following:

Part - I: Tamil

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses – 6 credits).

Part – II: English

The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses – 6 credits).

Part – III:

Core subject

As prescribed in the scheme of examination. Examination shall be conducted in the core subjects at the end of every semester. For the programmes with 2 semester languages, 18 core courses with 81 credits are to be offered.

Allied Subjects

As prescribed in the scheme of Examination, four subjects, **one each** in I, II, III and IV semester for a total of 16 credits are to be offered.

Electives courses

Two elective courses with 10 credits are to be offered one in the V semester and one in the VI Semester. Elective subjects are to be selected from the list of electives prescribed by the Board of Studies concerned. Any one group can be selected.

Part – IV

- 1(a) Those who have not studied Tamil upto X std / XII std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses with 2 credits each (4 credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the **third and fourth semesters**.

There shall be no external (University) examinations and the students shall be assured as per the scheme of continuous internal assessment (CIA) for the total marks prescribed.

(OR)

- (b) Those who have studied Tamil upto XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

(OR)

- (c) Others who do not come under the above a+b categories can choose the following non-major electives comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters**.

2. Skill Based Subjects:

All the UG programmes shall offer four courses of **skill based subjects two each** in III, & IV semesters with 3 credits each (12 credits) for which examination shall be conducted at the end of the respective semesters.

3. Environmental Studies:

All the UG programmes shall offer a course in Environmental Studies subjects and it shall be offered in the **second semester**. Examination shall be conducted at the end of the semester (one course with 2 credits).

4. Value Education :

All the UG programmes shall offer a course in —Value Education – Human Rights subjects and it shall be offered in the **first semester**. Examination shall be conducted at the end of the semester (one course with 2 credits).

Part V: Extension Activities (One Credit)

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the following programmes.

NSS
NCC
Sports
YRC
Other Extra curricular activities.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective department and a senior member of the Department on the following parameters. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for Regularity of attendance.

60% of marks for Active Participation in classes/camps/games/special Camps/programmes in the college/ District/ State/ University activities.

10% of marks for Exemplary awards/Certificates/Prizes.

10% of marks for Other Social components such as Blood Donations, Fine Arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A-Exemplary	-	80 and above
B-very good	-	70-79
C-good	-	60-69
D-fair	-	50-59
E-Satisfactory	-	40-49.

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

4. Requirement to appear for the examinations

- a) A Candidate shall be permitted to appear for the university examinations for any semester (practical/theory) if he/she secures **not less than 75%** of attendance in the number of working days during the semester.
- b) A candidate who has secured **less than 75% but 65%** and above attendance in any semester has to pay fine of Rs.500/- and a candidate shall be permitted to appear for the university examination in that semester itself.
- c) A candidate who has secured **less than 65% but 50%** and above attendance in any semester has to pay fine of Rs.500/- and can appear for both semester papers together at the end of the later semester.
- d) A candidate who has secured **less than 50%** of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 50%.

5. Scheme of examination

As given in the annexure.

6. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) —Candidates who fail in any of the course of Part I, II, III, IV & V of UG degree examinations shall complete the course concerned **within 5 years** from the date of admission to the said programme, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman and fulfill the requirements as per the regulation curriculum for the award of the degree.

7. Medium of Instruction and examinations

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

8. 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 shall not be permitted to appear for the practical examinations.

9. Passing Minimum

- a) A candidate who secures **not less than 40% in the University (external)** Examination and 40% marks in the external examination and continuous internal assessment put together in any course of Part I, II, III & IV shall be declared to have passed the examination in the subject (theory or Practical).
- b) A candidate who secures not less than 40% of the total marks prescribed for the subject under part IV degree programme irrespective of whether the performance is assessed at the end semester examination or by continuous internal assessment shall be declared to have passed in that subject.
- c) A candidate who passes the examination in all the courses of Part I, II, III, IV & V shall be declared to have passed, the whole examination.

10. Distribution

Table – 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for **theory papers of UG programmes.**

Table – 1(A)

TOTAL MARKS	EXTERNAL		INTERNAL		Overall Passing Minimum for total marks (Internal + External)
	Max.marks	Passing Minimum for external alone	Max.marks	Passing Minimum for internal alone	
100	75	30	25	10	40

Table – 1(B): The following are the Distribution of marks for the continuous Internal assessment in the theory papers of UG programmes:

Table – 1(B)

S.No.	For Theory - UG courses	Distribution of Marks
1.	Tests	15
2.	Assignment (2 Nos.)	5
3.	Attendance	5
	Total Marks	25

Table – 2(A): The following are the distribution of marks for University (external) examinations and continuous internal assessments and passing minimum marks for the **practical courses of UG programmes.**

Table – 2(A)

TOTAL MARKS	EXTERNAL		INTERNAL		Overall Passing Minimum for total marks (Internal + External)
	Max.marks	Passing Minimum for external alone	Max.marks	Passing Minimum for internal alone	
100	75	30	25	10	40

Table – 2(B): The following are the distribution of marks for the continuous Internal assessment in UG practical courses:

Table – 2(B)

S.No.	For Theory - UG courses	Distribution of Marks
1.	Tests	15
2.	Attendance	5
3.	Observation Note	5
	Total Marks	25

The following courses shall have end semester examinations and Continuous Internal Assessment:

Table – 3

S.No.	Subject	Internal	External	Total
1.	Value Education	25	75	100
2.	Environmental Studies	25	75	100
3.	Non – Major Electives – 3 rd semester	25	75	100
4.	Non – Major Electives – 4 th semester	25	75	100

However, for those students who select –Tamil– under Part IV, the examinations shall be **only on a Continuous Internal Assessment (CIA)** as furnished in the syllabus. The marks shall be furnished to the COE by the respective colleges.

11. Grading

Once the marks of the CIA and end-semester examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:

Table – 4

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

C_i = Credits earned for course i in any semester.

G_i = Grade Point obtained for course i in any semester.

n = refers to the semester in which such course were credited.

Grade point average (for a Semester):

Calculation of grade point average semester-wise and part-wise is as follows:

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum i C_i G_i}{\sum i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses offered under each part}}{\text{Sum of the credits of the courses under each part in a semester}}$$

Calculation of Grade Point Average (CGPA) (for the entire programme):

A candidate who has passed all the examinations under different parts (Part-I to V) is eligible for the following part-wise computed final grades based on the range of CGPA:

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum n \sum i C_{ni} G_{ni}}{\sum n \sum i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme under each part}}{\text{Sum of the credits of the courses of the entire programme under each part}}$$

Table – 5

CGPA	GRADE
9.5 – 10.0	O+
9.0 and above but below 9.5	O
8.5 and above but below 9.0	D++
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++
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+
5.0 and above but below 5.5	B
4.5 and above but below 5.0	C+
4.0 and above but below 4.5	C
0.0 and above but below 4.0	U

12. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

13. Classification of Successful candidates

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows **for Part I or Part II or Part III:**

Table – 6

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*
First Class 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	

- a. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 and equivalent grades –O|| or –O+|| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **–First Class – Exemplary||**.
- b. A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 and equivalent grades —D|| or —D+|| or —D++|| in part III comprising Core, Electives and Allied subjects shall be placed in the category of **–First Class with Distinction||**.
- c. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades —A|| or —A+|| or —A++|| shall be declared to have passed that parts in **–First Class||**.
- d. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.5 to 6 and equivalent grades —B|| or —B+|| shall be declared to have passed that parts in **–Second Class||**.

- e. A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 4.5 to 5 and equivalent grades —C| or —C+| shall be declared to have passed that parts in **-Third Class|**.
- f. There shall be no classifications of final results, therefore, award of class for Part IV and Part V, however, those parts shall be awarded with final grades in the end semester statements of marks and in the consolidated statement of marks.

14. Conferment of the Degree :

No candidate shall be eligible for conferment of the Degree unless he / she

- i. has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed thereof.
- ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 140 credits.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

15. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks. The improved marks shall not be taken into consideration for ranking.

16. Additional Degree

a) The following is the norms prescribed for students admitted from 2010-11 onwards.

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such a candidate shall join a college in the III year of the course and he/she shall be permitted to appear for part III alone by granting exemption from appearing Part I, Part II, Part IV and Part V and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV and Part V and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

b) The following is for students admitted prior to 2008-09 :

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such a candidate shall join a college in the III year of the course and he/she shall be permitted to appear for part III alone by granting exemption from appearing Part I, Part II, Part IV and Part V and common allied subjects (if any), **already passed by the candidate**. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II, Part IV and Part V and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

17. Evening College

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

18. Question Paper Pattern

Table -7

Maximum 75 Marks – wherever applicable			
Section A	Short answer questions	10*2=20	10 questions – 2 each from every unit
Section B	Short answer questions of either / or type (like 1.a (or) b	5*5=25	5 questions – 2 each from every unit
Section C	Essay-type questions of any three out of five questions.	3*10=30	5 questions – 1 each from every unit

19. Syllabus

The syllabus for various courses shall be clearly demarcated into five viable units in each paper/subject.

20. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations shall be in vogue without any change for a minimum period of three years from the date of approval of their approval. The University may revise / amend/ change the Regulations and Scheme of Examinations, if found necessary.

21. Transitory Provision

Candidates who have undergone the Course of Study prior to the Academic Year 2008-2009 shall be permitted to take the Examinations under those Regulations for a period of four years i.e. upto and inclusive of the Examination of April 2013 thereafter they shall be permitted to take the Examination only under the Regulations in force at that time.

