

COMMERCE

(M.Com.)

SYLLABUS - 2018

**SCHOOLS OF EXCELLENCE
with
CHOICE BASED CREDIT SYSTEM (CBCS)**



**SCHOOL OF MANAGEMENT STUDIES
St. JOSEPH'S COLLEGE (Autonomous)**

Special Heritage Status Awarded by UGC
Accredited at 'A' Grade (3rd cycle) by NAAC
College with Potential for Excellence Conferred by UGC

DBT-STAR & DST-FIST Sponsored College

TIRUCHIRAPPALLI - 620 002, INDIA

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)

POSTGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to work towards the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014-15, to stand up to the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system allows the enhanced academic mobility and enriched employability of the students. At the same time this system preserves the identity, autonomy and uniqueness of every department and reinforces their efforts to be student centric in curriculum designing and skill imparting. These five schools will work concertedly to achieve and accomplish the following objectives.

- Optimal utilization of resources both human and material for the academic flexibility leading to excellence.
- Students experience or enjoy their choice of courses and credits for their horizontal mobility.
- The existing curricular structure as specified by TANSCHÉ and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice-based credit system.
- Human excellence in specialized areas
- Thrust in internship and / or projects as a lead towards research and
- The multi-discipline nature of the newly evolved structure (School System) caters to the needs of stake-holders, especially the employers.

What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. Generally, one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For PG courses, a student must earn a minimum of 110 credits as mentioned in the table below. The total number of minimum courses offered by a department are given in the course pattern.

POSTGRADUATE COURSE PATTERN (June 2018 onwards)

Part	Semester	Specification	No. of Courses	Hours	Credits	Total Credits
1	I-IV	Core Courses Theory Practical	12-14 3-6	84	68	81
	II	Self-Paced Learning	1	-	2	
	III	Interdisciplinary Core	1	6	5	
	IV	Comprehensive Examination Project Work	1 1	- 6	2 4	
2	I-III	Core Electives	3	12	12	12
3	II	IDC (Soft Skills)	1	4	4	12
	III	IDC (WS) IDC (BS)	1 1	4 4	4 4	
4	I	Extra Credit Courses-1 (MOOC)	1	-	(2)	(4)
	III	Extra Credit Courses-2 (MOOC)	1	-	(2)	
5	IV	Outreach Programme (SHEPHERD)	1	-	5	5
		TOTAL		120		110 (+4 extra credits)

IDC : Inter-Departmental Courses

BS : Between School

WS : Within School

However, there could be some flexibility because of practical, field visits, tutorials and nature of project work. For PG courses, a student must earn a minimum of 110 credits. The total number of courses offered by a department is given above.

Course Pattern

The Post-Graduate degree course consists of five vital components. They are core course, core electives, IDCs, Extra credit courses, and the Outreach Programme.

Core Courses

A core course is the course offered by the parent department related to the major subjects, components like theories, practicals, Inter disciplinary core, self paced learning, comprehensive examination, Project work, field visits, library record and etc.

Inter-disciplinary Core

Inter-disciplinary Core should be shared by the various Departments of every School. This course should be opted by all the students belonging to the particular school. Each department of the respective school should allocate themselves the schedule and the units of the course.

Core Elective

The core elective course is also offered by the parent department. The objective is to provide choice and flexibility within the department. There are three core electives. They are offered in different semesters according to the choice of the school.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL etc.

Inter-Departmental Courses (IDC)

IDC is an interdepartmental course offered by a department / School for the students belonging to other departments / school. The objective is to provide mobility and flexibility outside the parent department / School. This is introduced to make every course multi-disciplinary in nature. It is to be chosen from a list of courses offered by various departments.

There are three IDCs. Among three, one is the Soft-Skill course offered by the JASS in the II Semester for the students of all the Departments. The other one is offered "With-in the school" (WS) and the third one is offered "Between the school" (BS). The IDCs are of application oriented and inter disciplinary in nature.

Subject Code Fixation

The following code system (9 characters) is adopted for Post Graduate courses:

Year of Revision	PG Code of the Dept	Semester	Specification of Part	Running number in the part
↓ 18	↓ P##	↓ x	↓ x	↓ xx
18	PCO	1	1	01

For Example :

IMCom - Commerce, first semester 'Advanced Corporate Accounting'

The code of the paper is **18PCO1101**.

Thus, the subject code is fixed for other subjects.

Specification of the Part

- I - Core Courses: (Theory, Practical, Self paced Learning, Inter-disciplinary Core, Core, Comprehensive Examination, Project work)
- II - Core Electives
- III - Inter Departmental Courses (WS, Soft Skill & BS)
- IV - Extra credit courses
- V - Outreach Programme (Shepherd)

EXAMINATION

Continuous Internal Assessment (CIA):

PG - Distribution of CIA Marks	
Passing Minimum: 50 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
CIA	100

Mid-Semster & End-Semester Tests

Centralised – Conducted by the office of Controller of Examinations

1. Mid-Semester Test & End-Semester Test: (2 Hours each); will have Objective + Descriptive elements; with the existing question pattern PART-A; PART-B; and PART-C
2. CIA Component III for UG & PG will be of 15 marks and compulsorily objective multiple choice question type.
3. The CIA Component III must be conducted by the department / faculty concerned at a suitable computer centres.

- The 10 marks of PART-A of Mid-Semester and End-Semester Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS; TRUE/ FALSE; and FILL-IN BLANKS.
- The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.
- English Composition once a fortnight will form one of the components for UG General English

SEMESTER EXAMINATION

Testing with Objective and Descriptive questions

Part-A: Objective MCQs only (30 Marks)

Answers are to be marked on OMR score-sheet. The OMR score-sheets will be supplied along with the Main Answer Book. 40 minutes after the start of the examination the OMR score-sheets will be collected

Part-B & C: Descriptive (70 Marks)

Part-B: 5 x 5 = 25 marks; inbuilt choice;

Part-C: 3 x 15 = 45 marks; 3 out of 5 questions, open choice.

The Accounts Paper of Commerce will have

Part-A: Objective = 25 marks

Part-B: 25 x 3 = 75 marks

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

EVALUATION

Percentage Marks, Grades & Grade Points (Passing minimum 50 Marks)

Qualitative Assessment	Grade Points	Grade	Mark Range (%)
Exemplary	10	S	90 & above
Outstanding	9	A+	85-89.99
Excellent	8	A	80-84.99
Very Good	7	B	70-79.99
Good	6	C	60-69.99
Pass (PG)	5	D	50-59.99
Reappear (PG)	4	RA	< 50

CGPA - Calculation

Grade Point Average for a semester is calculated as indicated here under:

$$\frac{\text{Sum total of weighted Grade Points}}{\text{Sum of Credits}}$$

Weighted Grade Points is **Grade points x Course Credits**. The final CGPA will only include: Core, Core Electives & IDCs.

A Pass in Outreach Programme (SHEPHERD) will continue to be mandatory although the marks will not count for the calculation of the CGPA.

Continuous Internal Assessment (CIA):

Postgraduate		
Class	Mark Range (%)	
	Arts Subjects	Science Subjects
Distinction	75 & above (First attempt)	80 & above (First attempt)
First	60 to 74.99	60 to 79.99
Second	50 to 59.99	50 to 59.99

Declaration of Result:

Mr./Ms. _____ has successfully completed the Post Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) is _____ and the class secured _____ by completing the minimum of 110 credits.

The candidate has also acquired _____ (if any) extra credits offered by the parent department courses.

M.Com.
Course Pattern - 2018 Set

Sem	Code	Course	Hr	Cr
I	18PCO1101	Advanced Corporate Accounting	7	6
	18PCO1102	Business Taxation	7	6
	18PCO1103	Advertisement & Sales Promotion	6	5
	18PCO1104	Strategic Management	6	5
	18PCO1201A	Core Elective I : Supply Chain Management (or)	4	4
	18PCO1201B	Core Elective I : Waste Management		
	18PCO1401	Extra Credit Course- I	-	(2)
Total for Semester I			30	26
II	18PCO2105	Research Methodology	6	5
	18PCO2106	Cost System & Cost Control	6	6
	18PCO2107	Financial Services	5	4
	18PCO2108	NGO Management	5	4
	18PCO2109A	Self-Paced Learning I: Customer Relationship Management (or)	-	2
	18PCO2109B	Self-Paced Learning II: Entrepreneurial Development (or)		
	18PCO2109C	Self-Paced Learning III: Internet and Ecommerce (or)		
	18PCO2109D	Self-Paced Learning IV: Commerce for Competitive Examination	4	4
	18PCO2202	Core Elective II: Export and Import Management (WS) (or)		
	18PEC2202	Core Elective II: Labour Economics (WS) (or)		
18PHR2202	Core Elective II: Managerial Effectiveness (WS)			
18PSS2301	Inter-disciplinary Core-I: Soft Skills	4	4	
Total for Semester II			30	29
III	18PCO3110	Quantitative Techniques	7	5
	18PCO3111	Business Analytics	3	2
	18PCO3112	Software lab for Business Analytics	2	2
	18SMS3101	Interdisciplinary Core: Human Resource Management	6	5
	18PCO3203	Core Elective III: Portfolio Management (WS) (or)	4	4
	18PEC3203	Core Elective III: Indian Economy (WS) (or)		
	18PHR3203	Core Elective III: Compensation Management (WS)	4	4
	18PCO3301	IDC-I: Financial and Management Accounting (WS)(or)		
	18PEC3301	IDC-I: Indian Economy (WS) (or)		
	18PHR3301	IDC-I: Organisational Behaviour (WS)		
	18PCO3302	IDC (BS): Basics of Taxation	4	4
	18PCO3113	In-Plant Training (Documentation & Presentation)	-	2
18PCO3402	Extra Credit Course- II	-	(2)	
Total for Semester III			30	28
IV	18PCO4114	Advanced Financial Management	7	4
	18PCO4115	Business Ethics	7	4
	18PCO4116	Advanced Computerized Accounting	4	2
	18PCO4117	Software Lab for Advanced Computerized Accounting	2	2
	18PCO4118	Intelligence for Excellence	6	4
	18PCO4119	Comprehensive Examination	-	2
	18PCO4120	Project Work	4	4
Total for Semester IV			30	22
I-IV	18PCO4501	Outreach Programme (SHEPHERD)		5
Grand Total			120	110

Programme Outcomes (POs):

1. Graduates are prepared to be creators of new knowledge leading to innovation and entrepreneurship employable in various sectors such as Private, Government, and Research Organizations.
2. Graduates are trained to evolve/adopt new technologies in their own discipline.
3. Graduates are groomed to engage in lifelong learning process by exploring their knowledge independently.
4. Graduates are framed to design and conduct experiments /demos/create models to analyze and interpret data.
5. Graduates ought to have the ability of effectively communicating the findings of management studies to incorporate with existing knowledge.

Programme Specific Outcomes (PSOs):

1. This programme has been designed to develop critical, analytical, cognitive skills among the students.
2. The concepts, process and the requirements for starting up and carrying on a business or a profession are incorporated in the courses to develop entrepreneurial qualities among the students.
3. Employability skills required to make the students efficient and disciplined employees in business and professional organizations are embedded in the courses of this programme.
4. Opportunities are created through the courses to enhance the communication and presentation skills among the students.
5. The methods of teaching and learning the courses will lead the students in building up the teamwork skills necessary for the students to work as a team of administrators, managers and employees.
6. Courses have been prepared to infuse the sense of social responsibilities and to apply in business and professions the principles of ethics.
7. Application of concepts, process and methods learnt in class rooms and practical learning are provided through courses and internships in this programme.
8. Leadership qualities are enhanced by making the students organize events learnt and understood through the courses in the programme.

Semester I
18PCO1101

Hours/Week: 7
Credits : 6

ADVANCED CORPORATE ACCOUNTING

Course Outcomes:

1. Understand the various aspects of amalgamation and apply the same in real life situation with due regard to the type and circumstances of amalgamation.
2. Apply the provisions of AS14 in solving exercises in amalgamation.
3. Prepare Consolidated Balance Sheet as per AS 21.
4. Prepare the profit and loss account and balance sheet of Insurance Companies
5. draft profit and loss a/c and balance sheet of Banking companies
6. Have an overview of Farm accounting and the procedure involved in its preparation.
7. Comprehend the uniqueness of Inflation accounting and Human resource accounting and receive exposure to a few International Accounting standards.
8. Gains exposure in the accounting system of hotels. and hospitals

Unit-I: Amalgamation as per AS 14 (23 hr)

Amalgamation as merger & Amalgamation as Purchase -Calculation of Purchase Consideration under various methods - Realization of Assets and Liabilities - Closure of books of transferor company - Accounting treatment as per AS 14 in the books of transferee company.

Unit-II: Consolidated Balance sheet As per AS 21 (23 hr)

Consolidated Balance Sheet as per AS 21 in the books of holding companies - Calculation of Goodwill, capital Reserve, Minority Interest, Unrealized Profit, Capital and Revenue Profits - Mutual Owings.

Unit-III: Accounts of Insurance and banking companies (23 hr)

Accounts of Insurance Companies - Final Accounts and Balance sheet of Life Insurance and General Insurance Businesses- Accounts of Banking Companies-Final accounts and Balance Sheet – Provisions for NPA

Unit-IV: Special Accounting (23 hr)

Farm Accounting, Hotel accounting, and Hospital accounting.

Unit-V: Emerging Accounting Practices (OOC based learning, theory only) (13 hr)

Inflation Accounting and Human Resource Accounting - Summaries of International Accounting Standards (IAS) 1, 2,7, and 8 - Introduction to IFRS.

Text Books:

1. Shukla M C, Grewal T S & Gupta S C, 18th Edition, 'Advanced Accounts' Volume II, S. Chand and Company Ltd., New Delhi.
2. R. LGupta and Radhasamy, (2014), Advanced Accountancy Volume I & II - Sultan Chand and Sons, New Delhi.

Books for References:

1. Jain S. P. and Narang K. L, (2014), Advanced Accountancy Vol. 1 & 2, Kalyani Publishers, New Delhi.
2. Maheswari S.N. and Suneel K Maheshwari, 5th Edition, Corporate Accounting - Vikas Publishing House, New Delhi.
3. T.S. Reddy & A. Murthy (2013), Corporate Accounting, Margham Publications, Chennai.