PERIYAR UNIVERSITY, SALEM-636 011
B.Com. (Security Marketing Practices) Degree Course

(For the students admitted during the academic year 2019-2020 and onwards)

**MODEL SCHEME OF EXAMINATIONS: CBCS PATTERN (WITH 2
SEM LANGUAGE PAPERS)**

Part	Paper	Study Components	Course Title	Ins. hrs / week	Exam			Credit	
					Dur. Hrs	CIA-	Uni. exam		Total
SEMESTER I									
I	1	Language – I - Tamil - I		6	3	25	75	100	3
II	2	English-I		6	3	25	75	100	3
III	3	CORE I – Principles of Accountancy		5	3	25	75	100	4
III	4	CORE II – Fundamentals of Securities Market - I		5	3	25	75	100	4
III	5	ALLIED PAPER I – Business Economics		6	3	25	75	100	4
IV	6	Value Education		2	3	25	75	100	2
SEMESTER II									
I	7	Language – II - Tamil - II		6	3	25	75	100	3
II	8	English - II		4	3	25	75	100	3
	NMSDC	Language Proficiency for Employability (Effective English)		2	2	25	75	100	2
III	9	CORE III – Financial Accounting		5	3	25	75	100	4
III	10	CORE IV – Fundamentals of Securities Market - II		5	3	25	75	100	4
III	11	ALLIED PAPER II - Indian Economy		6	3	25	75	100	4
IV	12	Environmental Studies		2	3	25	75	100	2
SEMESTER III									
III	13	CORE V – Business Law		5	3	25	75	100	4
III	14	CORE VI – Corporate Accounting - I		6	3	25	75	100	4
III	15	CORE VII – Investment Management		5	3	25	75	100	4
III	16	ALLIED PAPER III – Business Statistical Methods		6	3	25	75	100	4
IV	17	Skill Based Subject – I – Capital Market		3	3	25	75	100	3
IV	18	Skill Based Subject – II – MS-Excel Practical - I		3	3	25	75	100	3
IV	19	Non-major Elective – I – Marketing		2	3	25	75	100	2
SEMESTER IV									
III	20	CORE VIII – Company Law		5	3	25	75	100	5
III	21	CORE IX - Corporate Accounting - II		6	3	25	75	100	5
III	22	CORE X –Portfolio Management		5	3	25	75	100	4
III	23	ALLIED PAPER IV – Business Statistical Decision Techniques		6	3	25	75	100	4
	SBEC-NMSDC	Digital Skills for Employability (Office Fundamentals)		2	2	25	75	100	2
IV	24	Skill Based Subject – III – Project Methodology		3	3	25	75	100	3
IV	25	Skill Based Subject – IV – Tally Practical – II		3	3	25	75	100	3

IV	26	Non-major Elective – II – Human Resource Management	2	3	25	75	100	2
		SEMESTER V						
III	27	CORE XI – Cost Accounting	6	3	25	75	100	5
III	28	CORE XII - Auditing	6	3	25	75	100	5
III	29	CORE XIII – Income Tax Law and Practice - I	6	3	25	75	100	5
III	30	CORE XIV – Security Marketing Practices	6	3	25	75	100	4
III	31	Elective – I	6	3	25	75	100	5
		SEMESTER VI						
III	32	CORE XV – Management Accounting	6	3	25	75	100	5
III	33	CORE XVI – Financial Management	6	3	25	75	100	5
III	34	CORE XVII - Income Tax Law and Practice - II	6	3	25	75	100	5
III	35	CORE XVIII – Commerce Practicals	6	3	25	75	100	5
III	Eletive NMSD C	Digital Banking Logistics and Audit Essentials for Employability (Fintech Course 1)	2	2	25	75	100	2
III	36	Elective - II	6	3	25	75	100	5
V		Extension Activities @	-	-	-	-	-	1
		Total					4100	146

@ No University Examinations. Only credit is given.

List of Elective Papers (Colleges can choose any one group)		
Group A	1	Project Work
	2	Fundamentals of Insurance
Group B	1	Office Organisation
	2	Secretarial Practice
Group C	1	Industrial Law - I
	2	Industrial Law - II
Group D	1	Campus to Corporate
	2	Customer Relationship Management

List of Common Papers for

1. B.Com
2. B.Com (CA)
3. B.Com (Accounting and Finance)
4. B.Com (Banking and Insurance)

SEMESTER I:

1. Tamil – I
2. English – I
3. Principles of Accountancy
4. Value Education

SEMESTER II:

5. Tamil – II
6. English – II
7. Financial Accounting
8. Environmental Studies

SEMESTER III:

9. Business Law
10. Corporate Accounting – I
11. Business Statistical Methods
12. Capital Market

SEMESTER IV:

13. Corporate Accounting – II
14. Business Statistical Decision Techniques
15. Project Methodology

SEMESTER V:

16. Cost Accounting
17. Income Tax Law and Practice – I

SEMESTER VI:

18. Management Accounting
19. Income Tax Law and Practice – I
20. Commerce Practicals

Apart from the above papers other common papers in various semesters are:-

21. Banking Theory
22. Banking Law and Practice
23. Fundamentals of Insurance
24. Principles of Marketing
25. Office Organisation
26. Secretarial Practice
27. Entrepreneurial Development
28. Campus to Corporate
29. Customer Relationship Management
30. Project Work

SEMESTER –I
PAPER - 17
PRINCIPLES OF ACCOUNTANCY

Subject Code: XXXX

Objectives:

To enable the students to acquire basic knowledge of accounting principles, concepts and conventions.

To make the students to acquire the skill to prepare the trial balance and final accounts.

UNIT - I

Basic Concepts: Fundamentals of Book Keeping-Meaning-Definition-Book-keeping Vs. Accounting-objectives- Advantages and limitations of accounting-Methods of accounting- Double entry system-Meaning-Advantages- Types of accounts- Accounting Rules-Accounting concepts and conventions- Journal- Ledger-Subsidiary books - Trial balance.

UNIT - II

Final accounts of a sole trading concern- Trading, Profit & Loss a/c and Balance sheet with adjustments, Difference between Trading a/c, P&L a/c and Balance sheet.

UNIT-III

Final accounts of Non- trading concerns- Receipts and payments account- Income and expenditure account and Balance Sheet-Difference between Receipts and payments account& Income and expenditure account.

UNIT - IV

Bank Reconciliation statement- Causes for difference- Preparation of Bank Reconciliation statement.

Royalties – Dead rent and short working – Recoupment of short working – Accounting entries in the books of lessee and landlord (excluding sub-lease)

UNIT – V

Depreciation – Meaning-Causes- Characteristics-Objectives- Methods-Fixed -Diminishing - Difference between Straight line method and W.D.V. method -Annuity-Depreciation fund Method- Provisions and reserves.

Note: Distribution of marks - Problems 80% and Theory 20%.

TEXT BOOKS:

1. **Financial Accounting - Reddy and Murthy - Margham Publications, Chennai -17.**
2. **Financial Accounting – M. Sumathy, G. Sasikumar, Himalaya Publishing Pvt Ltd., Mumbai.**
3. **Financial accounting - R.L Gupta and V.K Gupta, Sultan chand& Sons, New Delhi.**

REFERENCE BOOKS:

1. **Financial accounting - S.P Jain & K.L Narang, Kalyani publishers, Ludhiana.**
2. **Financial Accounting - Dr. S Ganesan and Kalavathi ,Tirumalai Publications, Nagercoil.**
3. **Financial Accounting -R.S.N. Pillai and Bagavathy- Marghampublications, Chennai.**
4. **Advanced Accounting I - Dr. Chandra Bose PHI Learning (P) Ltd., Delhi.**
5. **Advanced Accounting I - Dr. S Peer Mohamed, Dr. S.A.N. Shezui Ibrahim Pass Publication, Madurai.**

SEMESTER – I
PAPER - 18
FUNDAMENTALS OF SECURITIES MARKET - I

Subject Code: XXXX

Objectives:

Know the basics of securities market, SEBI and its Participants

UNIT –I

Securities Market: Financial market segments –types, participants and regulatory system.
Primary market: methods, role and regulations.

UNIT –II

Stock Exchange: Meaning and function – Stock market in India : Over the Counter Exchange of India (OTCEI), National stock Exchange of India (NSE) and Inter connected Stock Exchange of India (ISE).

UNIT –III

Regulation of trading system in Stock Exchanges: Listing of Securities and regulations.
Trading system: types, settlement, margin of trading and Depositories.

UNIT – IV

SEBI and Stock Exchange members – Concept and role – regulatory role and relevance – recent modifications. Stock exchange members: Broker / dealer – market makers and Agency brokers and their services.

UNIT –V

Market Participants in Securities market: Introduction – Investors – Issuers – Intermediaries – Regulators. Security Broking Operations – Trade life Cycle – Front office Operations – Middle office Operations – Back office Operations.

REFERENCE BOOKS:

1. M. Ranganathan & R. Madhumathi – Security trading and portfolio management – Pearson Publications, New Delhi.
2. S. Kevin - Security analysis and portfolio management, PHI Learning Pvt Ltd , New Delhi.
3. Dr. S. Gurusamy , Essentials of Financial services, Tata mcgrew Hill education Pvt Ltd , New Delhi.

SEMESTER – I
ALLIED - I
PAPER - V
BUSINESS ECONOMICS

Subject Code: XXXX

Objectives:

At the end of the course students shall be able to understand the fundamental concept of economics and will be able to correlate these concepts to real life situation to markets in particular and the economy in general.