Theory 20%, Problems 80%

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Outcomes (COs)	Code 18PCO1101	Title of the Paper ADVANCED CORPORATE ACCOUNTING													Hours 7	Credits 6	
			Programme Outcomes (POs)				Programme Specific Outcomes (PSOs)											Mean Score of COs
			PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
	CO1		3	4	3	2	3	4	4	4	3	2	3	4	3	3.230		
	CO2		4	4	3	3	3	4	4	4	3	3	3	4	3	3.461		
	CO3		4	3	2	3	4	3	4	5	3	3	4	3	3	3.384		
	CO4		4	3	3	4	4	4	3	5	3	4	3	3	4	3.692		
	CO5		4	3	3	3	4	4	5	4	3	3	4	3	3	3.615		
	CO6		3	4	3	4	3	4	5	4	4	3	3	4	3	3.615		
	CO7		4	4	3	3	3	4	4	4	4	3	4	3	3	3.538		
	CO8		4	4	4	3	4	4	4	3	4	3	3	4	3	3.615		
Overall Mean Score for COs														3.518				

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCO1102**

**Hours/Week: 7
Credits : 6**

BUSINESS TAXATION

Course Outcomes:

1. Demonstrate knowledge of the concepts, principles, and rules of taxation of individuals and businesses;
2. Prepare tax forms for individuals and firms;
3. Recognize tax planning opportunities and recommend appropriate tax-saving strategies for decision making;
4. Address tax situations for a variety of taxpayers, such as salaried persons, owners of business, professionals, investors, home and rental property owners.
5. Computing income from salary and the tax liability of individuals, computing income from house property and the tax liability.
6. Computing income from business / profession and capital gains.
7. Calculate the tax liability of firms and cooperative societies.
8. Introduce GST and its implication on individuals and business with regard to taxation.

Unit-I: Concepts of Income Tax and Taxable Salary (21 hr)

- (A) Basic concepts of Income Tax – Incomes Exempted – Components of income from salary and Deductions from Salary
- (B) Income from Salary – Allowances- Valuation and Taxability of Perquisites- Deductions from Salary— Computation of Taxable salary.

Unit-II: Income from House property, Business and Profession (21 hr)

- (A) Income from House property- Meaning of GAV and NAV - Deductions under Sec 24 - Basic Principles of Computing Business/ professional Income - Specific Deductions & Specific Disallowances under the Act
- (B) Income from House property- Meaning of GAV and NAV - Deduction Sec 24 - Computation of Income from House Property- Basic Principles for Computing Business Income - Specific Deductions under the act, Specific Disallowances under the Act -Computation of Income from Business or profession -Chapter IV A - Introduction to DTAA.

Unit-III: Capital gain and Income from Other source (21 hr)

- (A) Meaning of Capital Gain –Types of Capital Gain - Exemption of capital gains – Components of Income from other Sources

Semester I
18PCO1103

Hours/Week: 6
Credits : 5

ADVERTISEMENT AND SALES PROMOTION

Course Outcomes:

1. Identify and demonstrate the terms and concepts that are commonly used in promotion and advertising, as indicated by performance on tests, projects, and assignments.
2. Articulate the value of an ethical approach to promotion and advertising activities.
3. Demonstrate a knowledge of international promotion and advertising functions with due respect to diverse cultural dissimilarities.
4. Exemplify the media types depending on reach and appeal of the Advertisement.
5. Know the importance Sales promotions and salesmanship in Marketing.
6. Understand consumer buying behavior.
7. Realize the competitiveness of online trading.
8. Highlight the significance of CRM.

Unit-I: Introduction to Advertisement (18hr)

Introduction to Advertisement, Features, Scope, Need, Purpose, Classifications— The Role of Ad Agencies—Ethical Issues in Advertising— Cultural Sensitivity and Hofstede's Dimensions of Culture – PESTLE Analysis in Advertising

Unit-II: Advertising process and strategy (18 hr)

The Advertising Process—Advertising Strategy—Psychology of Target Audience—AIDAS formula—Economic aspects of Advertising—Evaluating the Effectiveness of Advertising—Buying Behaviour—Audience Perception—Brand Power and Loyalty in Advertising—Setting Advertising Objectives—Advertisement Planning and Organizing

Unit-III: Advertising Media (18 hr)

Advertising Media—Role of Media—Criteria for Selection of apt Media— Various Types of Media and Channels— Types of Advertisements— Appeals in Advertising—Reliability of Advertisement— Media Research— Media Selection—Advertising Budget—Media Testing—Case Studies on Advertising

Unit-IV: Sales promotion (18 hr)

Sales Promotion, Objectives, Need, Scope, Functions, Importance - Sales Promotions Methods - Retail Marketing - Online Sales Promotions - Public Relations - CRM - Designing Sales Promotions Campaigns

Unit-V: Salesmanship (OOC based learning) (18 hr)

Salesmanship - Salesmanship Recruitment and Training - Skills required in good salesmanship - Motivation, Evaluation and Rewarding Sales Personnel

Text Books:

1. P. Saravanel (2013). Advertisement and Salesmanship, Margham Publications. Chennai

Books For References:

1. Philip Kotler et al. (2013). Marketing Management, Pearson Education. New Delhi
2. Rathore (1990). Advertising Management, Himalaya Publishing House. New Delhi
3. Mahendra Mohan (2008). Advertising Management, Tata McGraw Hill Publishing Co. Ltd. New Delhi

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Code 18PCO1103	Title of the Paper ADVERTISEMENT AND SALES PROMOTION													Hours 6	Credits 5	
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	4	4	5	5	4	4	4	5	4	4	4	5	4.461		
CO2	5	4	4	4	4	5	4	4	5	5	4	4	4	5	4.384		
CO3	3	4	5	3	5	5	4	5	5	4	4	5	5	5	4.076		
CO4	3	4	4	4	4	5	4	4	5	4	4	5	5	5	4.230		
CO5	4	4	5	3	4	5	4	5	5	4	4	4	4	5	4.230		
CO6	4	4	4	4	5	5	4	4	4	4	4	5	5	5	4.384		
CO7	5	4	5	4	4	5	4	5	5	4	4	5	4	5	4.538		
CO8	4	4	5	4	4	5	4	5	5	4	4	3	4	4	4.230		
Overall Mean Score for COs															4.316		

Result: The Score for this Course is 4.3 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCO1104**

**Hours/Week: 6
Credits : 5**

STRATEGIC MANAGEMENT

Course Outcomes:

1. Learn the basic concepts of strategic management process.
2. Inherit skills required to analyse the industry.
3. Acquire nuances of company analysis.
4. Get acquainted with different forms of strategies
5. Learn how firms formulate, implement and evaluate corporate business strategies.
6. Acquire skills for analyzing an industry formulating vision and mission for organization.
7. Understand the effect of change in the organization and business scenario
8. Learn the methods of responding to the changes and adapt an appropriate method of change.

Unit-I: Introduction to Strategic Management (18 hr)

Strategic Management: Definition and meaning, Strategic Management Process - Forming Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management -Strategic Planning in practice.

Unit-II: Industry Analysis (18 hr)

Industry analysis and its environment: Analysis of Macro environment: Demographic, political, social, cultural, technological and global environment—Recent trends in macro environment; Analysis of Micro environment: The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes - Rivalry in the industry -Recent trends in micro environment.

Unit-III: Company Analysis (18 hr)

Evaluating company through SWOT: Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Analyzing competitive advantage and profitability – sustaining competitive advantage.

Semester I
18PCO1201A

Hours/Week: 4
Credits : 4

Core Elective-I
SUPPLY CHAIN MANAGEMENT

Course Outcomes:

1. Explain basic theory and techniques of supply chain Management.
2. Be aware of Concepts and applications of supply chain Management.
3. Understand the effectiveness of application of logistics in SCM.
4. Analyze the significance of the various utilities associated with the inventory Models.
5. Learn how firms formulate, implement and evaluate corporate business strategies.
6. Examine various issues and problems associated with supply chain in a changing business environment.

Unit-I: Concepts and features of SCM (12 hr)

Introduction Basic concept & Philosophy of Supply Chain Management: Essential features, Varieties flows (cash, value and information) Key Issues in SCM, benefits and limitations.

Unit-II: Logistics and SCM (12 hr)

Logistics Management : Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and out bound logistics, bullwhip effect logistics, Distribution and warehousing management.

Unit-III: Purchase management and SCM (12 hr)

Purchasing and Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies .,Use of mathematical model for vendor rating/evaluation, single vendor concept, management of stores, accounting for materials.

Unit-IV: Inventory Management and SCM (12 hr)

Inventory Management: Concept , various costs associated with inventory, various EOQ models, buffer stock (tradeoff between stock out/ working capital cost), lead time reduction , reorder point / re-order level fixation, exercise- numerical problem solving, ABC,SDE,VED Analysis, Just in Time & Kanban System of Inventory management

Unit-V: Operational Integration, Global Strategic Positioning, Network Integration, Relationship Development and Management (12 hr)

Why Integration Creates Value- Systems Concept And Analysis-Logistical Integration Objectives-Enterprise Integration - Supply Chain Processes-Sales And Operations Planning (S & OP) - Supply Chain Planning Considerations-Pricing. : Global Supply Chain Integration - Supply Chain Security Enterprise Facility Network- Warehouse Requirements - Total Cost Integration-Formulating Logistical Strategy Development And Management Of Internal Logistics Relationships-Development

Text Book:

1. Sunil Chopra and Peter Meindl (2013). Supply chain management, 6th Edition, Pearson Education, New Delhi

Books for References:

1. G. Raghuram, MM Srinivasan & N Rangaraj (2011). Supply Chain Management for Competitive Advantage: Concepts and Cases. Tata McGraw-Hill Education (India) Pvt Ltd, Noida
2. Agarwall D.K. (2003). A text Book of Logistics and supply chain management. Macmillan Education India, Noida
3. Sahay B.S. (2007). Supply Chain Management. Macmillan Education India, Noida.
4. L. Natarajan (2013). Logistics & Supply Chain management, Margham Publications, Chennai.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Course Outcomes (COs)	Code 18PCO1201A	Title of the Paper Core Elective-I: SUPPLY CHAIN MANAGEMENT										Hours 4	Credits 4			
			Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs		
			PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5				PSO6	PSO7
	CO1		4	3	4	4	4	4	4	4	4	4	4	4	4	4	3.92
	CO2		4	4	3	4	4	4	4	4	4	4	4	4	4	4	3.92
	CO3		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4.00
	CO4		4	4	4	4	3	4	4	4	4	4	4	4	4	4	3.92
	CO5		4	4	3	4	4	3	3	4	4	4	3	4	4	4	3.69
	CO6		5	4	4	5	4	4	4	4	4	4	4	4	4	4	4.15
Overall Mean Score for COs																	
3.93																	

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester I
18PCO1201B**

**Hours/Week: 4
Credits : 4**

**Core Elective-I
WASTE MANAGEMENT**

Course Outcomes:

1. Understand different sources of solid wastes and mechanism to handle them.
2. Comprehend the adverse impacts of hazardous wastes.
3. Familiarize with the management and handling of biomedical and chemical wastes.
4. Acquaint various techniques and models available for Solid waste management.
5. Apply different techniques in the disposal of solid wastes.
6. Formulate strategies to effectively manage wastes and protect environment

Unit-I: Solid Wastes (12 hr)

Municipal solid waste: Definition - Sources and types of solid waste - Composition and its determinants of Solid waste - Factors influencing generation - Quantity assessment of solid wastes. Collection and Transfer of Solid waste- Factors affecting collection - Analysis of collection system- Collection routes - Preparation of master schedules. Transfer and Transport of wastes - Methods.

Unit-II: Hazardous wastes (12 hr)

Sources of hazardous wastes - Effects on community - Terminology and classification - Storage and collection of hazardous wastes - Problems in developing countries - Protection of public health and the environment.

Unit-III: Biomedical and chemical wastes (12 hr)

Biomedical and chemical wastes: Biomedical wastes - Types - Management and handling - Control of biomedical wastes. Chemical wastes - Sources - Domestic and Industrial - Inorganic pollutants - Environmental effects - Need for control - Treatment and disposal techniques - Physical, chemical and biological processes - Health and environmental effects.

Unit-IV: Solid Waste Management (12 hr)

Sustainable Techniques for Municipal Solid Waste Management: Introduction Segregation-Sorting-Composting-Vermi composting- Home composting- Recycling and Reuse- Incineration method-Scientific Land

filling-Energy development . Composting, Incineration and Land filling: Definition and concepts-Palacode Model-Namakkal Model - ThudiyalurModel -Anthiyur Model - Mohanur Model - Exnora Method - CEE method in Bangalore-Coimbatore Corporation Model in Vellore - Bio medical systemin Coimbatore.

Unit-V: Disposal of Solid wastes (OOC based Learning) (12 hr)

Disposal of Solid Wastes: Refuse disposal - Various methods - Incinerations-Principle features of an incinerator - Site selection and plant layout of an incinerator - Sanitary landfill- Methods of operation - Advantages and disadvantages of sanitary land fill - Site selection - Reactions accruing in completed landfills - Gas and leachate movement and control – Equipments necessary.

Books for References

1. Techobanoglous Thiesen Ellasen; Solid Waste Engineering Principles and Management, McGraw - Hill 1997.
2. A.D. Bhide and B.B. Sundaresan, “Solid Waste Management - Collection, Processing and Disposal” Mudrashilpa Offset Printers, Nagpur, 2001.
3. Biomedical waste (Management and Handling) Rules, 1998.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Code 18PCO1201B	Title of the Paper Core Elective-I: WASTE MANAGEMENT										Hours 4	Credits 4		
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5				PSO6
CO1	3	3	3	3	3	4	3	4	4	4	4	4	4	4	3.53
CO2	4	4	4	4	4	3	3	3	3	4	4	3	3	3	3.46
CO3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00
CO4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3.92
CO5	4	4	3	4	4	4	4	4	4	3	4	4	4	4	3.85
CO6	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3.92
Overall Mean Score for COs												3.61			

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2105

Hours/Week: 6
Credits : 5

RESEARCH METHODOLOGY

Course Outcomes:

1. Understand the basic concepts of research.
2. Be familiar with identification of Research problems and formulation of research design.
3. Comprehend the sample surveys and sampling procedures.
4. Use suitable method of primary data collection and frame questionnaire and interview schedule.
5. Apply statistical tools for analysis.
6. Infer and interpret data appropriately.
7. Learn the dynamics of different types of research reports and acquire skills of report writing.
8. Execute research projects in commerce.

Unit-I: Introduction (25 hr)

Meaning of research - Objectives of research – Reasons for doing research - Benefits, Importance and significance of research -Types of research - Research approaches - Research methods Versus methodologies - Research process - Criteria of a good research – Qualities of a good researcher - Opportunities and challenges for researchers from Indian perspective- Scope of research in commerce

Unit-II: Research Problem, Design and Hypothesis (23 hr)

Research Problem - Meaning- Selecting the research problem - Necessity of defining the research problem - Techniques involved in defining a research problem – Research Design - Meaning - Need for Research design - Features of a good design - Important concepts of research design - Types of Research Designs -Hypothesis- Types of hypotheses - Framing of hypotheses.

Unit-III: Sampling and Data Collection (25 hr)

Population of the study -Census and sample surveys – Sample size- Criteria for determining sample size- Sampling-Types of sampling - Principles and characteristics of Sampling -Criteria for selecting sampling– factors influencing inference of data from sample - Source of data- Primary source and secondary source- Collection of primary data - Observation method- Interview method - questionnaire method - Difference between questionnaire and schedule - other methods of data collection –Collection of secondary data.

Unit-IV: Data Analysis (25 hr)

Data Editing - data validation -Tabulation - Types of Tables. Data processing, analysis and presentation - Testing of hypotheses - Statistical treatment - Descriptive, Z test, T-test, X²- test, ANOVA, Correlation and Regression - Use of Statistical Packages - Entering data using Spreadsheet - Functions and Formulae.