UNIT - I

Meaning and definition of Economics -Nature and Scope of Economics. Business Economics- Meaning, Objectives, Nature and Scope of Business Economics - Role and Responsibilities of a Business Economist.

UNIT –II

Demand - Meaning, definitions - Law of demand - Exceptions, Changes in Demand - Demand Determinants - Importance - Elasticity of Demand - Types - Measurement - its Importance - Demand Forecasting.

UNIT- III

Production-Meaning- Production Function - Short Run and Long Run Production Function- Economies and Diseconomies of Scale - Supply - Determinants, Law of Supply- Elasticity of Supply - Meaning, Types.

UNIT -IV

Cost Concepts - Kinds of Cost - Cost and Output Relationship - Short-run and Long -Run Cost curves. Revenue - Total Revenue - Average Revenue - Marginal Revenue - Curves Under Perfect & Imperfect Competition - Break Even Analysis.

UNIT- V

Market structure-Kinds of Markets, Pricing under Perfect Competition-Monopoly, Monopolistic Competition, Oligopoly- Price and Output Determination. Pricing: Objectives-Pricing methods- Inflation.

TEXT BOOKS:

1. **Business Economics – S.Sankaran, Margham Publications, Chennai.**
2. **Economics for Business - P.N.Reddy and H.R.Appanniah, Himayala Publications House.**

REFERENCE BOOKS:

1. **Advanced Economic Theory - M.L.Jhingan, Vrindha Publications, New Delhi.**
2. **Business Economics – T. Aryamala, Vijay Nicole Imprints Pvt Ltd, Chennai-91.**
3. **Micro Economic Theory - M.L.Jhingan, Vrindha Publications, New Delhi.**
4. **Managerial Economics - R.K.Lekhi, kalyani Publishers, Ludhiana.**
5. **Business Economics – V.R. Palanivelu& A. Kannan, Himalaya Publishing Pvt Ltd, Mumbai.**

SEMESTER - II
PAPER - IX
FINANCIAL ACCOUNTING

Subject Code: XXXX

Objectives:

To enable the students to learn the basic concepts of Partnership Accounting and allied aspects of accounting. At the end of the course students shall understand partnership accounts, branch and departmental accounts and apply the same in the real business world.

UNIT - I

Branch Accounts- Meaning, definition. Dependent branches- Stock and debtor system- Independent branches (foreign branches excluded)

UNIT - II

Departmental Accounts— Meaning, definitions, features, basis for allocation of expenses- Inter departmental transfer at cost or selling price.

UNIT - III

Single Entry System- Meaning - Features - Statement of Affairs Method and Conversion Method.

UNIT-IV

Partnership - Admission of a Partner - Retirement of a Partner - Death of a Partner.

UNIT - V

Dissolution of a Partner- Insolvency of a Partner gradual realization of - Garner Vs Murray — Piece Meal Distribution.

Note: - Distribution of Marks: Problems 80% and Theory- 20%

TEXT BOOKS:

1. **Financial accounting - Reddy & Murthy- Margham publications, Chennai-17.**
2. **Advanced Accounting - R.L. Gupta and V.K.Gupta, Sultan Chand & Sons, New Delhi.**
3. **Financial Accounting – M. Sumathy, G. Sasikumar, Himalaya Publishing Pvt Ltd., Mumbai.**

REFERENCE BOOKS:

1. **Financial accounting - Narayanaswamy, learning private limited, New Delhi.**
2. **Advanced Accounting - M.C. Shukla. Sultan Chand & Sons, New Delhi.**
3. **Advanced Accounting - S.N. Maheshwari. Vikash Publishing House Pvt Ltd., New Delhi.**
4. **Advanced Accounting - M.A. Arulanandam and K.S. Raman. Margham publications, Chennai.**
5. **Advanced Accountancy- S.P.Jain & K.L.Narang, Kalyani Publishers., New Delhi.**

SEMESTER – II
PAPER - X
FUNDAMENTALS OF SECURITIES MARKET - II

Subject Code: XXXX

Objectives:

Know the various processes involved in primary and secondary market. Understand derivatives markets in India.

UNIT – I

Securities concepts and features: Choice between equity and debt instruments – basic features of equity and debt instruments – Stock and bond valuation models.

UNIT –II

Primary market: Functions – types and issues – types of investors – Prospectus – Listing of shares –Rights issue – Public issue process.

UNIT –III

Secondary market: Function, market structure and Participants – Trade Execution – Settlement of trade – rights obligations and Grievance Redressal.

UNIT –IV

Derivative market: Definition , Concept and types – structure of Derivative markets – Trading and settlement process – market indicators – options – types – call option – put option.

UNIT –V

Financial Planning and securities markets: Steps in financial planning – assets allocation and applications.

REFERENCE BOOKS:

1. M. Ranganathan & R. Madhumathi – Security trading and portfolio management – Pearson Publications, New Delhi.
2. S. Kevin - Security analysis and portfolio management, PHI Learning Pvt Ltd , New Delhi.
3. Dr. S. Gurusamy , Essentials of Financial services, Tata mcgrew Hill education Pvt Ltd , New Delhi.

SEMESTER – II
ALLIED - II
PAPER - XI
INDIAN ECONOMY

Subject Code: XXXX

Objectives:

To enable the students to have an understanding of the present economic situation of India.

UNIT – I

Meaning and definitions of Under development- Characteristics and causes - Determinants of Economic Development- Economic and Non-Economic Factors - Concepts of Growth and Development - Difference Between under developed and Developed economy.

UNIT - II

Human Resources - Reasons for Population Growth, Population Growth as a Retarding Factor, Demographic Transition Theory-Recent Population Policy, National Income - Concept - Its Measurement - Limitations - Recent Trends in National Income.

UNIT - III

Agriculture - Features - Role of Agriculture - Agricultural Productivity - Causes for Low Agricultural Productivity – Measures to improve Agriculture- Food Problem - Green Revolution- Second Green Revolution.

UNIT - IV

Industrialization - Role of industries in economic Development - Major Industries - Iron & Steel, Cotton Textiles, Sugar - Cottage and Small Scale Industries - Industrial Sickness - Reasons - Remedial Measures, Industrial Labour - New Industrial Policy - 1991.

UNIT - V

Planning – Types of planning, objectives- Five year plans - The 11th and 12th Five Year Plan India's Foreign Trade and Balance of Payments - GATT - WTO and Indian Economy.

TEXT BOOKS:

1. **Indian Economy- Dutt and Sundaram, Sultan Chand & Sons. New Delhi**
2. **Indian Economy – Misra & Puri, Himalaya Publishing House, Mumbai.**
3. **Economic Development and Planning- Jhingan. M.L vrindha publications, New Delhi.**

REFERENCE BOOKS:

1. **Indian Economy – T. Aryamala, Vijay Nicole Imprints Pvt Ltd, Chennai-91.**
2. **Five Year Plan Reports- Govt. of India.**
3. **Indian Economy- S.Sankaran, Margham publications, Chennai.**
4. **Indian Economy – Dhingara, I.C, Sultanchand & Sons, New Delhi.**

SEMESTER-III
PAPER - 23
BUSINESS LAW

Subject Code: XXXX

Objectives:

To cultivate understanding of the various Trade Laws of Land - with an expert knowledge of Indian Contract Act, Sale of Goods Act.

To provide comprehensive understanding of rights, duties and responsibilities of the parties entering into business dealings

UNIT-I

Commercial Law - Introduction- Meaning- Objectives - Sources- origin - (custom-law of England - Equity precedents nature of law.) Indian Contract Act,1872 – Contract- Definition- Obligation- Nature and Kinds of Contract - Elements of a Valid Contract -Formation of Contract.

UNIT-II

Agreement -Contingent Contract, Quasi Contract - Types of contingent contract-Performance of a Contract -Discharge of a Contract - by performance mutual consent, by impossibility, by contract, by breach- Remedies for breach of Contract.

UNIT-III

Contract of Indemnity- Introduction- Rights of indemnity holder and indemnifier- Guarantee- Definition, features, types, Revocation -Bailment - pledge. Hypothecation- charge mortgage-Meaning and definitions.

UNIT - IV

Agency - creation of Agency - Kinds of Agent - Rights and Duties of Principal and Agent -Relation of Principal and third parties - Termination of Agency.

UNIT-V

Sale of goods Act 1930- Definition of Sale and Agreement to sell - Condition and Warranties - Transfer of property - Transfer of title - performance - Remedies for breach- Unpaid Seller - Rights of unpaid seller - Auction sale - Rules relating delivery of goods.

TEXT BOOKS:

1. **Business Law - K.R.Buichandani-Himalaya Publishing House, Mumbai.**
2. **Business Law- Tulsian JP.C, Pearson Publications. New Delhi.**
3. **Business Law- Kapoor, N.D., Sultan Chand & Sons. New Delhi.**

REFERENCE BOOKS:

1. **Business Law – V. Balachandran & Thothadri, Vijay Nicole Imprints Pvt Ltd, Chennai-91.**
2. **Commercial Law – M.C.Shukla, - S.Chand & Sons.,New Delhi.**
3. **Business Laws- R.S.N. Pillai and Bagavathy- S.Chand&Co.,New Delhi.**
4. **Mercantile Law - M.C.Kuchhal-Vikas Publications, New Delhi.**
5. **Business Law – J.Jayasankar, Margham Publications, Chennai.**

SEMESTER-III
PAPER - 24
CORPORATE ACCOUNTING-I

Subject Code: XXXX

Objectives:

To enlighten the students on the accounting procedures followed by the company.

To enable the students to be aware on the Corporate Accounting in conformity with the provisions of the Companies Act.

UNIT – I

Equity Shares: Meaning-definition- Features- Issue at Par, at Premium and at Discount - Under Subscription, Over Subscription- call in arrears, call in advance-Forfeiture and Re-issue.

UNIT-II

Preference shares: Issue of preference shares - kinds of preference shares- advantages & disadvantages of preference shares, provisions relating to redemption of preference shares, capital profits and revenue profits. Redemption out of Revenue Reserves and Fresh issue of Bonus shares.

UNIT - III

Debentures: Meaning- definition-classification- difference between shares and Debentures- Factors to be considered in relation to redemption of debentures- Various Methods of Redemption, Writing off discount on Redemption of debentures.

UNIT - IV

Underwriting of Shares: Marked, Unmarked & Firm underwriting, Complete underwriting, partial underwriting.

Valuation of Goodwill and shares- meaning, Need for valuation-methods of valuation of shares. Net assets method- yield method- fair value method.

UNIT - V

Profits prior to Incorporation: Apportionment of expenses-various types-Pre -incorporation, Post-incorporation - Preparation of Final accounts of companies. Company Balance Sheet - Computation of Managerial Remuneration.

Note: Distribution of marks: Problems 80% and Theory 20%

TEXT BOOK:

1. Corporate Accounting- R. L.Gupta&Radheswamy, S. Chand Publications, New Delhi.
2. Advanced Corporate Accounting – M. Sumathy, G. Sasikumar, Himalaya Publishing Pvt Ltd., Mumbai.
3. Corporate accounting - T.S.Reddy&A.Murthy- Margham Publications, Chennai.

REFEREFNCE BOOKS:

1. Advanced Accountancy- M.C.Shukla & T.S.Grewal, S.Chand Publishing Ltd, New Delhi.
2. Advanced Accounting - S.P. Jain & K.L. Narang, Kalyani Publications, New Delhi.
3. Advanced Accountancy, Part-I - Dr. M.A. Arulanandam, Dr. K.S. Raman, Himalaya Publications, New Delhi.2003.
4. Corporate Accounting – R. Palaniappan, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
5. Advanced Accountancy Vol. I & II - Maheshwari&Maheshwari, Vikash Publishing House Pvt. Ltd, New Delhi.

SEMESTER – III
PAPER – XV
INVESTMENT MANAGEMENT

Subject Code: XXXX

Objectives:

To enable the students to learn about the various investment opportunities. To understand various analytical techniques in the investment avenues.

UNIT –I

Investment –Meaning –Nature and scope- objectives – speculation – Gambling – investment process - Financial system in India – Nature – Scope – Elements of Investment – Approaches to investment analysis – Securities – types – features.

UNIT –II

Investment alternatives and strategies: Financial Investment – Non –financial investment – Sources of investment information – Valuation of fixed income securities and variable income securities (excluding Derivatives)

UNIT –III

Risk in investment – Components: Systematic and Un Systematic risk – Measurement of risk: Expected return and **from** equity share – Covariance – Correlation Coefficient – Measurement of Systematic risk.

UNIT –IV

Fundamental Analysis : Economic – Industry and Company analysis – Sources of information for analysis.

UNIT –V

Technical analysis – Types of charts – Dow theory, Elliott wave theory , odd – lot theory, Breath of market, Relative Strength Analysis – moving Average analysis – Efficient market Hypothesis.

REFERENCE BOOK:

1. Investment management : L. Natarajan, Margham publication, Chennai.
2. Security Analysis and Portfolio management: S. Kevin, PHI Learning Pvt Ltd, New Delhi
3. Security Analysis and Portfolio management: Punithavathy Pandian, Vikas Publishing House Pvt Ltd, New Delhi.
4. Investment Managemnet: Bhalla, Tuteja, S. Chand & sons Publisher, New Delhi.
5. Security Analysis and Portfolio management: V.A. Avadhani, Himalaya Publishing House, Mumbai.

**SEMESTER – III
ALLIED - III
PAPER - XVI
BUSINESS STATISTICAL METHODS**

Subject Code: XXXX

Objectives:

To promote the skill of applying statistical techniques in business.

To enable the students to apply the statistical tools in analysis and interpretation of data.

UNIT – I

Introduction – Collection and Tabulation of Statistical data – Frequency Distribution – Measure of Central Tendency – Mean, Median, Mode, Harmonic Mean and Geometric Mean, Combined Mean.

UNIT- II

Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation and their Co-efficient. Measure of Skewness – Karl Pearson and Bowley’s Co-efficient of skewness.

UNIT – III

Correlation – Types of Correlation – Measures of Correlation - Karl Pearson’s Co-efficient of Correlation – Spearman Rank Correlation Co-efficient.

Simple regression analysis – Regression equation, Fitting of Regression lines – Relationship between Regression Co-efficient and Correlation Co-efficient.

UNIT – IV

Index Number, Definition of Index Numbers, Uses – Problems in the construction of index numbers, Simple and Weighted index numbers. Chain and Fixed base index – Cost of living index numbers.

UNIT – V

Analysis of Time Series – Definition – Components of Time Series, Uses, Measures of Secular Trend, Measure of Seasonal Variation. Method of simple average only.

Note: Distribution of marks – Problem 80% and Theory 20%.

TEXT BOOKS:

1. Business Statistics - P.A. Navaneethan, Jai Publishers, Trichy-21.
2. Business Statistics - Wilson, M. Himalaya Publishing House Pvt Ltd., Mumbai.

REFERENCE BOOKS:

1. Statistical Methods - S.P.Guptha, Sultan Chand & Sons, New Delhi.
2. Business Statistics - S.P. Rajagopalan & Sattanathan, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
3. Statistics - D.C.Sanchati and V.K.Kapoor, Sultan Chand & Sons, New Delhi.

**SEMESTER – IV
PAPER - XX
COMPANY LAW**

Subject Code: XXXX

Objectives:

To enlighten the students, The provisions of Companies Act.

After the successful completion of the course the students gains knowledge on Formation of company and Documents required.

UNIT – I

Meaning and Definition of a Joint stock company- Features- Kinds of companies- differences between private and public companies- Amendments in 2013 and 2015.

UNIT- II

Formation of a company- Promotion- Memorandum of Association and its contents- Articles of Association and its contents- Certificate of incorporation and commencement of business.

UNIT – III

Prospectus- its contents- statement in lieu of prospectus- consequences of misstatements in a prospectus- Kinds of Shares and Debentures.

UNIT – IV

Company management- Appointment, rights and duties of managerial personnel- Meetings- Resolutions.

UNIT – V

Winding up of a company- Types of winding up- consequences of winding up.

TEXT BOOKS:

1. **Company Law - N.D.Kapoor- Sultan Chand & Sons, New Delhi.**
2. **Company Law -- P.Saravanel, Himalaya Publishing House Pvt Ltd, Mumbai.**

REFERENCE BOOKS:

1. **Company Law – Thothadri & Gaffoor, Vijay Nicole Imprints Pvt Ltd, Chennai-91.**
2. **Principles of Company Law - M.C.Shukla & S.S.Gulshan, S. Chand & Company Ltd, New Delhi.**
3. **Company Law and Secretarial Practice – Dr.M.Sreenivasan, Margham Publications, Chennai.**

SEMESTER - IV
PAPER - XXI
CORPORATE ACCOUNTING -II

Subject Code: XXXX

Objectives:

To equip the students with accounting methods formatted from inception to liquidation and to have knowledge about Amalgamation , Absorption and Reconstruction.

To lay down a foundation for drafting accounts for special corporate bodies such as banking companies and holding companies.

UNIT - I

Amalgamation as per AS-14, absorption and external reconstruction, Types of amalgamation, Methods of accounting for amalgamation. Computation of purchase consideration.

UNIT-1I

Alteration of share capital- meaning. Different ways of alteration of share capital. Internal reconstruction- meaning, Procedure for reducing share capital. Liquidator's final statement of accounts. - Meaning, amount realized and payment of various liabilities. Calculation of liquidator's remuneration.

UNIT-III

Accounts of Banking Companies - Meaning, Legal Requirements for Preparation of Profit And Loss Account. Guidelines for profit and loss account. Balance sheet format as per form A (New Format). Non-performing assets.

UNIT-IV

Accounts of Insurance Companies Life, Fire and Marine- (New format).

UNIT-V

Accounts of Holding Companies - Meaning, definition, capital profit, minority interest. Revenue profit, capital reserve. Goodwill, Unrealised profit. (Excluding intercompany holdings)

Note: Distribution of marks: Problems 80% Theory 20%

TEXT BOOKS:

1. Advanced accountancy - R.L. Gupta and Rathaswamy, Sulthan Chand & Sons, New Delhi.
2. Advanced Corporate Accounting – M. Sumathy, G. Sasikumar, Himalaya Publishing Pvt Ltd., Mumbai.
4. Corporate accounting - Reddy&Murthy, Margham Publication, Chennai.

REFERENCE BOOKS:

1. Advanced accountancy- M.C. Shukla and T.S. Grewal, Sulthan Chand & Sons, New Delhi.
2. Corporate accounting- S.N.Maheswari, Vikas Publishing House, New Delhi.
3. Advanced Accountancy- Jain&K.L.Narang, Kalyani Publishers, New Delhi.
4. Corporate Accounting – R. Palaniappan, Vijay Nicole Imprints Pvt Ltd, Chennai-91.