Unit-V: Interpretation and Reporting (OOC based Learning) (22 hr)

Interpretation & Report writing - Meaning of interpretation - Need for interpretation - techniques of interpretation - Precaution in interpretation - Significance of report writing - Different steps in writing report - Layout of the research report - Types of reports - Mechanics of writing a research report - Precautions while writing research reports.

Text Book:

1. Kothari, C.R, and Gaurav Garg (2014), Research Methodology Methods and Techniques, New Age International, New Delhi.

Books for references:

1. Wilkinson and Bhandarkar, (1999), Methodology and Techniques of Social Research, Himalaya Publishing House, Mumbai.
2. M. Ranganatham & Dr. O.R. Krishnaswamy(2014), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai.
3. Devendra Thakur, (Latest Edition), Research Methodology in Social Sciences, Deep and Deep, New Delhi.
4. Gopal Lal Jain, (Latest Edition), Research Methodology, Mangal Deep, Jaipur.
5. Bhome Sharadha (2014), Research Methodology, Himalaya publication house Pvt.Ltd, New Delhi

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2105		Title of the Paper RESEARCH METHODOLOGY													Hours 8	Credits 6	
	Programme Outcomes (POs)								Programme Specific Outcomes (PSOs)								Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	5	4	5	5	5	5	5	5	4	5	5	4	5	4.769				
CO2	5	5	4	5	5	5	5	5	5	5	5	4	5	4.846				
CO3	5	5	5	5	4	5	5	5	5	4	5	5	5	4.846				
CO4	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000				
CO5	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000				
CO6	5	5	5	5	5	5	4	5	5	5	5	5	5	4.923				
CO7	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000				
CO8	5	5	5	5	5	5	5	5	5	5	5	5	5	5.000				
Overall Mean Score for COs													4.923					

Result: The Score for this Course is 4.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2106**

**Hours/Week: 6
Credits : 6**

COST SYSTEM AND COST CONTROL

Course Outcomes:

- Understand the importance of cost system and cost control to organizations.
- Be familiar with cost accounting principles and concepts and prepare cost sheets.
- Reconcile costing profits with financial profits and integrate cost accounting with financial accounting.
- Apply the concepts relating to process cost and compute the cost each stage of production.
- Identify the variances in the elements of cost through comparison and analyze the cause of such variances.
- Understand the relevance, applicability and procedure involved in the preparation of marginal costing.
- Learn the nuances of Marginal costing and identify the appropriate situations for its applications.
- Have an overview of the growing relevance of newer costing concepts like Activity Based Costing and Target Costing.

Unit-I: Costing system and Cost sheets (25 hr)

(A) (OOC based course, theory only): Costing System : Meaning - Characteristics of Ideal costing system - installation of a costing system - steps - practical difficulties in installing a costing system - cost control - meaning - MIS - role and relevance

(B) Cost sheets - preparation of cost sheets-tenders- Reconciliation of Cost and Financial accountings -Introduction to Cost Accounting Standards.

Unit-II: Process Costing (27 hr)

Process Costing - Normal Loss - Normal Gain - Abnormal Loss – Abnormal Gain -Equivalent production (FIFO method) - Equivalent production with opening stock - Equivalent production (Average Method) Inter Process Profits- Joint products and By-products.

Unit-III: Standard Costing (20 hr)

Standard Costing and Variance Analysis - Material Variance – Labour variance - Overhead variance - Sales variance.

Unit-IV: Marginal Costing (28 hr)

Marginal Costing, break even analysis, cost volume profit analysis, break even charts, Application of marginal costing - differential and direct cost. Total Quality Management: Introduction - Operationalising TQM - Six Sigma-Overcoming total quality paralysis - The missing link of TQM.

Unit-V: Activity based costing (20 hr)

Activity Based Costing: Meaning – calculations of profit and selling price based on traditional costing and activity based costing - Target costing - Basics of Transfer pricing - Relevant costing.

Text Book:

- Alex K (2012), Cost Accounting, Pearson Education, New Delhi.

Books for references:

- Jain, S.P. and Narang, K.L. (2013), "Advanced Cost Accounting", Kalyani Publishers, New Delhi.
- Charles T. Horngren, "Cost Accounting - A Managerial Emphasis" (19th edition) Prentice Hall of India (P) Ltd., New Delhi.
- Ratnam, P.V., "Rathnam's Costing Adviser Problems and Solutions, Kitap Mahal, Allahabad.
- Nigam Sharma, "Advanced Cost Accounting", Himalaya Publishing House, New Delhi.
- Pillai, R.S.N. and Bagavathi, V. (2010), Cost Accounting, S. Chand & company Ltd., New Delhi.
- Pandit. B & Bootwala 2012, Cost Accounting, Himalaya Publication House Pvt. Ltd, New Delhi.
- T.S. Reddy & Y. Hari Prasad & Reddy (2013), Cost Accounting, Margham Publications, Chennai.

Theory 20%; Problem 80%

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2106		Title of the Paper COST SYSTEM AND COST CONTROL										Hours 8	Credits 6	
	Programme Outcomes (POs)		Programme Specific Outcomes (PSOs)												Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7			
CO1	3	4	2	1	3	3	3	4	2	1	2	4	2	2.615	
CO2	4	3	3	1	2	4	4	4	2	1	3	3	3	3.076	
CO3	3	4	4	2	3	3	4	4	3	2	3	3	3	3.153	
CO4	4	3	4	2	4	4	3	3	4	3	4	3	3	3.384	
CO5	3	3	4	3	3	4	4	3	3	4	3	3	3	3.307	
CO6	4	4	4	2	4	4	5	5	3	3	4	4	3	3.769	
CO7	4	4	4	3	3	4	4	4	4	3	4	4	2	3.615	
CO8	5	5	3	4	3	3	4	4	4	3	3	3	3	3.615	
Overall Mean Score for COs													3.316		

Result: The Score for this Course is 3.3 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2107

Hours/Week: 5
Credits : 4

FINANCIAL SERVICES

Course Outcomes:

1. Focus light on the working of financial system in India.
2. Clarify the ideas on merchant banking.
3. Present case studies on Merger and Acquisitions.
4. Focus on Mudra - Micro unit Development and refinance agency -2015.
5. Insight on Factoring and Forfaiting.
6. Bring out the application of merchant banking activities.

Unit-I: Indian Financial System (23 hr)

Indian Financial System- Overview- Constituents - Evolution and Environment -Banking and Non-Banking Financial Companies - Regulating Authorities- Financial Services - Meaning - Features and Functions.

Unit-II: Merchant Banking (18 hr)

Merchant Banking - Meaning -Scope, Functions and Issues - Regulations Governing Merchant Banking Activities -Lease Financing - Concepts and Classifications, Significance and Limitations - Funding aspects of Leasing - ICAI Guidelines. Hire Purchase Financing and Consumer Credit - Meaning - Types - Legal frame Work.Merger and Acquisitions - latest Merger and Acquisitions cases.

Unit-III: Factoring and Forfaiting (23 hr)

Factoring and Forfaiting- Meaning and Mechanism- Types of Factoring - Evaluation of Factoring business in India - Forfaiting- Meaning - Scope and Characteristics - Venture Capital Financing Meaning and Types -SEBI Guidelines Mudra - Micro unit Development and refinance agency, 2015 - Recommendations of Kalyansundaram Committee Report.

Unit-IV: Housing Finance (23 hr)

Housing Finance -NHB Directions and Guidelines-Housing Finance Scheme - Housing finance contracts - Funding of HFCs - Housing for all by 2022 - Insurance Services - Major Players - Reforms in insurance sector Malhotra Committee Frame Work

Unit-V: Indian stock markets (OOC Based learning) (18 hr)

Credit Rating - Meaning- Purpose and Process- Credit Rating Services in India - National Depository System- Stock Markets-Primary Market and Secondary Market - OTCEI - NSEBSE- Share Market Indices.

Text Book:

1. Joseph Anbarasu et.al, (2008), Financial Services, Sultan Chand and Sons, New Delhi.
2. Clifford Gomez, Financial Market, Institutions and Financial Services, PHI Learning Pvt Ltd New Delhi

Books for References:

1. Khan M.Y. (2015), Financial Services, Tata McGraw Hill Company Ltd, Noida.
2. Gordon & Natarajan (2013) Financial Market& Services, Himalaya publications house Pvt Ltd, New Delhi.
3. Santhanam B (2013) Financial Services, Margham Publications, Chennai.
4. P.N.Varshney &D.K.Mittal (2015), Indian Financial System, Sultan Chand & Sons.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2107		Title of the Paper FINANCIAL SERVICES													Hours 5	Credits 4
	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7			PSO8	
CO1	4	4	5	5	4	3	4	4	4	3	4	4	5	4	4.07		
CO2	4	3	4	4	4	4	3	4	4	3	4	4	4	4	3.76		
CO3	5	4	3	4	4	4	4	5	4	4	3	3	4	4	3.92		
CO4	4	4	4	4	3	4	4	3	4	3	4	4	4	4	3.76		
CO5	5	5	4	3	4	3	3	4	4	4	4	4	4	4	3.92		
CO6	4	3	4	4	4	4	3	4	4	3	4	4	4	4	3.76		
Overall Mean Score for COs															3.86		

Result: The Score for this Course is 3.86 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2108**

**Hours/Week: 5
Credits : 4**

NGOMANAGEMENT

Course Outcomes:

1. Understand the history, growth and the challenges of NGOs
2. Develop projects for NGOs
3. Market NGOs activities.
4. Apply the provisions of legislations related to NGOs
5. Apply strategies to raise funds for NGOs.
6. Understand the HR aspects in running NGOs

Unit-I: Introduction (20 hr)

Introduction: NGOs - Definition - Meaning - Characteristics- Advantages - Limitations; formation of NGOs Genesis and Growth; Scope of Operation; Skills Required; Collaboration with Government.

Unit-II: Organisation and Management of NGOs (22 hr)

Organizations and Management: Administration and Management – Levels of Organization Governing body - Function - By-law - Policies Making; Committees - Scope and Function; Membership - Types - Qualification - Disqualification; Meeting - Quorum - Minutes.

Unit-III: Marketing and Financial Management of NGOs (21 hr)

Marketing and Financial Management of NGOs: Marketing Strategy for NGOs - Project Mix - Project Addition - Project elimination; Promotion - Need - Methods - Fund Management - Sources; Grants/Scheme from Government - eligibility- Procedure; Funds from abroad – Procedural guidelines - FCRA - Micro Finance; Maintenance of Accounts - Audit of Accounts.

Unit-IV: Project Management (20 hr)

Project Management: Projects - Definition - Meaning -Objectives - Types ; Process of Project Development - Project Writing - Problems in Project Formulation and Management - Evaluation of Projects - Project Audit.

Unit-V: NGOs and Tax Laws (OOC based Learning) (22 hr)

NGOs and Tax Laws: Income tax 1961 - Income - Persons -Assessment year - Previous year; Section 11 (General Deductions) -Section 13 (Forfeiture of Exemption) - Section 34 A & B - Section80G - TDS; Indirect tax liabilities.

Text Book:

1. Dr. John Santiago Joseph & Louis Manohar, 'Practical Guide to Participative NGO Management', KIDS Trust Publications, TN, India.

Books for References:

1. Snehlata Chandra: (2008), Non-Governmental Organizations - Structures, Relevance and function: Kanishka Publishing Distributors, New Delhi.
2. Goyal O.P. (2008), Strategic Management and Policy Issues, Isha Books, NGOs Publisher, Jaipur.
3. Ravi Shankar Kumar Singh: (2008), Role of NGOs in Socio – Economic Development: Abhijeet Publications, New Delhi.
4. Goel. S.L. Kumar R. (2008), Administration and Management of NGOs - Text and case Studies. Deep and Deep PVT Ltd., New Delhi.
5. Anita Abraham. (2011), Formation and Management of NGOs: Non-governmental Organisations, Universal Law Publishing Co. Pvt Ltd., 2011, Third Edition, New Delhi – 110033, ISBN 978 -93-5035-012-6

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Code 18PCCO3109	Title of the Paper NGO MANAGEMENT										Hours 5	Credits 4		
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5				PSO6
CO1	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
CO2	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
CO3	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
CO4	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
CO5	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
CO6	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3.846
Overall Mean Score for COs												3.846			

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 Very poor	2 Poor	3 Moderate	4 High	5 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2109A

Hours/Week: -
Credits : 2

Self-paced Course-I:
CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

1. Understand the basic nuances of CRM.
2. Realise the importance of Enterprise Marketing Automation.
3. Understand the concept of Call Centres.
4. Comprehend customer satisfaction.
5. Develop scale to measure customer satisfaction.
6. Appreciate the role of employees in CRM.

Unit-I: Introduction to CRM

Customer - CRM - CRM technology - component - customer life style - customer interaction. Difference between CRM and eCRM - features of eCRM - Sales Force Automations (SFA) Definition and need of SFA - barriers to successful SFA - functionality, technological aspect of SFA, data synchronization - flexibility and performance, reporting tools.

Unit-II: Enterprise Marketing Automation (EMA)

Enterprise Marketing Automation (EMA) - Components of EMA, marketing campaign, campaign planning - and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

Unit-III: Call Centres

Call Centres - Types of Call Centre - Meaning, customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling the call center, automated intelligent call routing, logging & monitoring.

Unit-IV: Customer Satisfaction and Service quality

Customer Satisfaction - Meaning - Definition - Importance - Components - Customer Satisfaction models - Customer Satisfaction Practices. Service quality: Meaning - Definition - Types - Dimensions - Gaps – Measurement Scales.

Unit-V: Employees in CRM

CRM & Employees - Customer Linkage - Factors effecting Employees' Customers oriented behaviours - Service failure - Service recovery

management - Customer recall management - Customer experience management.

Text book:

1. Jaspreet Kaur Bhasin (2012), Customer Relationship Management, Dreamtech Press.

Books for References

1. Alok Kumar Rai (2013), Customer Relationship Management - Concepts and cases, PHI Learning Pvt Ltd., J Reinartz, WILRY India edition.
2. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2109A		Title of the Paper Self-paced Course-I: CUSTOMER RELATIONSHIP MANAGEMENT														Hours	Credits												
	Programme Outcomes (POs)														Programme Specific Outcomes (PSOs)														Mean Score of COs	2
	PO1	PO2	PO3	PO4	PO5	PO1	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8																
CO1	2	2	3	2	4	3	3	4	4	4	5	5	4	4	3.46															
CO2	3	2	3	2	3	3	4	3	5	5	4	4	5	5	3.54															
CO3	3	2	4	3	3	4	3	4	4	5	3	4	4	4	3.54															
CO4	2	2	3	4	4	3	3	4	3	4	5	5	4	4	3.53															
CO5	4	5	4	5	5	2	4	3	4	4	4	5	5	5	4.15															
CO6	4	4	3	5	4	4	3	4	5	5	4	4	5	4	4.16															
Overall Mean Score for COs															3.73															

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 Very poor	2 Poor	3 Moderate	4 High	5 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2109B**

**Hours/Week: -
Credits : 2**

Self-paced Course-II: ENTREPRENEURIAL DEVELOPMENT

Course Outcomes:

1. Understand the basic concepts and theories of entrepreneurship
2. Conceive business ideas and convert them into business projects
3. Learn the incentives and subsidies provided to budding entrepreneurs.
4. Become familiar with institutions offering various forms of assistances
5. Exemplify knowledge on Industrial estates, Foreign Direct Investment, SEZ etc
6. Succeed as an entrepreneur.