SEMESTER – IV
PAPER - XXII
PORTFOLIO MANAGEMENT

Subject Code: XXXX

Objectives:

To learn effective portfolio administration and evaluation.

UNIT –I

Portfolio Introduction: Components of Portfolio Management – Traditional portfolio theory – Modern portfolio theory: Markowitz, Sharpe index model.

UNIT –II

Portfolio Analysis: Expected Return of a portfolio – Risk of a portfolio – Reduction of portfolio risk through diversification – portfolio with more than two securities, Risk – Return Calculation.

UNIT –III

Portfolio Selection: Feasible set of Portfolios – Selection of optimal portfolio – Limitations of Markowitz model – Single index model.

UNIT –IV

CAPM and APT: Assumptions of capital Asset Pricing model – Efficient frontier with riskless lending and borrowing –Capital Market Line (CML) – Security Market Line (SML) – Arbitrage Pricing Theory (APT).

UNIT V

Portfolio Evaluation and Revision: Introduction – Need for portfolio evaluation – Ratios for evaluation: Sharp and Treynor ratio. Portfolio Revision Need and Constraints – Revision Strategies – Formula Plan: Constant rupee value plan, constant ratio plan, variable ratio plan and rupee cost average plan (including problem)

Note: Distribution of marks - Problem 80% and Theory 20%

REFERENCE BOOKS:

1. Investment management : L. Natarajan, Margham publication, Chennai.
2. Security Analysis and Portfolio management: S. Kevin, PHI Learning Pvt Ltd, New Delhi
3. Security Analysis and Portfolio management: Punithavathy Pandian, Vikas Publishing House Pvt Ltd, New Delhi.
4. Investment Managemnet: Bhalla, Tuteja, S. Chand & sons Publisher, New Delhi.
5. Security Analysis and Portfolio management: V.A. Avadhani, Himalaya Publishing House, Mumbai.

SEMESTER-IV
ALLIED – IV
PAPER - XXIII
BUSINESS STATISTICAL DECISION TECHNIQUES

Subject Code: XXXX

Objectives:

To expose the students on the application of mathematical techniques in business.

To enable the students to apply the techniques of operations research in solving complex business problems

UNIT – I

Matrix: Definitions – Operations on Matrix – Determinant of Matrix. Inverse of a Matrix (Ad- joint method only) – Application: Solving Linear Equations – Matrix Inverse Method; Crammers Method.

UNIT – II

Sequence and Series – Arithmetic Progression and Geometric Progression (Simple problems only).

Interpolation: Binomial Expansion Method; Newton’s Forward and Backward Method, Lagrange’s Method.

UNIT – III

Probability: Definition – Addition and Multiplication Theorems – Conditional Probability (Simple problems only).

UNIT – IV

Linear Programming: Formation of LPP, Solution to LPP- Graphical Simplex Method – BIG – M Method.

UNIT - V

Transportation Problem: North West Corner Method – Matrix minima (or) Least Cost Method – Vogel’s Approximation Method – MODI Method.

Assignment Problem – Balanced Hungarian Assignment Method.

Note: Distribution of marks – Problem 80% and Theory 20%.

TEXT BOOKS:

1. Business Statistics - P.A. Navaneethan, Jai Publishers, Trichy-21.
2. Business Statistics - Wilson, M. Himalaya Publishing House Pvt Ltd., Mumbai.

REFERENCE BOOKS:

1. Business Statistics and Operation Research - S.P.Guptha and Dr.P.A.Guptha
2. Business Mathematics - Mr.M. Wilson,Himalaya Publishing House Pvt Ltd., Mumbai.
3. Business Statistics - S.P. Rajagopalan & Sattanathan, Vijay Nicole Imprints Pvt Ltd, Chennai-91.

**SEMESTER-V
PAPER- XXVII
COST ACCOUNTING**

Subject Code: XXXX

Objectives:

To provide an in-depth knowledge on cost ascertainment.

To enable the students to appreciate the utility of costing in industries.

UNIT - I

Cost accounting- Meaning- Definition- Objectives- Importance-Scope- Advantages and limitations- Difference between cost accounting and financial accounting- Elements of cost- Preparation of cost sheet.

UNIT -II

Material Management- Purchase procedure – Various Stock Levels - Economic order quantity – Bin card and stores ledger- Pricing of issues - FIFO, LIFO, HIFO, Base stock, Standard price- Simple average and weighted average methods.

UNIT - III

Labour Cost- Importance – Various methods of labour cost control- Methods of wage payment- Various incentive schemes- Labour turnover.

UNIT - IV

Overheads- Classification- Apportionment of overheads- Redistribution of overheads- Absorption of overheads- Calculation of machine hour rate.

UNIT-V

Process costing- Normal loss- Abnormal loss and abnormal gain (excluding interprocess profit and equivalent production)- Joint product and by products

Note: Distribution of marks: Problems 80% and Theory 20%

TEXT BOOKS:

1. Cost Accounting- T.S.Reddy&Y.Hari Prasad Reddy, Margham Publications., Chennai.
2. Cost Accounting - Jain & Narang, Kalyani Publishers, Ludhiana.
3. Advanced Cost Accounting – Senthilkumar.K & Maruthamuthu. K, Vikas Publishing Hosue , New Delhi. (Revised Edition).

REFERENCE BOOKS:

- | | |
|--------------------|---|
| 1. Cost Accounting | - Pillai & Bagavathi, Sultan Chand & Sons, New Delhi. |
| 2. Cost Accounting | - Murthy & Gurusamy, Vijay Nicole Imprints Pvt Ltd, Chennai-91. |
| 3. Cost Accounting | - Bhattacharya, PHI Learning Pvt. Ltd, New Delhi. |
| 4. Cost Accounting | - Wilson, M. Himalaya Publishing House Pvt Ltd., Mumbai. |

SEMESTER – V
PAPER - 34I
AUDITING

Subject Code: XXXX

Objectives:

To gain a fair working knowledge of the importance of vouching and internal check in practice in various organizations.

To create interest in the minds of students towards auditing profession.

UNIT – I

Auditing – Meaning and objectives of audit – Difference between auditing and accountancy – Kinds of audit – Advantages and limitations of audit – Audit programmes and working papers.

UNIT - II

Internal control – Meaning and object – Internal check – Meaning and object – Internal control regarding cash purchases, sales, payment of wages.

UNIT - III

Vouching – Meaning – Objects – Features of good voucher – Procedure and importance – Vouching of cash transactions – Verification of assets and liabilities.

UNIT - IV

Auditor – Qualification, Appointment, Disqualification, Removal, Duties, Power, Liabilities and Remuneration- Share capital and share transfer audit- Audit report- Contents and types.

UNIT - V

Specialized audits - Charitable Institutions, Club, Cinema Theatre, Educational Institutions, Hospital, Hotel- Electronic Data Processing Audit(EDP).

TEXT BOOKS:

1. A Text book of Practical Auditing – B.N.Tandon, S. Chand Publishing Pvt Ltd, New Delhi.
2. Auditing- R.G. Saxena, Himalaya Publishing House Pvt Ltd., Mumbai.

REFERENCE BOOKS:

1. Practical Auditing – K. Sundar & K. Paari, Vijay Nicole Imprints Pvt Ltd, Chennai-91.
2. Auditing - Dinkar Pagare – Sultan Chand & Sons, New Delhi.
3. Practical Auditing - S.Vengadamani, Margham Publication, Chennai.

SEMESTER – V
PAPER - 33
INCOME TAX LAW AND PRACTICE - I

Subject Code: XXXX

Objectives:

- To gain basic knowledge of the provisions of Income Tax Act under different heads of income.
- To acquire the ability to apply the knowledge of the provisions of laws to various situations in actual practice

UNIT –I

Income Tax Act 1961 – Objectives of Taxation – Canons of Taxation- Tax System in India - Basic concepts and Definitions – Assessee – Person – Previous year – Assessment year – Income – Casual income – Gross total income – Total income.

UNIT- II

Basis of charge – Scope of total income – Residence and tax liability – Incomes which do not form part of total income.

UNIT- III

Heads of income – Income under salaries – Definition, features – Computation of salary income – PF – Allowances – Perquisites – Other items included in salary – Deduction under salary – Tax – Rebate, relief of income tax.

UNIT- IV

Income from House property – Definition – Basis of charge – exempted HP incomes – computation of income from HP – Gross annual value – Net annual value – Deductions – Let out and self – Occupied houses.

UNIT -V

Business and Profession - Definition of business and profession - Profits and gains in business and profession - Income chargeable under profits and gains – Deductions – Specific allowances – Deemed profit – Computation of business income and professional income – Depreciation.

Note: Distribution of marks: Problems 80% and Theory 20%

TEXT BOOKS:

1. **Income tax law and Practice - V.P.Gaur & Narang, Kalyani Publisher, New Delhi.**
2. **Income Tax Law and Practice-Dr.H.C.Mehrotra, Sahitya Bhawan Publications, Agra.**
3. **Income Tax Law and Practice I- Dr. Sha, Himalaya Publishing House Pvt Ltd., Mumbai.**

REFERENCE BOOKS:

1. **Income Tax Law & Practice – A. Murthy, Vijay Nicole Imprints Pvt Ltd, Chennai-91.**
2. **Income Tax Theory, Law & Practice – T.S.Reddy & Hari Prasad Reddy, Margham Publications, Chennai.**
3. **Income Tax Law and Practice- Dinkar Pagare, Sultan Chand & Sons, New Delhi.**

SEMESTER – V
PAPER -34
SECURITY MARKETING PRACTICES

Subject Code: XXXX

Objective:

Understand the schemes and products in mutual fund.

UNIT-I

Securities Market and Securities: Definition and features - Structure and Participants - Role of allocator of capital.

UNIT-II

Mutual fund : Definition - Concept - Working and regulation of mutual fund - types - Process of investing - Benefits and cost of investing in mutual funds.

UNIT-III

Security market Practices in India: Concept of risk and return - Issues in Indian Securities market- Sub- broker - role in Securities market -Asset management company - Credit rating agencies - Investment advisors - regulations of Indian Securities market.

UNIT-IV

Clearing and settlement Process: Introduction - Role of clearing agency - clearing banks and their function - clearing members - Depositories and participants - clearing process - settlement of cycle - Settlement of funds and securities - Auction of securities.

UNIT -V

Risk management and Grievances: Introduction - Risk management - Compliances and Regulatory Reporting - Investor Grievance and Arbitration.

References:

National Institute of Securities market. www.nism.ac.in

SEMESTER – VI
PAPER – XXXII
MANAGEMENT ACCOUNTING

Subject Code: XXXX

Objectives:

To develop an understanding of the conceptual frame work of management accounting.

To acquaint the students, the Management Accounting Techniques that facilitates managerial decision making.

UNIT – I

Management accounting – Meaning- objectives – Functions- Importance and scope- Distinguish between Management Accounting, Cost Accounting and Financial Accounting- Advantages and Limitations of Management Accounting.

UNIT - II

Ratio Analysis- Uses and Limitations of Ratio Analysis- Classification of ratios- Analysis of Liquidity- Solvency and Profitability.

UNIT - III

Fund flow analysis: Uses, Significance and Importance of fund flow statement- Cash flow analysis (new format) - Comparison between Fund Flow analysis and Cash Flow analysis.

UNIT - IV

Budgets and Budgetary control- Definition- Importance- Essentials- Classification of Budgets- Master budget- Preparation of production budget, Purchase budget, Sales budget, Cash budget, Material budget and Flexible budget.

UNIT - V

Marginal costing- Significance and limitations of marginal costing- Absorption costing- P/V ratio-BEP and Margin of Safety- Practical application of marginal costing technique to different situations.

Note: Distribution of marks: Problems 80% and Theory 20%

TEXT BOOKS:

1. Management Accounting - Dr.Ramachandran and Dr.R.Srinivasan, Sri Ram Publication, Tiruchy.
2. Management Accounting - T.S.Reddy and Y.Hari Prasad Reddy, Margham Publication, Chennai.
3. Management Accounting- J. Madagowda, Himalaya Publishing Pvt Ltd., Mumbai.

REFERENCE BOOKS:

1. Management Accounting - S.N.Maheswari, Sultan Chand & Sons, New Delhi.
2. Accounting for Management - Dr.V.R.Palanivelu, University Science Press, New Delhi.
3. Cost and Management Accounting – S.P.Jain and K.L.Narang, Kalyani Publishers, New Delhi.
4. Management Accounting – A. Murthy & S. Gurusamy, Vijay Nicole Imprints Pvt Ltd, Chennai-91
5. Management Accounting- R.S.N.Pillai and Bhagavathi, Sultan Chand & Sons, New Delhi.

SEMESTER - VI
PAPER - XXXIII
FINANCIAL MANAGEMENT

Subject Code: XXXX

Objectives:

After the successful completion of the course the students will gain knowledge in capital budgeting, leverage, capital structure theories.

UNIT - I

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Nature and Scope of Financial Management - Role of Financial Manager.

UNIT -II

Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing -Risk analysis in Capital Budgeting.

UNIT- III

Cost of Capital - Computation for each source of finance and weighted average cost of capital -EBIT -EPS Analysis - Leverage - Types of Leverage.

UNIT -IV

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - Traditional Approach - MM Approach - Dividend Policy - Types of Divided Policy - Dividend Policy and share valuation - CAPM.

UNIT -V

Dividend Policy-Meaning-Nature-Types of Dividends-Factors determining Dividend Policy-Dividend Theories:Walter's Model-Gordon's model-MM Model.

Note: Theory only.

REFERENCE BOOKS :

1. , "Principles of Corporate Finance" Richard A.Brealey, Stevart C.Myers McGraw Hill, NewYork.
2. "Financial Management & Policy" Prentice Hall of India (P)Ltd. James C.Van Horns, ,New Delhi.
3. "Financial Decision Making - Concepts, Problems and Cases" John J.Hampton, Prentice Hall of India (P) Ltd., New Delhi.

**SEMESTER-VI
PAPER - XXXIV
INCOME TAX LAW AND PRACTICE - II**

Subject Code: XXXX

Objectives:

To provide an in depth knowledge of the provisions of Income Tax Act.

To enable the students to access the financial status of the organization and individual and filing of returns.

UNIT - I

Capital Gain - Basis of charge - capital assets - Transfer of capital assets - Types of Capital Gain - Exemptions - Computation of Capital Gains - Capital Loss - Tax on Capital Gains.

UNIT-II

Income from other sources - General income - Specific income - Deductions in computing income from other sources - Computation of income from other sources.

UNIT -III

Aggregation of income - Deemed incomes - Deduction from gross total income- Set off and carry forward of losses.

UNIT- IV

Computation of Tax Liability- Rules of Income Tax- Surcharge- Tax free incomes - Tax rebates -Tax relief- Computation of tax liability of Individual and Firms.

UNIT- V

Income Tax Authorities- Powers- Assessment procedure- Types of Assessment- Appeals and Revisions.

Note: Distribution of marks: Problems 80% and Theory 20%.

TEXT BOOKS:

1. **Income Tax law and practice - V.P. Gaur & Narang, Kalyani Publishers, Ludhiana.**
2. **Income Tax Law and Practice I- Dr. Sha, Himalaya Publishing House Pvt Ltd., Mumbai.**
3. **Income Tax law and practice - Dinkar Pagare, Sultan Chand & Sons, New Delhi.**

REFERENCE BOOKS:

1. **Income Tax law and practice –T.S.Reddy & Hariprasad Reddy, Margham Publications, Chennai.**
2. **Student Guide to Income Tax- Vinod K Singhanian & Monica Singhanian, Taxmann Publications PVT LTD**
3. **Income Tax law and practice – Dr.A.Jayakumar and Dr.C.Dhanapal, Learn Tech Press.**

SEMESTER – VI
PAPER - XXXV
COMMERCE PRACTICALS

Subject Code: XXXX

Objectives:

To provide practical knowledge to fill forms like insurance, bank, loan application, membership form, income tax return forms etc.,

LIST OF EXERCISES FOR COMMERCE PRACTICAL

UNIT I

1. Preparation of invoice, receipts, vouchers, delivery challan, entry pass, gate pass-debit and credit notes.
2. Preparation of Application for shares and allotment - letter of shares Allotment - transfer forms.

UNIT II

3. Drawing, endorsing and crossing of cheques- filling up of pay in slips demand draft application and preparation of demand drafts
4. Making entries in the passbook and filling up of account opening forms for SB account, current account and FDR's.
5. Drawing and endorsing of bills of exchange and promissory notes.

UNIT III

6. Filling up of application forms for admission in cooperative societies.
7. Filling up of loan application forms and deposit challan.
8. Filling up of Jewel loan application form, Procedure for releasing of jewellery in jewel loans and repayment.

UNIT IV

9. Preparation of agenda and minutes of meetings-both general body and board of directors.(students are asked to write agenda and minutes of their own and should not use printed format)
10. Using Bin card and inventories.
11. Using Cost Sheets.

UNIT-V

12. Filling up of an application form for LIC policy, filling up of the premium form- filling up the challan for remittance of premium.
13. Preparation of an advertisement copy, collection of advertisement in dailies and journals, critically evaluating the advertisement copy.
14. Filling up income -tax returns and application for permanent account number.

Note:

Students may be asked to collect original or Xerox copies of the documents and affix them on the record note book after having filled up. Drawing of the documents should not be insisted.

Distribution of marks for Practical is as follows:

Practical	:	50 Marks(5 questions x 10 Marks =50 Marks)
Record Note	:	25 Marks
Viva-Voce	:	25 Marks
Total	:	100 Marks.

ELECTIVE PAPERS

GROUP – A
PAPER (1)
PROJECT WORK

Subject Code:XXXX

Organisation of the project:

The students have to take up a group project work (5 to 7 students in a group) for 100 marks.

Project timeframe:

The students should choose a topic for the project in the beginning of the V semester and submit the report by the end of the V semester. This component will be included in the V semester itself.

Areas of the project:

Commerce and its related applications.

Work Diary:

Student should maintain a work diary wherein weekly work carried out has to be written. Guide should review the work every week.

Monitoring of the project:

The project work undertaken will be assessed in a phased manner on a regular basis.

Scheme of evaluation:

Internal evaluation:

CIA mark distribution:

I Review	Selection of the field of study, Topic & Research Design	10 marks
II Review	Literature, Data collection and Analysis	10 marks
III Review	Work Diary	5 marks

Total 25 marks

End Semester Examination

Evaluation of the project	50 marks	(Jointly given by the external & internal examiner)
Viva-voce	25 marks	
Total	75 marks	

Evaluation Process:

Viva-voce will be conducted by a panel of external and internal examiners including the HOD and staff co-ordinator guiding the project.