Unit-I: Introduction to Entrepreneurship: Concepts: Entrepreneurship: Definition - Characteristics of Entrepreneurship - Factors affecting entrepreneurship - Views of Schumpeter, Walker and Peter Drucker - Barriers to Entrepreneurship; Role of entrepreneurship in Economic Development; Entrepreneur: Definition and Meaning - Entrepreneur Vs Enterprise, Entrepreneur Vs Manager -Qualities of entrepreneur - Types of entrepreneur - Traits of a successful entrepreneur - Functions of Entrepreneur - Motivating factors: Entrepreneurial ambitions - Compelling factors - Facilitating factors-Recent Trends Entrepreneurship.

Unit-II: Idea generation and Project Development: Establishing entrepreneurial systems: Search for business idea, Sources of ideas, Idea processing, Selection of Idea - Project identification and Classification-Significance of project formulation-Project review and control.

Unit-III: Incentives and Subsidies: Incentives and Subsidies available for development of Industries in Backward areas – Incentives and Subsidies for Entrepreneurial Development Programmes in Tamil Nadu.

Unit-IV: Supporting Institutions: Institutions assisting entrepreneurs: DIC - SIDO - NSIC - SSIC - SIDCO - SISIs -TIDCOs - SIPCOT - TIIC - ITCOT - SFC - SIDCs.

Unit-V: Special Support systems: Industrial Estates - Special Economic Zones – Foreign Direct Investments - Green Field Investment.

Text Book:

1. C.B.Gupta., N.P.Srinivasan, (2008), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

Books for References:

1. V. Sujatha & Co. (2000), Entrepreneurial Development, Cauvery Publications, Tiruchirappalli.
2. Saravanavel, P. (2005), Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House, Tanjore.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2109B	Title of the Paper Self-paced Course-II: ENTREPRENEURIAL DEVELOPMENT														Hours -	Credits 2	
		Programme Outcomes (POs)							Programme Specific Outcomes (PSOs)									Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1		4	3	4	4	3	4	4	4	4	4	4	3	4		3.69		
CO2		4	3	5	3	4	4	4	4	4	4	4	4	4		3.92		
CO3		4	3	4	3	4	4	4	4	4	4	4	4	4		3.85		
CO4		4	3	4	2	4	4	4	4	4	4	4	3	4		3.62		
CO5		3	3	2	3	4	4	4	4	4	4	4	4	4		3.62		
CO6		4	3	4	3	4	3	4	4	4	4	3	4	4		3.62		
Overall Mean Score for COs																3.72		

Result: The Score for this Course is 3.7 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2109C**

**Hours/Week: -
Credits : 2**

**Self-paced Course-III:
INTERNET AND E-COMMERCE**

Course Outcomes:

1. Exhibit his knowledge in basics of internet and ecommerce.
2. Be proficient in various models or forms of ecommerce.
3. Gain exposure in E-marketing and E-branding.
4. Evaluate various modes or forms of E-payment methods.
5. Understand various forms of threats in internet and Security mechanisms available for protection against them.
6. Know latest developments in Internet and E-Commerce.

Unit-I: Introduction to Internet and Ecommerce

Internet- Evolution-Applications - services-World Wide Web & its origin - Types of web pages - URL - DNS; E-Commerce - applications – advantages & disadvantages; Introduction to Mobile Commerce - its applications.

Unit-II: Types of E commerce Business

Models for E-Commerce - Based on the relationship of transaction parties - Based on the relationship of transaction types - Introduction to ECRM, E-SCM & E-logistics.

Unit-III: E-Marketing

E-Marketing Vs Traditional marketing - E-marketing Value Chain-Browsing behavior model of E-commerce online marketing & its advantages - E-advertising: Various means of E-advertising - E-branding: Elements of Branding - Spiral branding - Marketing Strategies (Permission marketing, Affiliate marketing & Viral marketing).

Unit-IV: E-Payment systems and E-banking

E-Payment systems - Requirements - Digital Token - Credit Card – Smart Card - E-Cash - E-Cheque - Mobile Payments - Micro payment systems - Risk in E-payments system; E-Banking - Online financial services in India - Features of E-Banking in India.

Unit-V: E-Security

E-Security; Network and website security risk - Types of Cyber crimes – E-business risk management issues - firewall concepts - enterprise wide security framework, cryptographic; Encryption techniques - Digital signature; Private & Public key.

Text Book:

1. Joseph PT. (2015), E-Commerce: An Indian Perspective, Prentice hall of India Pvt Ltd. New Delhi.

Books for References:

1. David Whitely (2010), E-commerce, Strategy, technologies and Applications, Tata McGraw-Hill Publishing company Limited, New Delhi.
2. K.Abirami Devi & Dr. M. Alagammai (2009), E-Commerce, 1st Edition, Margham Publications, Chennai
3. Kamalesh N. Agarwala (2008), Business on the net, An introduction to the ‘Whats’ and ‘Hows’ of e-commerce macmilan india Limited, New Delhi.
4. Brian Mennecke and Troy Strader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group, 2003.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II	Course Outcomes (COs)	Code 18PCO2109C		Title of the Paper Self-paced Course-III: INTERNET AND E-COMMERCE												Hours -	Credits 2
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs			
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		PSO7		
CO1	3	3	3	3	3	4	2	4	4	4	3	3	4	4	4	3.31	
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.00	
CO3	3	3	3	3	3	3	3	3	3	3	3	5	5	3	3	3.31	
CO4	3	3	3	4	4	3	3	3	3	3	3	4	4	3	3	3.23	
CO5	3	3	5	4	4	4	3	4	4	4	3	3	3	3	3	3.54	
CO6	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4.15	
Overall Mean Score for COs																	
3.42																	

Result: The Score for this Course is 3.4 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PCO2109D

Hours/Week: -
Credits : 2

**Self-paced Course-IV:
COMMERCE FOR COMPETITIVE EXAMINATIONS**

Course Outcomes:

1. Gain knowledge important topics and latest developments in Banking
2. Know basics and latest developments in economics
3. Understand various avenues of investments and different types of financial markets and institutions.
4. Familiarize with basic numerical ability problems.
5. Gain exposure to verbal reasoning related problems.
6. Answer commerce related questions in Competitive examinations.

Unit-I: Banking

Banking functions- types of accounts- cheques- cards-Functions of RBI – Role of -E-banking and its services

Unit-II: Economics

Economic system -Industrial Policies - -monetary and - inflation -deflation- business cycle- balance of trade - balance of payment- types of demand and supply. Market structure and price decisions- perfect competition-monopoly-oligopoly-monopolistic competition-

Unit-III: Investment

Investment avenues shares, debentures, bonds - Money market - Capital market SEBI - NSE -Insurances - types- fiscal policy and taxation policy Latest development in Taxes and Duties

Unit-IV: Numerical ability

Numerical ability- BODMAS- ratio and percentage- calculation of selling price- marked price- profit & loss-simple interest- compound interest-basic logarithm-HCF-LCM-GCD-time-speed and distance-Mensuration.

Unit-V: Reasoning ability

Reasoning ability-Direction- blood relation- English comprehensive-spot the error- articles-preposition-essay writing.

Books for References

1. Sanjay Kumar (2011), Objective Commerce, Ramesh Publishing House
2. Vineet Kaushik 2013 UGC NET/SET (JRF & LS) COMMERCE Paper II & III Arihant Publications
3. Purushottam Kumar (2013), General Knowledge, G.K.Publications
4. S.K. Singh (2011), Reasoning & Numerical Ability for GATE, Cengage Learning India Pvt. Ltd.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2109D	Title of the Paper Self-paced Course-IV: COMMERCE FOR COMPETITIVE EXAMINATIONS														Hours -	Credits 2	
		Programme Specific Outcomes (PSOs)																Mean Score of COs
		Programme Outcomes (POs)		Programme Specific Outcomes (PSOs)														
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1		3	3	3	1	2	4	4	4	4	4	4	4	4	4	3.384		
CO2		3	2	2	2	2	4	4	4	3	4	3	3	2	2	2.923		
CO3		3	3	3	3	3	3	3	4	3	3	3	3	3	3	3.076		
CO4		3	3	3	3	3	3	3	3	3	3	3	3	2	2	2.923		
CO5		3	3	3	3	3	3	3	3	3	3	3	3	2	2	2.846		
CO6		3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.000		
Overall Mean Score for COs																3.025		

Note: Result: The Score for this Course is 3.0 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1	2	3	4	5
	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PCO2202**

**Hours/Week: 4
Credits : 4**

**Core Elective (WS):
EXPORT AND IMPORT MANAGEMENT**

Course Outcomes:

1. Understand the basic concepts of international trade environment
2. Know foreign trade policy in India.
3. Gain exposure export and import procedures and practices.
4. Evolve and understand the needs of the international market.
5. Strategize, plan and execute ideas for export and import.
6. Evaluate the global Business for becoming a successful Export Import Manager.

Unit-I: International Trade Environments (12 hr)

Introduction of International Trade Environments - What is Globalisation?
- Issues in Globalisation - GATT agreements - Impact of WTO on export import - Regional Trading (SAFTA/ NAFTA/ BRICS/SAARC etc.) - Foreign Trade policy in India - Category of export

Unit-II: Processing and documentation of Export orders (12 hr)

Choice of enterprise – registration for export/import/export pricing/costing – contacting prospective buyer/seller (importer) – processing of an export order – pre-shipment documentation for import and export

Unit-III: Tariffs and Tax on Export (12 hr)

Guidance to use Customs tariff – income tax applicability on exporting firms/companies – sales tax applicability on exporting firms/companies – general banking & Day to Day Accounting for exports and imports

Unit-IV: Export and Import policy and Financial Assistance (12 hr)

Export and Import Policy of India – Objectives – highlights of Central EXIM Policy – Export credit and Guarantee Corporations – Export Financial Assistance – EXIM Bank.

Unit-V: (OOC based Learning) (12 hr)

Concept of Free Trade Zones, Export oriented Units, Special Economic Zones – Export Import Manager – Roles – Qualities of EXIM Manager.

Text Book:

1. Ajay Pataki (2015), Export Import Management (Practical Workbook), Education Publishing, New Delhi. ISBN: 978 – 93 – 85247 – 39 – 2.

Book for References:

1. Usha Kiran Rai (2010), Export – Import and Logistics Management, PHI learning Pvt Ltd, New Delhi.
2. Mahajan, M .I Exports - Do it yourself - Snow White Publications, Mumbai.
3. Export - Import Policy: Ministry of Commerce, Government of India.
4. Hand book of Export Import Procedures: Ministry of Commerce, Government of India Vols. I&II.
5. Ram, Paras, Exports: What, Where and How? Anupam Publications, New Delhi.
6. Hirst, P., and Thompson, G., Globalisation in Question: The International Economy and the Possibilities of Governance (Cambridge: Polity Press, 1999, 2nd edn.).

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PCO2202		Title of the Paper Core Elective (WS): EXPORT AND IMPORT MANAGEMENT										Hours 4	Credits 4		
	Programme Outcomes (POs)										Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	4	5	4	4	4	4	3	4	4	5	4	4	4	3.92	
CO2	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4.00	
CO3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4.00	
CO4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3.84	
CO5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3.92	
CO6	4	4	4	3	4	4	4	4	4	4	4	4	4	4	3.92	
Overall Mean Score for COs														3.93		

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester II
18PEC2202**

**Hours/Week: 4
Credits : 4**

**Core Elective (WS):
LABOUR ECONOMICS**

Course Outcomes:

1. Understand the theoretical as well as empirical issues of agriculture labour.
2. Know about Industrial labour with special reference to India.
3. Recognize issues pertaining to the wage theories, employment policies and so on.
4. Know about how trade union functions and it paves the way for collective bargaining to the globalised economy and social security measures.
5. To understand the need of Trade Unions in Labour Welfare.
6. To study Labour Welfare measures.

Unit-I: Labour Economics and Labour Problems (18 hr)

Meaning and concepts of labour - Definition, nature , scope and importance of Labour economics- Nature of labour problems – labour market segmentation - Labour in the unorganized sector- Child Labour – International Labour Organization(ILO)

Unit-II: Industrial Labour in India (18 hr)

Meaning and characteristics of Industrial Labour in India- Employment in organized sector- Meaning and objectives of Trade. Unions- trade Union movement in India- Problems and draw backs of the movement in India – Measures to strengthen the Trade Union Movement in India – Industrial disputes: meaning and causes and effects of industrial disputes – prevention of Industrial disputes and the machinery of setting the Industrial Disputes in India – Labour Legislation in India- Indian Labour Laws and practice in relation to international standards.

Unit-III: Agricultural Labour in India (OOC based learning) (18 hr)

Meaning and characteristics of agricultural labour in India casual labour and attached labour and bonded labour – The problems of agricultural labour in India – Government measures to improve the conditions of agricultural labour-Employment in agricultural sector – MGNREGP.

Unit-IV: Wages (18 hr)

Wage determination- Wage differentials in India- – productivity and wage relationship- non wage component of labour remuneration- types of wages

in India – the need for State Regulation of wages- National Wage Policy in India.

Unit-V: Social Security Measures of Labour in India (18 hr)

The meaning and the need for social security measures in India- present status of social security in India- social assistance and social insurance- Social Security Legislations in India : Workmen’s Compensation Act, 1923, Employees’ State Insurance Scheme Act, 1948, Maternity Benefits Act, 1961 and the Provident Fund Act, 1952- Labour Welfare Funds – Unemployment insurance – Second National Commission on Labour (1999) Dr.Arjun Sengupta Committee report.

Text books for study:

1. Sharma A.K.(2006) - *Labour Economics*, Anmol Publications, New Delhi,
2. Dr. B.P Thyagi (2009), *Economics of Labour and Social Welfare*- Revised Edition- Sage Publication, New Delhi.

References:

1. Dutt, G. (1966) *Bargaining power, wages and Employment : An Analysis of Agricultural Labour Markets in India*, Sage Publication, New Delhi.
2. Lester , R.A. (1964) *Labour Restructuring in India: A Critique of the new Economics of Labour* Macmillan , New Delhi.
3. Venkata Rathnam, C.S. (2001) *Globalization and Labour Management Relations, Dynamics of change – Sage Publication, New Delhi.*
4. Memoria, C.B. (1996) *Labour Problems and Social Welfare in India – Kitab Mahal, Allahabad.*

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PEC2202		Title of the Paper Core Elective-II: LABOUR ECONOMICS										Hours 4	Credits 4	
	Programme Outcomes (POs)		Programme Specific Outcomes (PSOs)												Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7			
CO1	3	3	4	3	2	4	4	4	3	4	4	4	4	4	3.54
CO2	3	2	3	3	3	5	5	5	5	3	5	3	5	3	3.69
CO3	4	3	3	4	4	3	4	4	3	5	3	4	4	4	3.69
CO4	3	4	3	2	4	4	5	3	4	2	4	4	3	3	3.46
CO5	2	4	4	3	4	5	3	3	2	4	2	4	2	2	3.23
CO6	3	4	3	2	4	3	3	5	3	3	4	3	5	5	3.46
Overall Mean Score for COs															3.51

Result: The Score for this Course is 3.51 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PHR2202

Hours/Week: 4
Credits : 4

Core Elective:
MANAGERIAL EFFECTIVENESS

Course Outcomes:

1. Gained knowledge and understanding about effectiveness and qualities of a successful manager.
2. Able to understand oneself better and plan accordingly for the future.
3. Equipped with the right attitudes and skills towards achieving greater levels of managerial effectiveness.
4. Have developed the seven essential habits of highly effective people and are able to practice in their life to be more effective.
5. Proficient in different types of business correspondence.
6. Have acquired the basic career skills and enhanced employability skill.