GROUP – A

PAPER (2)
FUNDAMENTALS OF INSURANCE

Subject Code: XXXX

Objectives:

To impart theoretical base on fundamental principles of insurance business

UNIT - I

Introduction to Insurance-Meaning, Definition of insurance- General principles of insurance-Types of insurance life, fire and marine-Difference between life and other types of insurance, Growth & Development of Indian insurance industry- Regulations of insurance business and the emerging scenario.

UNIT-II

Life Insurance-Introduction to life insurance : Features of life insurance-Essentials of life insurance, Different types of life policies- Annuities, Formation of life insurance contracts-Assignment and nominations- Lapses and revivals of policies. Surrender value, paid up value, Loans-Claims- Procedure for claims-Settlement of claims- Death and Maturity.

UNIT-III

Fire Insurance- Fire insurance contracts- Fire insurance coverage- Policies for stocks- Rate fixation in fire insurance- Settlement of claims.

Marine Insurance- Functions- Marine perils- Types of marine policies- Clauses in general use- Warranties and conditions- proximate cause- subrogation and conciliation - Re-insurance- Double insurance- Types of marine losses.

UNIT-IV

Miscellaneous Insurance -Motor insurance - Employer's liability insurance- Personal accident and sickness insurance - Aviation insurance- Burglary insurance- Fidelity guarantee insurance- Engineering insurance- cattle insurance- Crop insurance.

UNIT-V

Procedure for becoming an Agent- Pre-requisite for obtaining a license- Duration of license- Cancellation of license- Termination of agency - Code of Conduct- Functions of the Agent.

TEXT BOOKS:

1. **Fundamentals of Insurance- Dr. Periyasamy, Himalaya Publishing Pvt Ltd, Mumbai.**
2. **Insurance principles and practice - Moorthy.A , Margham publications, Chennai.**
3. **Fundamentals of insurance - Dr. P.K. Guptha, Margham publications, Chennai**

REFERENCE BOOKS:

1. **Insurance principles and practice - Periasamy.P, Margham publications, Chennai**
2. **Insurance principles and practice - Mishra.M.N, Sultan Chand & Sons, NewDelhi**
3. **Insurance principles and practice - Balu.V.& Premilan, Margham publications, Chennai**

GROUP – B

PAPER – (1)
OFFICE ORGANISATION

Subject Code: XXXX

Objectives:

To enable the students to learn the office organization, types, office furniture and machines.

UNIT – I

Modern Office – Meaning, Importance – Function – Location of Office – Office Layout – Open and Private Offices – Office Environment, Lighting, Ventilation freedom from noise and dust, sanitary, security and secrecy.

UNIT – II

Office Organisation – Importance – Types – Organisation chart – Office Manuals – Delegation of authority and responsibility – centralization vs decentralization.

UNIT – III

Office Systems - Flow of work – Role of Office manager – Office forms – forms of control – forms of designing – Control of correspondence – Handling inward and outward mails.

UNIT – IV

Stationery – Importance – Control of Stationery Cost – Purchasing – Stationery supplies – Filing – Importance – Functions – Characteristics of good filing system – Indexing – Meaning, Importance and kinds.

UNIT – V

Office furniture – Types of furniture – Office machine and equipments – Object of mechanization – Types office machines – Computers and its uses in office – Criteria for selection.

TEXT BOOKS:

1. Office Management - R.K.Chopra, Himalaya Publishing Pvt Ltd, Mumbai.
2. Office Management - Dr.T.S.Devanarayanan,N.S.Raghunathan,Margham Publications, Chennai.

REFERENCE BOOKS:

1. Manual of Office Management and Correspondence - B.N.Tandon, S. Chand Publishing Pvt Ltd, New Delhi.
2. Office Organisation and Management- C.B.Gupta, Sultan Chand & Sons., New Delhi.
3. Office Management – Balachandran, Vijay Nicole Imprints Pvt Ltd, Chennai-91.

GROUP- B
PAPER – (2)
SECRETARIAL PRACTICE

Subject Code: XXXX

Objectives:

To enlighten the students the duties of company secretary.

On successful completion of this course the students shall learn the secretarial work.

UNIT – I

Company Secretary – Appointment – Qualifications for appointment as Secretary – General Legal Position – Duties – Rights – Liabilities.

UNIT – II

Office Organisation and the company secretary – Maintenance of records – Communication and Correspondence – Internal and External – Management and Staff.

UNIT – III

Depository and Dematerialisation: Introduction – Definition – Advantages – Procedure for dematerialization of shares – Transfer & Transmission of shares.

UNIT – IV

Role of Company Secretary in conducting the Board Meetings – Frequency of Board Meetings – Notice for Agenda – Quorum – Resolution by circulation – Procedure at Board Meetings – Minutes of the Board Meeting.

UNIT – V

Statutory meetings- Procedure- Secretarial duties relating to statutory meeting – Annual general meeting and Extra ordinary General Meeting – Drafting of Notices, Agenda and Minutes of a company meetings.

TEXT BOOKS:

1. Secretarial Practice - B.N.Tandon, S. Chand Publishing Pvt Ltd, New Delhi.
2. Secretarial Practice - P. Saravanavel, Himalaya Publishing Pvt Ltd, Mumbai.

REFERENCE BOOKS:

1. Secretarial Practice - M.C.Shukla & Gulshan, S.Chand & Co, New Delhi.
2. Secretarial Practice - Sherlekar, Himalaya Publishing Pvt Ltd, Mumbai.

GROUP – C
PAPER – (1)
INDUSTRIAL LAW – I

Subject Code: XXXX

Objectives:

To enlighten the students the Provisions of Factories Act, Workmen's Compensation Act and Provident Fund Act.

After the successful completion of the course the student gains knowledge in Industrial Law.

UNIT – I

Need for labour legislation – Principles of labour legislation – Constitution as the basic of labour legislation – Main postulates of labour policy.

UNIT – II

The Factories Act, 1948

UNIT – III

The Workmen's Compensation Act, 1923

UNIT – IV

The Employee's State Insurance Act, 1948

UNIT – V

The Employee's Provident Fund Act, 1952

TEXT BOOK:

1. Hand book of industrial law – N.D.Kapoor, Sultan Chand & Sons, New Delhi.
2. Industrial Law – Maheswari, Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

1. Industrial Law – D.P.Jain, Konark Publishers Pvt Ltd.,
2. Industrial Law – S.N. Mishra, Central Law Publication, Allahabad.
3. Industrial Law – Tripathi, Sultan Chand & Sons, New Delhi.

GROUP – C
PAPER – (2)
INDUSTRIAL LAW – II

Subject Code: XXXX

Objectives:

To enlighten the students the Provisions of Wages Act, Bonus Act, Gratuity Act and Industrial Disputes act.
After the successful completion of the course the student gains knowledge in Industrial Law

UNIT – I

The Payment of Wages Act, 1936

UNIT – II

The Payment of Bonus Act, 1965

UNIT – III

The Payment of Gratuity Act, 1972

UNIT – IV

The Industrial Disputes Act, 1947

UNIT – V

The Maternity Benefit Act, 1961

TEXT BOOK:

1. Hand book of industrial law – N.D.Kapoor, Sultan Chand & Sons, New Delhi.
2. Industrial Law – Maheswari, Himalaya Publishing House, Mumbai.

REFERENCE BOOKS:

4. Industrial Law – D.P.Jain, Konark Publishers Pvt Ltd.,
5. Industrial Law – Tripathi, Sultan Chand & Sons, New Delhi.

GROUP – D
PAPER (1)
CAMPUS TO CORPORATE

Subject Code: XXXX

Objective:

To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.

UNIT – I

Overview of corporate - History of corporate - Campus and corporate –BPO Industry in India and world – Oral and written communication merits and demerits – Communication through letters – Layout of letter – Business letter format.

UNIT – II

Business letters – Enquiries and Reply – Orders and Execution – Claims and Adjustments – Collection – Sales letters – Bank Correspondence – Application for jobs – Preparation of resume.

UNIT –III

Reports: Types, preparation, structure and organization of reports – Reports by individuals and committees – Meetings – kinds of meetings – Preparing Agenda & Minutes.

UNIT – IV

Fundamentals of English – Constructing sentences – Correct use of tenses – Articles – International phonetic alphabet – Vowel and consonant sounds – Syllable stress – Intonation – listening – Principles of good listening – Accent comprehension – Practical exercise.

UNIT – V

Corporate etiquette – Dressing and grooming skills – Workplace etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills

Professional competencies : analytical thinking – listening skills – time management – team skills – stress management – Assertiveness – Facing group discussion and interview.

TEXT BOOKS:

Essentials of Business Communication - Rajendra pal, J.S. korahilli, Sultan Chand & Sons, New Delhi.

2. **Business Communication - N.S.Raghunathan & B.Santhanam, Margham Publications, Chennai.**

3. **Business Communication –V.R. Palanivelu &N. Subburaj, Himalaya Publishing Pvt Ltd,Mumbai.**

REFERENCE BOOKS:

1. **Effective Business English and Correspondence - M.S. Ramesh and Pattenshetty-R**

S.Chand&Co,Publishers, New Delhi-2.

2. **Commercial Correspondence –R.S.N.Pillai and Bhagavathi.S. Chand Publications, New Delhi.**

3. **Business Communication - Sathya Swaroop Debasish, Bhagaban Das, PHI Learning Pvt Ltd., New Delhi 2010 Edition**

4. **Communication conquer:**

**A Handbook of group discussion and
Job Interview.**

- Pushpalatha & Kumar, PHI Learning Publisher .

GROUP – D
PAPER (2)
CUSTOMER REALTIONSHIP MANAGEMENT

Subject Code: XXXX

Objective:

To provide a thorough understanding of customer – retailer relationship and the ways to manage it.

UNIT – I

Relationship Marketing – Overview, Meaning – Basis of Building Relationship – Customer Lifetime Value – Conflict Management and Customer Retention.

UNIT- II

CRM – Evolution, Meaning, Definition, Objectives, and Benefits – Relationship between CRM & Technology – Creating a CRM culture – Building blocks of CRM – CRM Strategies – Types of CRM.

UNIT – III

Planning CRM Project – General Business Goals and Objectives – Framework of Successful CRM – CRM: Implementation Steps – Role of CRM and Employees, the HCRM Model, Way Forward.

UNIT – IV

Sales Force Automation (SFA) – Overview, Strategic Advantages, Disadvantages, SFA at Inception and Today – Call centre – Objectives, Classification, Functionality, Developments, CRM & Data Warehousing – Steps, Information Processing – Data Mining Technology and Process.

UNIT – V

CRM Marketing Initiatives – What is ECRM? – Levels, ECRM Tools – Difference between CRM and ECRM – CRM: Opportunities, Challenges and Ways to avoid Pitfalls.

TEXT BOOK:

1. **Dr. K. Govinda Bhat, Customer Relationship Management, Himalaya Publishing House, 2010 Edition.**

REFERENCE BOOKS:

1. **S.Shajahan – Relationship Marketing, McGraw Hill, 1997, 2.Paul Green Berg – RCM, Tata McGraw Hill, 2002.**

SEMESTER - III
SKILL BASED ELECTIVE PAPER – I
CAPITAL MARKET

Subject Code: XXXX

Max Marks CIA: 25 ESE: 75

Objectives:

- To enlighten the students the role of capital markets in India.
- To create awareness about the stock market among the students.

UNIT – I

Introduction: Indian capital market and its functions- International Market- Financial innovations in Indian and International Market.

UNIT - II

Investors protection- The role of SEBI- Investors investment attitude.

UNIT - III

Rating agencies- Indian and Global- CRISIL, ICRA, CARE, ONICRA, FITCH & SMERA. Moody's Investors Service and Standard & Poor's (S&P), Fitch ratings, Egan Jones, DBRS.

UNIT - IV

Indian Capital market trade practices- BSE, NSE, Sensex, Nifty, fundamental and technical analysis- Demat Trading and Role of Depositories.

UNIT - V

Stock price movement and Indian economy system- Inflation and GDP.

TEXT BOOK:

1. Merchant Banking and Financial services – Dr.S.Gurusamy, Vijay Nicole Imprints Pvt Ltd, Chennai.

BOOKS FOR REFERENCE:

1. Capital Market in India – Reforms and Regulations, Deepak Rathe.
2. Capital Market and Securities market - Sangeeth Kedia.
3. Financial markets and services – Dr.L.Natarajan, Margham Publications, Chennai.
4. Securities Laws and Market operations - Dr.L.Natarajan, Margham Publications, Chennai.

SEMESTER - III
SKILL BASED ELECTIVE PAPER – II
MS EXCEL PRACTICAL

Max Marks: CIA: 25 ESE: 75

MS EXCEL

1. Mathematical functions (SUM (), MAX (), MIN (), COUNT (), AVERAGE () combining basic function (MAX, MIN)
2. Logical Functions (IF, AND, OR, COMPUND INTEREST, SIMPLE INTEREST)
3. Prepare Final Accounts (Trading, Profit & Loss Account and Balance Sheet) by using formula.
4. Illustrate year-wise performance of sales, purchase, profit of company by using chart wizard.
5. Aggregation Functions (SUM IF, COUNT IF)
6. Look up Functions (LOOK UP, H LOOK UP, V LOOK UP)
7. Regression Analysis (FORECAST and TREND)
8. Financial Functions (NPV, IRR, PMT)

NOTE: Of the total of three hours per week one hour will be theory.

BOOKS FOR REFERENCE:

1. Using Excel for Business Analysis - Danielle Stein Fairhurst, WILEY.

SEMESTER - IV

SKILL BASED ELECTIVE PAPER – III PROJECT METHODOLOGY

Subject Code: XXXX

Max Marks CIA: 25 ESE: 75

Objectives:

To provide basic knowledge about the project methodology.

After the successful completion of the course the student will come to know how to carry out the project work

UNIT – I

Introduction: Project- Meaning- Features- Objectives of project- Difference between dissertation and Thesis.

UNIT - II

Identification of project problems- Problems related to Finance, Marketing, HRM, EDP, Banking

UNIT - III

Review of Literature - Sampling- Selection of sample- Collection of data.

UNIT - IV

Data analysis- Percentage and trend analysis- Numerical evaluation- Justification and interpretation.

UNIT - V

Project Report Writing.

TEXT BOOKS:

1. **Project Methodology – Senthilkumar.K & Sasikumar.G, Himalaya Publishing House, Mumbai.**
2. **Research Methodology – Methods and Techniques, C.R.Kothari, Gourav Garg – New age international publishers, New Delhi.**

REFERENCE BOOKS:

3. **Project Management – K.Nagarajan, New age international publishers, New Delhi.**
4. **Elements of project management - K.Nagarajan,,New age international publishers, New Delhi.**
5. **A Guide to projects – Dr.R.Ravilochanan , Margham publications, Chennai.**

SEMESTER - IV
SKILL BASED ELECTIVE PAPER – IV
TALLY – PRACTICAL II

Subject Code: XXXX

Max Marks CIA: 25 ESE: 75

Objectives:

On completion of the course the student shall have the knowledge on,

Tally Package and its concepts.

Enable to use package for wide range of Business Applications.

UNIT – I

Introduction: Tally- Features, License- Gateway of tally- Buttons and the Button panels.

UNIT - II

Accounting: Menu related to accounts- Groups- Creation of groups (Single & Multiple groups) - Creation of ledger (single & multiple).

UNIT - III

Vouchers: Configuring vouchers- Creation of Vouchers- Pre-defined vouchers- Contra- Purchase- Sales- Payment- Receipt- Journals- Memo- Optional vouchers.

UNIT - IV

Inventory: Stock groups (Single & Multiple) Stock categories (Single & Multiple)- Stock items (Single & Multiple).

UNIT - V

Reports: Trial Balance- Profit and Loss account- Balance Sheet (with five minimum adjustments).

NOTE: Of the total of three hours per week one hour will be theory.

BOOKS FOR REFERENCE:

1. Tally - Accounting software – S.Palanivel, Margham publications, Chennai.
2. Tally ERP 9 – Dr.P.Rizwan Ahmed, Margham publications, Chennai.
3. Namrata Agrawa, Tally 11 Course Kit., Dreamtech press, 2012
4. Firewall, Computer Accounting with Tally 9.2., Laxmi Publications, 2006

SKILL BASED ELECTIVE PAPERS

NOTE:

MS-Excel- Practical I &

Tally – Practical II... should be handled by commerce faculty only.

Likewise question paper setter, internal and external examiners for these papers should be commerce faculties.

SEMESTER – 52
NON MAJOR ELECTIVE
PAPER – 1
MARKETING

Subject Code: XXXX

UNIT-I

Definition and Meaning of Marketing-Modern Concept of Marketing.

UNIT-II

Marketing Functions – Buying – Selling-Assembling- Transportation – Warehousing

UNIT-III

Marketing Functions – Financing - Risk Bearing- Standardisation – Grading –Marketing Information System(MIS).

UNIT-IV

Product Planning and Development – Introduction of a new Product.

UNIT-V

Product Life Cycle – Product Diversification

TEXT BOOK:

1. Marketing – Rajan Nair, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Marketing Management – Sherlaxhar S.A, Himalaya Publishing Pvt Ltd, Mumbai.
2. Marketing Management – V.S.Ramasamy and Namakumari Macmillan
3. Essential of Human Recourse Management – K. Sundar, Vijay Nicole Imprints Pvt Ltd, Chennai.

SEMESTER – 53
NON MAJOR ELECTIVE
PAPER – 2
HUMAN RESOURCE MANAGEMENT

Subject Code: XXXX

UNIT-I

HRM & HRD - Meaning, Definition.

UNIT-II

Scope and Importance of HRM and HRD.

UNIT-III

Recruitment – Sources

UNIT – IV

Selection Process – Types of Interviews

UNIT-V

Employees Training.

REFERENCE BOOKS:-

- 1. Personnel Management - C.B.Mamoria & S.V.Gankar, Himalaya Publishing House, Mumbai**
- 2. Human Resource Management- J.Jayasankar, Margham Publications, Chennai.**
- 3. Human Resource Management - P.C.Michael, Himalaya Publications, Mumbai.**
- 4. Human Resource Management- G. Murugesan, Laxmi Publications., New Delhi.**

QUESTION PAPER PATTERN

QUESTION PAPER PATTERN FOR

THEORY SUBJECTS

Time: Three Hours

Maximum Marks: 75

Part - A (15 X 1 = 15 Marks)

Answer **ALL** Questions

Multiple Choice

Part - B (2 X 5 = 10 Marks)

Answer **ANY TWO** Questions out of **Five**

Part - C (5 X 10 = 50 Marks)

Answer **ALL** Questions

Either (or) Type Five questions

(One question from Each Unit)

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