UNIT-I: PRIVATE VICTORY (12 Hr)

Concept: Manager, Effectiveness, Managerial effectiveness. Managerial Be proactive: Personal vision, Social mirror, Stimulus-Response, Proactive language, Circle of influence. Begin with end in mind: The power of creation, Be a creator, Personal mission statement, Principle centered person, Right brain vs. Left brain. Put first things first: Four generation of time management, Quadrant I, II, III and IV types of personalities. Short term and long term goals, the power of delegation.

UNIT-II: PUBLIC VICTORY (12 Hr)

Think Win/Win: Six paradigm of human interaction Seek first to understand then to be understood: Empathetic listening – diagnosing – understand and perception. Synergize: Synergy in class room, business synergy and communication, Force field analysis.

UNIT-III: CONTINUOUS RENEWAL (12 Hr)

Sharpen the Saw: Four dimensions of renewal, balance in renewal synergy, synergy in renewal, the upward spiral. Intergenerational living and Becoming a transition person.

UNIT-IV: CORRESPONDENCE SKILLS (12 Hr)

What is an effective Business letter, the language of a business letter and the lay-out of a business letter. Enquiries and Replies: Hints for drafting an 'Enquiry' and 'Reply'. Claims and Adjustments: Hints for drafting complaints

and making adjustments. Collection letters: How to write an effective collection letter, Collection series – Sending statement of account, Reminders, Inquiry and discussion, Appeal and Urgency, Demand and Warning. Circular letters: Situations that need circular letters. Banking Correspondence, Insurance Correspondence, Import and Export Correspondence.

UNIT-V: JOB CAREER SKILLS (12 Hr)

Application letters, Interview letters, References, Testimonials, Letters of Appointment, Confirmation, Promotion, Retrenchment and Resignation. How to run a meeting: Meetings and Meeting of minds, making disagreement productive, Instructions for observers, How to be an effective participant, How to be an effective discussion leader and how to write and read minutes. How to write a memo.

Text Books:

1. Korlahalli & Rajendra Pal, Essentials of Business Communication, Sultan Chand & Sons. (Unit 1,2) – Section 2
2. E.H. McGrath S.J. Basic Managerial skills for all, Prentice – Hall of India Private Ltd., (Unit 2) – Chapter 2,6
3. Covey R. Stephens, 2000, The Seven Habits of Highly Effective People, London, Simon & Schuster Publications (Unit – 3, 4, 5) Chapter 2, 4, 5, 6, 7.

Reference book:

1. Luthans, Fred, 1995, Organisational Behaviour , New Delhi, Tata Mcgraw Hill Publishers.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester II Course Outcomes (COs)	Code 18PHR2202		Title of the Paper Elective (WS): MANAGERIAL EFFECTIVENESS										Hours 4	Credits 4			
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)										Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	5	4	4	5	4	4	5	4	3	5	4	5	3	4.2			
CO2	4	5	3	4	3	5	4	4	3	4	3	4	4	3.8			
CO3	3	3	4	4	4	3	3	4	3	3	2	3	5	3.4			
CO4	4	4	4	2	2	3	3	2	4	3	4	4	5	3.1			
CO5	3	4	4	3	3	3	3	3	2	3	3	3	4	3.2			
CO6	4	5	3	3	4	3	4	4	4	4	4	4	3	3.8			
Overall Mean Score for COs														3.5			

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester II
18PSS2301

Hours/Week: 4
Credits : 4

IDC: SOFT SKILLS

Course Outcomes:

1. Students are taught the various nuances of grooming such as, good manners and etiquettes and they are trained to practice them in the class rooms.
2. Students are empowered with public speaking skills via extempore speeches and prepared speeches, presented before the class and assessed by the trainer as well as the companions which eventually helps build self confidence of the students.
3. Students learn the different types of resumes and different types of interview skills and write and print their own resumes and present before the interview panel for their mock interview.
4. Students actively learn the ten parameters of group discussion, perform on the stage with their colleagues, which is videotaped, reviewed and evaluated.
5. As students go through their teenage, self discovery becomes a tool to develop their personality facilitated with scientific psychological personality tests.
6. Students are guided to knowing their SWOT (Strengths, Weaknesses, Opportunities and Threats) and setting their short term and long term goals for their lives.

Module 1: Basics of Communication: Definition of communication, Process of Communication, Barriers of Communication, Non-verbal Communication, **Effective Communication:** The Art of Listening, Exercises in Kinesthetics, Production of Speech, Organization of Speech, Modes of delivery, Conversation Techniques, Dialogue, Good manners and Etiquettes, Politeness markers & Listening links.

Module II: Resume Writing: What is Resume? Types of Resume? Chronological, Functional and Mixed Resume, Steps in preparation of Resume, structure and framework for writing resume, Intensive training / personalized training on resume writing. **Interview Skills:** Common interview questions, Attitude, Body Language, The mock interviews, Phone interviews, Behavioral interviews.

Module III: Group Discussion: Group Discussion Basics, GD Topics for Practice, Points for GD Topics, Case-Based and Article based Group Discussions, Points for Case Studies, and Notes on Current Issues for GDS & Practicum with video coverage. **Team Building:** Team Vs Group – Synergy,

Stages of Team Formation, Broken Square-Exercise, Win as much as you win- Exercise, Leadership – Styles, Work ethics.

Module IV: Personal Effectiveness: Self Discovery, Self Esteem, Goal setting, Problem-solving, Conflict and Stress Management

Module V: Numerical Ability: Average, Percentage, Profit and Loss, Problems on ages, Simple Interest, Compound Interest, Area, Volume and Surface Area, Time and Work, Pipes and Cisterns, Time and Distance, Problems on Trains, Boats and Streams, Calendar, Clocks, Permutations and Combinations, Probability.

Module VI: Test of Reasoning: Series Completion, Analogy, Data Sufficiency, Blood Relations, Assertion and Reasoning, Logical Deduction, Direction.

Non-Verbal Reasoning: Series, Classification

Text Book

- Melchias, G., Balaiah John., John Love Joy (Eds) 2015. *Winners in the making*. St. Joseph's College, Trichy-2

References

- Aggarwal, R. S. *Quantitative Aptitude*, S.Chand & Sons
- Aggarwal, R.S. (2010). *A Modern Approach to Verbal and Non Verbal Reasoning*. S. Chand & Co, Revised Edition.
- Covey, Stephen. (2004). *7 Habits of Highly effective people*, Free Press.
- Egan Gerard (1994). *The Skilled Helper* (5th Ed). Pacific Grove, Brooks/ Cole.
- Khera, Shiv (2003). *You Can Win*. Macmillan Books, Revised Edition.
- Murphy, Raymond. (1998). *Essential English Grammar*. 2nd ed., Cambridge University Press.
- Prasad, L. M. (2000). *Organizational Behaviour*, S.Chand & Sons.
- Schuller, Robert. (2010). *Positive Attitudes*. Jaico Books.
- Trishna's (2006). *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
- Yate, Martin. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*.

Modules	Topics	Examination Pattern	
		CIA	Online
I	Basics of Communication	15	5
II	Resume Writing & Interview Skills	15	5
III	Group Discussion & Team Building	10	5
IV	Personal Effectiveness	10	5
V	Numerical Ability (Common Session)	5	10
VI	Test of Reasoning (Common Session)	5	10
Total		60	40

Semester III
18PCO3110

Hours/Week: 7
Credits : 5

QUANTITATIVE TECHNIQUES

Course Outcomes:

- Understand the concepts of operation research and acknowledge the applications of operation research.
- Appreciate the scope of operation research in decision making and learn to apply Graphical and simplex methods of linear programming model.
- Solve transportation problems regarding determination supply to destinations from appropriate sources.
- Assign work or job to suitable person, machine or process.
- Apply different models and techniques available to solve inventory related problems.
- Formulate optimum replacement policy of assets and components
- Analyse various decisions using different decision analysis techniques.
- Adopt suitable quantitative techniques to use business opportunities and solve business problems

Unit-I: Introduction to Operation Research and LPP (28 Hr)

- Operation Research - Origin and Development - Role in decision making -Characteristics - Phases - General approaches.
- Linear Programming Problem-Applications and limitations - Formulation of LPP - Graphical and Simplex Method.

Unit-II: Transportation and Assignment problems (20 Hr)

- Transportation and Assignment models- Advantages & Disadvantages
- Transportation Problems – Balanced and Unbalanced Transportation Problems-Methods for Initial Basic Feasible solution – Degenerate or non Degenerate solution- Moving towards Optimal solutions - MODI method. Assignment Problems –Hungarian Algorithm

Unit-III: Inventory Management and Queuing theory (24 Hr)

- Inventory Management - Types of inventory - Need for Inventory Control
- Economic Order Quantity: Basic Model- EOQ for Production lots – EOQs with Quantity Discount - EOQ with Shortage costs, Safety Stock and uncertainty -Queuing theory.

Unit-IV: Replacement Decisions (20 Hr)

- (A) Replacement – meaning – Reasons for Replacement –types of replacement
- (B) Replacement Decision - Replacement Policy with or without change in money value. Replacement of items that fail completely (Individual and Group replacement).

Unit-V: Tools for Decision analysis (28 Hr)

- (A) Decision Analysis – Different tools for Decision Analysis - Advantages and limitations
- (B) Decision analysis - The EMV Criterion - EOL and EVPL Decision Tree Analysis - PERT/CPM (Without crash) - Construction of net work diagram - Simple CPM Calculation.

(A) in all the units: OOC based learning

Text Book:

1. Kanti Swaroop, Gupta PK & Man Mohan (2014), Operations Research, Sultan Chand & Sons, New Delhi.

Books for References

1. Gupta PK & Man Mohan (2014), Problems in Operation Research, Sultan Chand & Sons, New Delhi.
2. Kapoor V.K. (2014), Operation Research, Sultan Chand & Sons, New Delhi.
3. Vora ND, (2006), Quantitative Techniques in Management, Tata McGraw-Hill India Ltd., New Delhi.
4. Kalavathy.S., Operations Research 4th Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

Theory 20%, Problems 80%

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18FCO3110		Title of the Paper QUANTITATIVE TECHNIQUES										Hours 7	Credits 5	
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		PSO6			PSO7
CO1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.000
CO2	3	3	3	4	3	3	3	5	3	3	3	3	3	3	3.16
CO3	3	3	3	4	3	3	3	5	3	3	3	5	3	3	3.27
CO4	3	3	3	4	3	3	3	5	3	3	3	5	3	3	3.27
CO5	3	3	3	4	3	3	3	5	3	3	3	5	3	3	3.27
CO6	3	3	3	5	3	3	3	5	3	3	3	5	3	3	3.27
CO7	3	3	3	4	3	3	3	5	3	3	3	5	3	3	3.27
CO8	3	3	3	4	3	3	3	5	3	3	3	4	3	3	3.22
Overall Mean Score for COs														3.21	

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High
Mapping Scale	1	2	3	4	5

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCO3111

Hours/Week: 3
Credits : 2

BUSINESS ANALYTICS

Course Outcomes:

1. Understand how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2. Become familiar with the processes needed to develop, report, and analyze business data.
3. Apply R language for business decisions.
4. Use and apply Excel and Excel add-ins to solve business problems.
5. Gain exposure to Finance and HR analytics.
6. Experience different components of marketing analytics

Unit 1: Introduction to Business Analytics

What is business analytics? – Why do we need Business analytics? – Challenges of Business analytics - Defining, communicating, delivering and measuring values – Quantifying value of business analytics – Benefits Vs Values- Business analytics model : Graphical model, spreadsheet model, Algebraic model - overview of business analytics.

Unit 2: Big data analytics

Data mining and Data warehouse- Visualization/ Data Issues Organization/ sources of data - Importance of data quality - Dealing with missing or incomplete data- Data Classification - introduction to data mining- data mining process – Decision modeling - R language – Data types – variables – operators – Functions – Conditional and loop statements – data analysis using R

Unit 3: Formatting of Excel Sheets

Use of Excel Formulae Function, Advanced Modeling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables – Data analysis and Decision making using Excel

Unit 4: Accounting and Finance analytics and HR analytics

Purchase to Payment – Order to cash – Financial Risk Management - Forecasting future revenues - Risk based pricing, Fraud Detection and Prediction, Recovery Management, capital budgeting - Loss Risk Forecasting, Risk Profiling, Portfolio Stress Testing- Benford's law and Financial statements – Beneish score. HR analytics: Recruitment Analytics,

Compensation Analytics, Talent Analytics, Training Analytics, Human Resource Retention Analytics, Workforce Analytics

Unit 5: Marketing analytics

Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Ma Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting

Supply and Demand Analysis, Strategic Sourcing, Quality Control, Inventory Analysis, Supply Chain Order Fulfillment Analysis -Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Analytics Customer Segmentation, Cross- Sell or Upsell Models Click Analytics, Customer Lifecycle Analytics, Social Media Analytics, Sentiment Web Analytics, Online Traffic Analytics, Conversion Analytics

Books for Reference

1. Ramesh Soundararajan and Kuldeep Singh (2016), Winning on HR Analytics, Leveraging data for competitive advantage, Sage Publications
2. Jac Fitz-enz (2010), The new HR analytics: Predicting the economic value of your company's human Capital investments, AMACOM, Newyork.
3. Ashok Charan (2015), Marketing Analytics A Practitioner's guide to Marketing Analytics and Research method, World Scientific Publishing Co. Pte. Ltd, Chennai
4. Marshall Sponder & Gohar F. Khan(2018), Digital Analytics for Marketing, Routledge, New York.
5. Jim Lindell (2017), Analytics and Big data for Accountants, AICPA (USA)
6. A. Ohri (2012), R for Business Analytics, Springer, New York
7. Purba Halady Rao (2013), Business Analytics an application focus, PHI Learning Private Limited, Delhi
8. Danielle Stein Fairhurst (2015), Using Excel for Business Analytics, A guide to Financial Modelling Fundamentals, John Wiley & Sons Singapore Pte. Ltd, Singapore
9. Wayne L. Winston(2014), Marketing Anaytics- Data Driven Techniques with Microsoft Excel, John Wiley & Sons Singapore Pte. Ltd, Singapore

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18PCO3111		Title of the Paper BUSINESS ANALYTICS													Hours	Credits
	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs		3	2
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	4	4	5	4	5	5	5	4	3	3	4	3			4.077	
CO2	4	5	4	5	4	5	5	4	4	3	3	4	3			4.154	
CO3	5	5	4	5	4	5	4	5	5	3	3	4	3			4.231	
CO4	5	5	4	5	4	5	4	5	5	3	3	4	3			4.231	
CO5	4	5	4	5	4	5	5	4	4	3	3	4	3			4.154	
CO6	4	4	4	5	4	5	5	4	4	3	3	4	3			4.077	
Overall Mean Score for COs															4.154		

Result: The Score for this Course is 4.1 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18PCO3112**

**Hours/Week: 2
Credits : 2**

SOFTWARE LAB FOR BUSINESS ANALYTICS

Course Outcomes:

1. Know the nuances of R language
2. Write programs using R language for data analysis
3. Apply various tools and techniques of Excel Worksheet
4. Analyse and project various categories of finance and Accounting
5. Evaluate various parameters for effective Human Resource Management
6. Examine and forecast various criterions of Marketing

Experiments

1. Simple data analysis programs in R Language by directly feeding data.
2. Simple data analysis programs in R Language by getting input through variables (Single and Array)
3. Formatting Excel spreadsheets
4. Writing formulas using financial, mathematical and statistical functions to work with the data in the worksheet.
5. Using data filter and sorts in Worksheet.
6. Creation of Charts and graphs in Worksheet.
7. Creation of Pivot tables and Pivot Charts and generation of reports for analysis.
8. Financial statement analysis through worksheet/R Language using Statement of Profit and loss a/c, Balance sheet and Ratios for given years through
9. Forecasting future cash flows through previous years cash flows using Spreadsheet and R language.
10. Risk and Return analysis through Spreadsheet/ R language
11. Recruitment and Training analysis through Spreadsheet/ R language
12. Talent and Human resource retention analysis through Spreadsheet/ R language
13. Sales performance and Campaign analysis through Spreadsheet/ R language
14. Supply and demand analysis and Inventory analysis through Spreadsheet/ R language
15. Loyalty and buying behavioural pattern analysis through Spreadsheet/ R language.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18PCO3112		Title of the Paper SOFTWARE LAB FOR BUSINESS ANALYTICS													Hours 2	Credits 2
	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	4	5	4	5	4	4	4	4	5	4	3	4	4	3	4.077		
CO2	5	5	4	5	4	4	4	4	5	4	3	4	4	3	4.154		
CO3	4	5	4	5	4	4	4	4	5	4	3	4	4	3	4.077		
CO4	4	5	4	5	4	4	4	4	5	4	3	4	4	3	4.077		
CO5	4	5	4	5	4	4	4	4	5	4	3	4	4	3	4.077		
CO6	4	5	4	5	4	4	4	4	5	4	3	4	4	3	4.077		
Overall Mean Score for COs															4.090		

Result: The Score for this Course is 4.0 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18SMS3101**

**Hours/Week: 6
Credits : 5**

Interdisciplinary Core: HUMAN RESOURCE MANAGEMENT

Course Outcomes:

1. Understand the principles and practices related to Human Resource Planning
2. Learn the polices related to Human Resource Development
3. Develop and assess one's own competencies towards a career in HRM.
4. Familiarize with the practical applications of Human resource terminology

Unit-1: Introduction to Human Resource Management (10 hr)

HRM – Meaning, Nature, Objectives, Scope and Functions. Line and Staff views of HRM, HRM as a profession, Future role of HRM, Department structure of HRM. HR Metrics, HRM in Small and Medium Scale Enterprises.

Unit-2: Human Resource Planning and Recruitment (15 hr)

HR planning - Job Analysis – Job Specification and Job description. Recruitment – Sources, characteristics and types. Selection process. Types of tests and interviews. Induction Programme. Promotion and Transfers, Demotions and Separations.

Unit-3: Strategic HRM and Performance Appraisal (OOC based) (15 hr)

Role of HRM in Corporate Goal Setting, Levels and Models of Strategic HRM, Applications of Strategic HRM. Performance Appraisal – Purpose, Methods, Factors, Problems. Performance Appraisal and Potential Appraisal. Performance Management Systems.

Unit-4: Training and Development (15 hr)

Training – Need, Importance, Steps, Methods. Training needs assessment. Management Development Programme – Significance and methods. Stages of Career Planning and Development, Career counseling.

Unit-5: Compensation and Administration (10 hrs)

Compensation plan – Incentives - individual and group. Benefits – Bonus and Fringe benefirs. Developing a sound compensation plan, wage policy, Executive compensation – Factors and issues. HRM in Virtual Organisations.

Text book:

1. Pravin Durai, (2010), Human Resource Management (2nd Ed), Pearson Education Books, New Delhi.

Reference Books:

1. VSP Rao (2002), Human Resource Management: Text & Cases, Excel Books, New Delhi.
2. Edwin Flippo (1984), Personnel Management, Tata McGraw Hill, New Delhi

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Outcomes (COs)	Code 18SMS3101	Title of the Paper HUMAN RESOURCE MANAGEMENT																Hours 6	5	
			Programme Outcomes (POs)								Programme Specific Outcomes (PSOs)										Mean Score of COs
			PO1	PO2	PO3	PO4	PO5	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6			
CO1	4	3	4	2	4	4	4	5	2	3	4	3	4	3	3	4	4	3.46			
CO2	4	5	5	4	4	5	5	5	3	4	5	4	5	4	4	4	4	4.30			
CO3	4	4	5	4	5	5	5	5	3	5	5	5	5	5	4	5	4.53				
CO4	5	4	4	4	5	5	5	5	3	5	5	5	5	4	5	5	4.53				
CO5	4	5	5	5	4	4	5	5	3	5	5	5	4	4	5	5	4.46				
CO6	5	4	4	4	4	5	4	4	2	4	5	5	5	5	4	4	4.15				
CO7	5	4	4	4	4	5	5	5	3	4	4	5	5	5	4	5	4.38				
CO8	4	4	5	4	4	5	5	5	3	4	4	4	4	5	4	5	4.30				
Overall Mean Score for COs																		4.26			

Result: The Score for this Course is 4.26 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCO3203

Hours/Week: 4
Credits : 4

Core Elective (WS)
PORTFOLIO MANAGEMENT

Course Outcomes:

1. Decipher the meaning of investment and risks associated with it.
2. Identify and appreciate various investment avenues.
3. Understand underlying facts of portfolio construction.
4. Know the influence of Fundamental Analysis.
5. Understand the nuances of technical analysis.
6. Judge and choose suitable investment proposals

Unit-I: Investment (12 hr)

Meaning of investment- Economic investment and financial investment. Investment Objectives- investment and speculation- elements of Investments- Investment attributes – Risks of Investments- Systematic and non-systematic risk - Business and financial risk, purchasing power risk, market risk-Interest rate risk- social or regulatory risk and other risks.

Unit-II: Investment Alternatives (12 Hr)

Investment Alternatives and their features – Shares, Debentures and Bonds- Public Deposits- Bank Deposits -Post Office Savings-Public Provident Fund (PPF)-Money Market Instruments -Mutual Fund Schemes - Life Insurance Schemes- Real Estates - Gold-Silver -Derivative Instruments-Commodity Market – Tax saving investments

Unit-III: Portfolio Management (12 Hr)

Meaning of Portfolio- Objectives of Portfolio Management – Need and importance of Portfolio management - Portfolio Investment Process- Basic principles – Portfolio Types and their needs - Aggressive – Moderate or Balanced-Conservative. Financial planning

Unit-IV: Fundamental analysis (12 hr)

Fundamental analysis- Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis.

Unit-V: Technical analysis (12 hr)

Technical analysis – Basic assumptions –Difference between Fundamental analysis and Technical analysis. Dow theory – primary- secondary and minor trends. Chartist method-breadth of the market, volume of trade – Important chart pattern adopted in Technical analysis- support and resistance level – head and shoulders – moving average methods. Elliot Wave theory.

Text Book

1. L Natarajan (2013-14), Portfolio Management, Margham publications, Chennai

Books for references:

1. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Tata Mcgraw Hill Education Private Limited, New Delhi
2. Aavadhani VA (2003)- Investment & Securities markets in India, Himalaya Publishing House, New Delhi.
3. P. Jhabak (2012), Security analysis and portfolio management, Himalaya publication house Pvt. Ltd., New Delhi.
4. V.K. Bhalla (2008), Investment Management (Security analysis and Portfolio Management) S. Chand & Ccompany Ltd, New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18PCO3203		Title of the Paper Core Elective (WS): PORTFOLIO MANAGEMENT										Hours 4	Credits 4	
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		PSO6			PSO7
CO1	4	4	5	5	4	5	5	4	4	4	5	4	5	5	4.54
CO2	5	4	5	5	5	4	4	5	4	4	4	5	3	5	4.46
CO3	4	4	5	4	4	4	5	4	5	4	4	4	5	5	4.38
CO4	4	5	4	4	5	4	3	5	4	4	4	5	5	4	4.31
CO5	5	5	5	4	4	5	4	5	5	4	4	4	4	4	4.46
CO6	5	4	4	5	5	4	4	4	5	4	5	5	4	4	4.46
Overall Mean Score for COs															4.43

Result: The Score for this Course is 4.4 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PEC3203

Hours/Week: 4
Credits : 4

**Core Elective (WS)
INDIAN ECONOMY**

Course Outcomes:

1. Acquire the basic knowledge about the structure of Indian Economy
2. Know the key problems in the Economic Development in India
3. Know the efforts taken for the Economic Development of India
4. Know the different policies related to Economic Development
5. Acquire the knowledge for resolving the economic problems of India
6. Get the knowledge of analyzing the Macro Economic policies

Unit-I: STRUCTURE OF INDIAN ECONOMY (OOC Based Learning)

Back ground of the Indian economy - Basic features of Indian Economy: - Natural Resources- Land, Water, Forest: Demography-size, growth, and sex composition of the population - National Income- GDP,GNP, NDP Public Expenditure and Public Revenue. (12 hr)

Unit-II: PROBLEMS IN INDIAN ECONOMY

Poverty and inequality: Nature, causes and measures to eradicate Poverty - Unemployment: nature causes and Employment policy – MGNREGP - Population pressure: Causes, Effect and Measures to control. (12 hr)

Unit-III: INFLATION AND REGIONAL DISPARITIES

Inflation: - Types and causes - Food inflation - External debt: Causes measures: Regional Disparities: Nature and Causes. (12 hr)

Unit-IV: PLANNING IN INDIA

Planning in India: objectives and strategies- The Role of planning commission in India - 12th Five Year Plan- Objectives, allocation and targets- NITI AAYOG. (12 hr)

Unit-V: MACRO ECONOMIC POLICY

Macro Economic Policy-Fiscal Policy, Monetary Policy, Industrial Policy and Agricultural Policy, Trade Policy. (12 hr)

Text book for study:

1. Dutt and K.P.M. Sundaram (2012) - Indian Economy, Sultan Chand & Sons, New Delhi.

References:

1. Ishwar.C. Dingra (2012) - The Indian Economy, Twenty First Edition, Sultan Chand and Sons, New Delhi.
2. G.M Meier, (1995) Leading Issues in Economic Development, 6th Edition, Oxford University Press, New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18PEC3203	Title of the Paper Core Elective (WS): INDIAN ECONOMY											Hours 4	Credits 4	
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	3	3	4	3	2	4	4	3	5	3	3	3	4	2	3.31
CO2	3	2	3	1	3	5	4	4	4	4	4	4	3	3	3.31
CO3	4	3	3	2	1	3	4	5	4	3	5	5	5	5	3.62
CO4	3	4	3	2	4	3	4	5	3	3	4	4	3	3	3.46
CO5	2	4	2	3	3	3	4	4	3	4	2	5	3	3	3.23
CO6	3	4	3	2	4	4	3	3	4	2	3	3	4	4	3.23
Overall Mean Score for COs															
3.36															

Note: Result: The Score for this Course is 3.36 (High Relationship)

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High
	1	2	3	4	5

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PHR3203

Hours/Week: 4
Credits : 4

**Core Elective (WS):
COMPENSATION MANAGEMENT**

Course Outcomes:

1. Gained knowledge on the different types of wages and the importance of equity in wage and salary administration.
2. Have become aware of the issues related to compensation or rewarding human resources in various forms of organizations
3. Familiarized on the computation of wage and salary.
4. Learnt about the different machineries involved in wage fixation in our country.
5. Developed skills in designing, analyzing and restructuring reward management systems, policies and strategies.
6. Know about the modern incentive schemes available for employee motivation.

Unit-1: BASIC CONCEPTS

Compensation – definition and meaning; Wage and Salary- concept, meaning, purpose, factors, components and differences; types of wages- minimum wage, fair wage, living wage, statutory minimum wage and need based minimum wage; wage and salary administration - principles, objectives, factors and problems; wage fixation- principles and time frame; Authorized deductions and imposition of fines on employees.

Unit-2: THEORIES OF WAGES

Wage Theories - Ricardo's subsistence theory of wages (Iron Law of Wages), Adam Smith's wage fund theory, Surplus value theory of Karl Marx, Residual claimant theory, Profit maximization theory; wages policy- concept, importance, ILO on wage policy, and National wage policy in India.

Unit-3: METHODS OF WAGE FIXATION

Computation of wage and salary - wage and salary structure and calculation; Wage differentials- characteristics, Payment by- time rate, over time, piece rate, performance and employee benefit schemes (Merit pay /skill based pay); payment of wages with productivity / efficiency; dearness allowance- basis for calculation and fringe benefits; executive remuneration and perks; labour cost; wage survey- features .

Unit-4: MACHINERIES OF WAGE FIXATION

Machineries of wage fixation- wage boards, pay commissions, conciliation, adjudication and arbitration; procedure for wage fixation- job evaluation, its process and methods; Team Compensation- Competency Based Compensation, Collective agreements and productivity agreements; Profit sharing and bonus.

Unit-5: INCENTIVE SYSTEMS

Compensation Strategy- Monetary & Non-Monetary Rewards, Intrinsic Rewards and Cafeteria Style Compensation, internal and external equity in reward management; Incentive payment plans- Rowan, Halsey, Taylor, Gantt, Emerson and Scanlon, profit sharing- purpose, merits and demerits. Gain sharing – features; productivity oriented incentive schemes - individual and group bonus schemes; principles to make incentive schemes effective and ESOP schemes.

Textbooks

1. Sharma.A.M, (1999), Understanding wage system, Bombay, Himalaya Publishers (units 2,4 and 5: chapters 3,4 and 6)
2. Jain S.P. & Narang. K.L., (1995), Cost Accounting, New Delhi, Sulthan Chand & Sons, (unit 3: chapter 2)
3. Dipak Kumar Bhattacharya, (2009), Compensation, New Delhi, Oxford University Press, (units 1 and 3: chapters 1 and 5).

REFERENCE BOOKS

1. Prasad, N. K. (1990), Principles & Practice of accounting, New Delhi, Sulthan Chand & Sons.
2. Gupta, A. (2000), Wage & Salary Administration in India, New Delhi, Anmoe Publications Private Limited.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III Course Outcomes (COs)	Code 18PHR3203	Title of the Paper Core Elective (WS): COMPENSATION MANAGEMENT														Hours 4	Credits 4	
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)										Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8			
CO1	3	3	3	3	3	4	3	3	3	3	3	3	3	3	4	3.0		
CO2	4	4	4	4	3	4	3	3	4	4	3	4	4	4	4	3.6		
CO3	5	3	4	4	3	3	3	3	3	3	3	3	4	3	3.3			
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0			
CO5	5	5	4	4	3	4	3	3	4	4	3	4	3	4	3.8			
CO6	4	4	4	4	3	4	3	3	4	4	3	4	4	4	3.6			
Overall Mean Score for COs																		
3.8																		

Result: The Score for this Course is 3.8 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester III
18PCO3302**

**Hours/Week: 4
Credits : 4**

IDC (WS):

FINANCIAL AND MANAGEMENT ACCOUNTING

Course Outcomes:

1. Familiarise with the fundamental aspects of financial accounting and familiarize oneself with recording, posting, balancing and preparation of Trial Balance.
2. Gain exposure to final accounts and Balance sheet for sole traders and joint stock companies.
3. Acquire knowledge with basics of cost accounting and acquire the skill of preparing cost sheet .
4. Understand e the nuances of marginal costing and be familiar with application of Marginal costing in decision making.
5. Realise the basics of Management accounting and familiarize oneself with the preparation of comparative and common size financial statements and accounting ratios.
6. Excel with the basic background in financial, cost and management accounting.

Unit-I: Financial Accounting and its activities (15 hr)

- (A) Financial Accounting: Meaning - Objectives, Accounting Concepts and Conventions- Golden rules of accounting.
- (B) Recording financial Transactions in Journal – Preparation of accounts in Ledger - preparation of Trial balance

Unit-II: Preparation of Financial statements (15hr)

- (A) Types of financial statements - Sole traders and Joint Stock Company (New Trust)
- (B) Financial Statements - Final accounts – Trading a/c – Profit and loss a/c for sole traders and Joint stock company (new format)–Profit and loss appropriation a/c – Balance sheet (New format) – Working out problems with simple adjustments.

Unit-III: Cost Accounting and Cost Sheets (15hr)

- (A) Cost Accounting – Meaning – objectives – scope - Different types of Costs
- (B) Cost sheet – components of cost sheet – preparation of cost sheet – preparation of tenders and quotations.

Unit-IV: Marginal Costing (15 hr)

- (A) Marginal Costing - Meaning - Advantages – limitations - Cost volume profit analysis / Break even Analysis
- (B) Marginal or variable cost – fixed cost – contribution –Profit volume ratio - Break Even Point – margin of safety – expected sales for desired profit - Profit from given sales - Cost volume profit analysis / Break even Analysis -Margin of safety- desirable profit- Marginal Costing in Decision making.

Unit-V: Management Accounting and Accounting ratios (15hr)

- (A) Management Accounting – Meaning – objectives – functions .
- (B) Comparative and common size financial statements – Accounting Ratios: Balance sheet ratios, Profit and loss a/c ratios and combined ratios (Simple Problems)
- (A) in all the units : OOC based Learning

Text Books

- Reddy T.S & A. Murthy (2011), Financial Accounting , Margham Publications, Chennai (Unit - 1 to 2)
- Jain & Narang (2013), Cost Accounting Principles and Practice, Kalyani Publishers, New Delhi. (Unit – 3 &4)
- Maheshwari S.N, (1998), Management Accounting, Published by Sultan Chand & Sons, New Delhi. (Unit - 5)

Books for References

- Man Mohan and Goyal G.N, (1986), Principles of Management Accounting, Sahitya Bhawan, Agra.
- Khan and Jain, (1997), Financial Management, Tata McGrawHill, New Delhi.
- Shukla M.C and Grewal, (2000), Advanced Accounting, Sultan Chand & Sons, New Delhi.
- Maheshwari S.N & Maheshwari S.K, (2005), Introduction to Accountancy, Vikas House Pvt Ltd, New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV Course Outcomes (COs)	Code 18PCO4403	Title of the Paper FINANCIAL AND MANAGEMENT ACCOUNTING											Hours 4	Credits 4		
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)								Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				PSO7
CO1		5	4	4	3	4	4	4	4	4	4	4	4	5	3	4.07
CO2		5	3	4	3	4	4	4	4	4	4	4	4	5	3	4.000
CO3		5	4	4	4	4	4	4	4	4	4	4	4	5	3	4.253
CO4		5	5	5	5	5	4	4	4	3	3	4	4	5	3	4.230
CO5		4	5	4	4	4	4	4	3	4	3	3	4	4	3	3.769
CO6		5	5	3	3	3	5	4	3	3	3	4	4	4	3	3.692
												Overall Mean Score for COs	3.985			

Result: The Score for this Course is 3.9 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation	1	2	3	4	5
Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PEC3301

Hours/Week: 4
Credits : 4

IDC (WS):
INDIAN ECONOMY

Course Outcomes:

1. Acquire the basic knowledge about the structure of Indian Economy
2. Know the key problems in the Economic Development in India
3. Know the efforts taken for the Economic Development of India
4. Know the different policies related to Economic Development
5. Acquire the knowledge for resolving the economic problems of India
6. Get the knowledge of analyzing the Macro Economic policies

Unit-I:

STRUCTURE OF INDIAN ECONOMY (OOC Based Learning)

Back ground of the Indian economy - Basic features of Indian Economy: - Natural Resources- Land, Water, Forest: Demography-size, growth, and sex composition of the population - National Income- GDP,GNP, NDP Public Expenditure and Public Revenue. (12 hr)

Unit-II:

PROBLEMS IN INDIAN ECONOMY

Poverty and inequality: Nature, causes and measures to eradicate Poverty - Unemployment: nature causes and Employment policy – MGNREGP - Population pressure: Causes, Effect and Measures to control. (12 hr)

Unit-III:

INFLATION AND REGIONAL DISPARITIES

Inflation: - Types and causes - Food inflation - External debt: Causes measures: Regional Disparities: Nature and Causes. (12 hr)

Unit-IV:

PLANNING IN INDIA

Planning in India: objectives and strategies- The Role of planning commission in India - 12th Five Year Plan- Objectives, allocation and targets- NITI AAYOG. (12 hr)

Unit-V:

MACRO ECONOMIC POLICY

Macro Economic Policy-Fiscal Policy, Monetary Policy, Industrial Policy and Agricultural Policy, Trade Policy. (12 hr)

Text book for study:

1. Dutt and K.P.M. Sundaram (2012) - Indian Economy, Sultan Chand & Sons, New Delhi.

References:

1. Ishwar.C. Dingra (2012) - The Indian Economy, Twenty First Edition, Sultan Chand and Sons, New Delhi.
2. G.M Meier, (1995) Leading Issues in Economic Development, 6th Edition,Oxford University Press, New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Course Outcomes (COs)	Code 18PEC3301	Title of the Paper IDC (WS): INDIAN ECONOMY																Hours 4	Credits 4	
			Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)												Mean Score of COs
			PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8					
CO1	3	3	4	3	2	4	4	4	3	5	3	3	4	2							3.31
CO2	3	2	3	1	3	5	4	4	4	4	4	4	4	3	3						3.31
CO3	4	3	3	2	1	3	4	5	4	3	5	5	5	5							3.62
CO4	3	4	3	2	4	3	4	5	3	3	4	4	4	3	4	4	4	3			3.46
CO5	2	4	2	3	3	3	4	4	3	4	2	4	2	5	3						3.23
CO6	3	4	3	2	4	4	3	3	3	4	2	3	3	4							3.23
Overall Mean Score for COs																				3.36	

Result: The Score for this Course is 3.36 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
18PHR4403**

**Hours/Week: 4
Credits : 4**

**IDC (WS):
ORGANISATIONAL BEHAVIOUR**

Course Outcomes:

1. Grasp the organizational theories that would enlighten the understanding of human behavior at work.
2. Familiarize with the need for behavior modifications in the changing work environment.
3. Understand team/group processes and to be able to address issues arising from individual and collective organizational behavior.
4. Know the importance of change in the competitive work environment.

Unit-1: BASIC BEHAVIOURAL CONCEPTS (12 hr)

Organisational Behaviour – Concept, meaning, objectives, approaches, S-O-B-C Models, Models of OB. Historical development of OB – Hawthorne Experiments. Organisational Climate – Meaning, importance, determinants, and measurements.

Unit-2: BEHAVIOUR DETERMINANTS (12 hr)

Personality – concept, meaning, determinants. Perception – meaning, factors, process, Difference between perception and sensation, Learning – meaning, Difference between Learning and Maturation. Motivational Theories: Content, Contextual and Contemporary theories.

Unit-3: BEHAVIOUR MODIFICATION (12 hr)

B.M: Concept, meaning, application and importance. Stress: Sources and Causes, Stress Management. Work place emotions. Conflict : meaning, types, Models and Resolution Strategy .

Unit-4: ORGANISATIONAL TEAM DYNAMICS (12 hr)

Team: Types, designs, development, norms, roles and cohesiveness.
Team building: Process, types, managing team process.
Team resource, Roles and Responsibilities.
Self Identity Team skills.

Unit-5: ORGANISATIONAL CHANGE (12 hr)

Challenges of change – Pressures for change, types of change, approaches. Resistance to change – individual, group and organizational. Overcoming

Resistance. Promoting change – interpersonal, team and organizational methods.

Text Books:

1. Davis & Newstrom, 1985, Organisational Behaviour, New Delhi, McGraw Hill Publishers, (Unit Chapter - 2.
2. Fred Luthans, 1985, Organisational Behaviour, New Delhi, McGraw Hill Publishers, (Unit 3) Chapter - 3,4,5
3. Prasad L.M. 2000 Organisational Behaviour, New Delhi, Sultan Chand & Sons, (Unit 1 & 5) Chapter - 1, 10, 11
4. Steven Mcshane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour: Emerging Knowledge and Practice for the Real World, TMH.(Unit-5)

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Code 18PHR4403	Title of the Paper IDC: ORGANISATIONAL BEHAVIOUR										Hours 4	Credits 4		
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs	
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5				PSO6
CO1	5	5	5	5	5	5	5	3	4	4	4	5	5	5	4.6
CO2	4	4	3	5	5	4	5	4	4	5	5	5	5	5	4.4
CO3	4	4	4	5	5	4	4	3	5	4	4	4	5	5	4.3
CO4	5	4	5	5	5	5	5	4	3	4	4	5	5	5	4.3
CO5	5	4	4	5	5	5	5	3	5	5	5	5	5	5	4.6
CO6	5	5	5	5	5	5	5	4	5	4	5	5	5	5	4.8
Overall Mean Score for COs												4.5			

Result: The Score for this Course is 4.5 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scating:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester III
18PCO3302

Hours/Week: 4
Credits : 4

**IDC (BS):
BASICS OF TAXATION**

Course Outcomes:

1. Have knowledge of the basic concepts of Income Tax Act, 1961
2. Analyze the components of taxable salary and compute it.
3. Classify the types of house properties and will be able to compute their taxable annual values.
4. Understand the basic concepts of and provisions relating to income from business or profession
5. Understand, classify and compute taxable capital gains
6. Know the income taxable under the head income from other sources and apply the provisions for deductions to and rates of tax and compute the tax.

Unit-I: Introductory concepts to Income Tax (10 hr)

- (A) Basic Concepts of income tax- Incomes exempted from Tax Under Section 10 - Previous Year, Assessment Year, Persons, Assessee,
(B) Residential status and Incidence of Tax.

Unit-II: Taxable Salary income (15 hr)

- (A) Components of Salary – allowances – Perquisites
(B) Salary - Allowances - HRA-Educational & Hostel Allowance- Valuation of rent free accommodation-Deductions U/Sec 18- Computation of Taxable salary.

Unit-III: Income from House property (12 hr)

- (A) Meaning of GAV and NAV - Types of House Properties - Deductions u/s 24 –
(B) Computation of Income from House Property.

Unit-IV: Income from business and Profession (12 hr)

Business Income - inadmissible expenses- allowable expenses –
Computation of Income from profession.

Unit-V: Capital gain (11 hr)

- (A) Capital Gain - Cost of Acquisitions - Cost of improvement - Long Term and Short Term Capital Gain
(B) Computation of Capital Gain - Computation of Income from other Sources.

(A) in each unit: OOC based learning

Text book:

1. Reddy TS and Hari Prasad Reddy Y, “Income Tax Theory, Law and Practices”, Margham Publications, Chennai.

Books for References:

1. Dr. Vinod K Singhania, “Students Guide to Income Tax”, Taxmann Publications Pvt. Ltd., New Delhi, (Latest Edition).
2. Bagavathi Prasad, Direct Taxes, WishwaPrakashan, New Delhi, (Latest Edition).
3. Mariyappa, Income Tax, Himalaya Publication House Pvt. Ltd, New Delhi.

Theory 20%; Problems 80%

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester III	Code 18PCO3402	Title of the Paper IDC (BS): BASICS OF TAXATION														Hours 4	Credits 4	
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)										Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	2	3	2	2	3	3	4	3	3	3	3	4	4		3.07		
CO2	4	3	3	3	3	4	4	3	3	4	4	4	4	4		3.53		
CO3	4	3	3	2	3	3	4	4	4	4	4	4	4	4		3.53		
CO4	4	3	3	3	3	3	4	4	3	3	3	4	4	4		3.38		
CO5	4	3	3	3	3	4	3	4	4	4	4	4	4	4		3.61		
CO6	5	4	4	4	4	4	3	3	4	3	4	4	4	4		3.84		
Overall Mean Score for COs															3.49			

Result: The Score for this Course is 3.4 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
18PCO4114**

**Hours/Week: 7
Credits : 4**

ADVANCED FINANCIAL MANAGEMENT

Course Outcomes:

1. Understand the concept of Finance and its fundamentals.
2. Elucidate the concept of working capital and its management.
3. Identify different sources of finance.
4. Calculate the cost of capital of different sources of funds.
5. Recognise the impact of capital structure on shareholder's wealth.
6. Appreciate the need and importance of short term liquidity.
7. Choose appropriate long term capital expenditure decisions.
8. Acquire the knowledge of different dividend policies and their impacts.

Unit-I: Financial Management and Cost of Capital (18 hr)

- (A) (OOC based learning) Concept and nature of Financial Management – Finance functions – Goals of financial management – Profit maximization – Wealth maximization. Importance of financial management. Factors affecting financial decisions.
- (B) Cost of capital and its significance. Types of cost of capital – Calculation of cost of specific funds - Calculation of weighted average cost of capital..

Unit-II: Capital Structure and Leverages (18hr)

Capital Structure – meaning. Features of an appropriate capital structure. Factors affecting capital structure –EBIT and EPS analysis. Capital structure Theories. Leverages – meaning – Financial leverage, Operating leverage – Combined leverage

Unit-III: Capital Budgeting (18 hr)

Concept of capital budgeting – Capital Expenditure budget – Importance and nature of capital budgeting decisions– Rationale - Types of capital investment decisions, factors affecting capital investment decisions. Capital Budgeting appraisal methods – Pay back method –Net Present Value method – Accounting Rate of Return methods. Risk analysis in Capital budgeting – Concept of Risk- General techniques and quantitative technique of risk assessment.

Unit-IV: Working Capital Management (18 hr)

Working capital management – Concept of working capital – Need and importance of working capital. Working capital planning and working capital

financing. Managing components of working capital - Cash management - Receivables Management–Inventory Management. Determinants of working capital.

Unit-V: Dividend Policy (18 hr)

Dividend Policy – Factors affecting dividend policy – Dividend Payout Methods . Dividend Theories – Walter’s model – Gordon’s model – Modigliani Miller model

Text Book:

1. S.N. Maheshwari, Financial Management- Principles and Practice, Sultan Chand & Sons, New Delhi

Books for References:

1. I. M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. M.Y.Khan and P.K.Jain, (2007), Financial Management, Tata McGraw Hill, New Delhi.
3. Brealey and Myers, (1985), Principles of Corporate Finance, Tata McGraw Hill, New Delhi.
4. Prasanna Chandra, (2008), Financial Management Theory and Practice - Tata McGraw Hill, New Delhi.
5. John Hampton, Financial Management, Vikas Publishing House, New Delhi

Theory 40%; Problems 60%

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Outcomes (COs)	Code 18PCO4114		Title of the Paper ADVANCED FINANCIAL MANAGEMENT												Hours 7	Credits 4	
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs				
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6		PSO7			PSO8
	CO1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.22
	CO2	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO4	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO5	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO6	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO7	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3.27
	CO8	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3.27
Overall Mean Score for COs																		
3.26																		

Result: The Score for this Course is 3.2 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PCO4115

Hours/Week: 7
Credits : 4

BUSINESS ETHICS

Course Outcomes:

1. Understand the various types and theories of ethics.
2. Apply ethics in the area of Human Resource Management.
3. Realize ethical issues pertaining to the field of marketing.
4. Familiarize with the ethical issues in financial services provided by various bodies
5. Grasp how the Corporate firms are Socially Responsible towards society and nature/environment.
6. Adopt and follow ethical principles in business activities as a responsible person.

Unit-I: Introduction to Business Ethics (18 hr)

Introduction to Business Ethics Concepts, and Theories of Business Ethics- Meaning Definition and Principles of Personal Ethics- Professional ethics- Business Ethics, Management and Ethics-Ethical theories in Relation to Business- Ethical decision making -Benefits from managing Ethics in Organisation - Characteristics of an Ethical Organisation- Recognizing Ethical Organization- Relationship between law and Moral standards.

Unit-II: Human resources management and Ethics (18 hr)

Ethical Issues in Human resources management- Definition- Growth of Human Resource Management – Scope of Human Resources Management- Emerging challenges of HRM-Ethical issues-Discriminations- Suppression of Democratation in work place- Privacy issues- Recruitment and selection – Performance tracking – Privacy issues of computerised Employee records- Electronic surveillance – Safety and health – Performance appraisals – Role of HRM in creating Ethical Organisation - Compensation ethics.

Unit-III: Marketing and Ethics (18 hr)

Ethics in Marketing – Definition, Ethical issues in Marketing Strategy – Ethical Issues in Marketing Mix – Product – Price – Promotion – Place – Process – People -Physical evidence – Ethical issues and Consumerism- Consumer Protection – Consumer Welfare – Consumer delight – Consumer Rights - Ethics in market research.

Unit-IV: Finance and Ethics (18 hr)

Ethical Issues in Finance – Introduction –Significance of Financial Management – Role of Finance Manager – Ethical Issues in financial Market

- Ethical Issues in Financial Services Industry – Frauds in Banks – Measures against Bank Frauds – Frauds in the Insurance Sector – Frauds in Non Life Insurance Sector – Ethics in auditing - Money laundering .

Unit-V: Corporate Social Responsibility (OOC based Learning) (18 hr)

Corporate Social Responsibility – Introduction, Importance of Social responsibility of Business- Definitions of CSR –Models of implementation of CSR – CSR as a business Strategy – Advantages of CSR I- Scope of CSR – Steps to Attain CSR – External Standards on CSR – Ethics and Social responsibility of Business – Environmental Ethics – Environmental Issues in India – Green Initiative – Waste Management .

Text Book:

1. AC Fernando, 2009, 'Business Ethics - An Indian Perspective', Pearson Education, New Delhi.

Books for References:

1. Business Ethics and Corporate Governance, (2003), ICAI Center for Management Research, Hyderabad.
2. John R Boatright (2009), Ethics and the conduct of Business, Pearson Education (Singapore) Pvt.Ltd, Indian Branch, Delhi.
3. Cyriac K, 2000, "Managerial Ethics and Social Issues — Readings and Cases", Reading material for Business Ethics, XLRI Jamshedpur.
4. Fr. McGrath, (2008), SJ Basic Managerial skills for all, Prentice Hall of India, New Delhi.
5. Davis Keith and Blomstorm, (1987), Business, Society and Environment, Tata McGraw-Hill Ltd., New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV Course Outcomes (COs)	Code 18PCO4115		Title of the Paper BUSINESS ETHICS													Hours 7	Credits 4
	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs			
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7		PSO8		
CO1	3	3	3	3	3	3	3	3	3	3	3	4	5	4	4	3.384	
CO2	3	3	3	3	3	4	3	4	3	4	3	4	5	4	4	3.538	
CO3	3	3	4	4	3	4	3	4	3	4	3	4	5	4	4	3.692	
CO4	3	3	3	3	3	4	4	3	4	3	4	5	5	4	4	3.692	
CO5	3	3	3	3	3	4	4	4	4	4	5	5	5	5	4	3.846	
CO6	3	3	3	3	3	4	4	3	4	4	5	5	5	4	3	3.615	
Overall Mean Score for COs																	

Result: The Score for this Course is ____ (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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**Semester IV
18PCO4116**

**Hours/Week: 4
Credits : 2**

ADVANCED COMPUTERISED ACCOUNTING

Course Outcomes:

1. Understand the basics of accounting packages and create, alter and delete companies, accounting groups and ledgers.
2. Equip with skills of entering transactions in the appropriate accounting vouchers and creation and application of cost centres.
3. Acquaint with creation of inventory masters and use various inventory features.
4. Know to enter transactions with TCS, TDS & GST and Prepare payrolls and budgets.
5. Configure various masters and vouchers and extract accounting and inventory reports.
6. Work in the real time computerized business environment as an accountant or a store keeper.

Unit-I: Concepts of Computerised Accounting (OOC based learning) (6 hr)

Computerized Accounting – meaning – features – components– advantages – disadvantages – architecture of Computerized Accounting - Accounting Packages – kinds of Accounting Packages - Creation, Deletion and alteration of companies – Accounting Features.

Unit-II: Accounting groups, ledgers and Accounting Vouchers (18 hr)

Accounts info - groups - various kinds of groups: Primary and secondary groups - creation, alteration & deletion of Primary and secondary groups - creation, alteration and deletion of ledgers- Vouchers: Types of Accounting vouchers - creation, alteration and deletion of voucher entries. Extraction of Daybook - Trial balance - Profit and loss account - Balance sheet - Configuration : General accounting masters & voucher entries.

Unit-III: Cost centre, Budgets and Statutory features (12 hr)

Introduction to Cost Centre & Cost Category - creation, alteration and deletion of cost category - Creation, alteration and deletion of cost centres- Voucher entries using cost centres - Cost centre class - Budgets – creation, alteration and deletion of budgets - statutory features- TDS - TCS – GST - .Interstate inward and outward supplies in GST, Advance receipts and payment involving GST, Transactions involved GST and Ces Excise Duty.

Unit-IV: Inventory features, masters and Vouchers (12 hr)

Introduction to inventories – Inventory features –Inventory info – creation, alteration and deletion of stock group, stock category, stock item – Godown – Accounting vouchers using stock items – inventory vouchers – Types of inventory vouchers – Purchase order processing – sales order processing – Pure inventory voucher entries.

Unit-V: Payroll, Bill wise details and Reports (12 hr)

Payroll – bill wise details – interest calculation – multi currency— accounting reports – inventory reports- Statutory reports.

Text Book

1. AK Nadhani, (2008), Simple Tally 9, BPB Publications, Chennai.

References

1. Vishnu P. Singh (2010), “Tally. Erp 9”, Computech Publications Ltd., New Delhi.
2. Nadhani A.K and Nadhani K.K. (2005), ‘Implementing Tally’, BPB Publications, New Delhi.
3. Srinivasa Valaban (2006), Computer applications in Business, Sultan & Sons, New Delhi.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Outcomes (COs)	Code 18PCO4116		Title of the Paper ADVANCED COMPUTERISED ACCOUNTING										Hours 4	Credits 2
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs			
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		PSO6		
CO1	4	4	5	4	4	5	4	5	4	4	4	3	5	4	4.230
CO2	4	4	5	5	3	5	4	5	4	4	4	4	5	4	4.307
CO3	5	4	5	5	4	4	4	5	4	4	4	4	5	4	4.384
CO4	4	4	5	4	4	5	5	5	4	5	5	3	4	4	4.307
CO5	5	5	5	5	4	4	4	5	4	4	4	4	5	4	4.461
CO6	5	4	5	4	4	4	4	5	4	4	5	4	5	4	4.384
														Overall Mean Score for COs	4.345

Result: The Score for this Course is 4.3 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PCO4117

Hours/Week: 2
Credits : 2

**SOFTWARE LAB FOR
ADVANCED COMPUTERISED ACCOUNTING**

Course Outcomes:

1. Create, alter and delete companies and groups.
2. Extract profit and loss account and balance sheet through ledger account balances and adjustment entries.
3. Pass entries for transactions in accounting vouchers with or without stock items.
4. Pass entries for transactions requiring special features such as TDS, GST, TCS, Cost centers and Payrolls.
5. Carry out order processing and maintain accounting records along with inventory records and generate reports.
6. Work as an accountant or a storekeeper in the computerized environment of business organizations.

Exercises

1. Creation, alteration and deletion of companies and user defined Accounting groups.
2. Creation, alteration and deletion of ledgers and Final accounts and Balance sheet preparations.
3. Voucher entries in double entry mode.
4. Voucher entries in single entry mode.
5. Voucher entries using Cost Centres and Cost Categories.
6. Creation and alteration of budgets and variance analysis.
7. Voucher entries Applying GST, TDS and TCS.
8. Creation, alteration and deletion of inventory masters & Accounting voucher entries using stock items.
9. Order processing and voucher entries using accounting and inventory vouchers.
10. Payroll preparation and applying TDS and TCS.
11. Voucher entries using bill wise details, interest calculation and multiple currencies.
12. Generation of Accounting and Inventory Reports.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV Course Outcomes (COs)	Code 18PCO4117		Title of the Paper SOFTWARE LAB: ADVANCED COMPUTERISED ACCOUNTING										Hours 2	Credits 2	Mean Score of COs
	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Overall Mean Score for COs				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		PSO6			
CO1	3	4	4	4	5	4	4	4	4	3	4	4	5	5	4.076
CO2	4	3	4	4	5	4	3	4	4	3	4	4	5	4	3.923
CO3	4	4	3	4	5	4	4	4	3	4	4	4	5	4	4.000
CO4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4.923
CO5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	4.538
CO6	5	4	5	4	4	4	4	4	5	4	5	4	5	4	4.384
Overall Mean Score for COs															4.327

Result: The Score for this Course is 4.3 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1	2	3	4	5
	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
	Very poor	Poor	Moderate	High	Very High

Values Scating:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Semester IV
18PCO4118

Hours/Week: 6
Credits : 4

INTELLIGENCE FOR EXCELLENCE

Course Outcomes:

1. Learn various types of intelligence necessary for excellence.
2. Achieve excellence in terms of their personal and professional life.
3. Be aware of the interrelatedness of human beings and society.
4. Develop higher consciousness to excel.
5. Understand the business environment required for excellence.
6. Have some awareness of self, society and others.

Unit-I: Self Intelligence: (17 hr)

Intelligence: Definition and Meaning – Intelligence cycle – Major theories of Intelligence; Self Intelligence: Personality - Strategic thinking - Lateral Thinking; Emotional Intelligence: Self awareness - Motivation – Self regulation- Social awareness – Empathy - Decision making: meaning, methods, types and steps in making effective decision making

Unit-II: Multiple Intelligence (14 hr)

Multiple Intelligence: Meaning and types of Multiple intelligence; Successful Intelligence: Meaning and types of Successful Intelligence: Creative Intelligence, Practical Intelligence Analytical Intelligence.

Unit-III: Interpersonal and Implementation intelligence: (17 hr)

Interpersonal intelligence: Definition, Meaning and development of interpersonal intelligence – Interpersonal intelligence and career advancement; Negotiation: Definition and meaning – Principles involved in negotiation – methods of negotiation; Conflict: Definition and meaning – sources of conflicts – types of conflicts - conflict management; Change: Definition and meaning- Theories of change – Types of change – Handling of change – Balancing work and Life

Unit-IV: Social and Spiritual intelligence (15 hr)

Social Intelligence: Meaning and Dimensions of Social Intelligence: Situation – Presence – Authenticity – Clarity-Empathy; Spiritual Intelligence: Meaning – Competencies and skills of spiritual intelligence

Unit-V: Environmental Intelligence: (OOC based Learning) (12 hr)

Understanding and caring of Natural Resources: Food, Land, Forest, Mineral, Water and Energy; Pollution: Types: Air Pollution, Water Pollution, Noise

Pollution, Thermal and Radiation; Specific Absorption Rate (SAR) values; Issues affecting environment: Population growth – Deforestation- Globalization - Sustainable development: meaning, process, concrete action plans for sustainability.

Text books:

1. Karl Albrecht., “Social Intelligence” (2006) Published by John Wiley & Sons
2. Robert J Sternberg., “Successful Intelligence” (2000) Magna Publishing Co Ltd

Books for References:

1. Daniel Goleman., “Emotional Intelligence” (1995) Bantom Books
2. Department of Foundation Courses: “Environmental Studies”, (2015) St Joseph’s College
3. Dorathy A Sisk., and Dr Paul Torrence “Spiritual Intelligence” Creative Education Foundation

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester IV	Course Outcomes (COs)	Code 18PCO4118		Title of the Paper INTELLIGENCE FOR EXCELLENCE													Hours 6	Credits 4
		Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)							Mean Score of COs			
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8				
CO1	4	3	4	4	4	3	3	3	4	4	4	4	4	4	4	3.69		
CO2	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	3.77		
CO3	3	4	3	4	4	4	4	3	3	4	4	4	4	3	3	3.62		
CO4	4	4	4	4	3	4	4	4	4	3	3	3	3	3	3	3.46		
CO5	3	4	4	4	3	4	4	3	4	3	4	4	4	3	3	3.62		
CO6	4	4	4	3	4	3	3	3	4	4	4	5	4	4	4	3.62		
Overall Mean Score for COs																3.63		

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20% 1	21-40% 2	41-60% 3	61-80% 4	81-100% 5
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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